

Company Registration No: 06296236 (England and Wales)
Charity Registration No: 1121578 (England and Wales)

MEDICAL AID FILMS LIMITED
(Limited by guarantee and not having a share capital)

TRUSTEES' REPORT

AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

MEDICAL AID FILMS LIMITED

CONTENTS

	Page
Legal and Administrative Information	1
Trustees' Report	2
Independent Examiner's Report	10
Statement of Financial Activities (incorporating the income and expenditure account)	12
Balance Sheet	13
Statement of cash flows	14
Notes to the Financial Statements	15

Trustees

Sean McDonnell (Appointed Chair 2nd Feb 2023)

Amndip Kalar

Rajiv Wijesuriya – resigned

Prof. Lucie Byrne-Davis – resigned

Rania Missoumi

Matthew Jackson

Ankit Soni

Rachael Okwir

Sid Khemka – (appointed Feb 2nd 2023)

Joeseeph Home – (appointed May 4th 2023)

Chief Executive Officer

Catherine McCarthy

Company number

06296236

Charity number

1121578

Registered Office

Address: c/o Zavros Mintikkis Associates Ltd, 1st Floor, 446a Green Lanes, London, N13 5XD

Website

www.medicalaidfilms.org

Independent Examiner

J.W.Chesters FCA

Nauchon

40310 Baudignan

France

Bankers

Barclays Bank Plc

1 Churchill Place

London E14 5HP

The Board of Trustees, who are also directors of the Company for the purposes of the Companies Act, and trustees for charity law purposes, submit their combined directors' and trustees' annual report and the financial statements of Medical Aid Films for the year ended 31 December 2023. The Board of Trustees confirms that the annual report and financial statements of the Company comply with current statutory requirements, the requirements of the Company's governing document and the provisions of the Statement of Recommended Practice (FRS 102). The Company has taken advantage from the exemptions available to smaller entities.

Organisation

The company's administration is under the control of the trustees, who are also the directors for the purpose of company law. The trustees during the year to 31 December 2023 were:

Sean McDonnell
Ankit Soni
Rajiv Wijesuriya
Lucie Byrne-Davis
Rania Missoumi
Matthew Jackson
Amo Kalar
Rachael Akidi Okwir
Sid Khemka

Structure, Governance and Management

Medical Aid Films Limited was incorporated as a company limited by guarantee on 28 June 2007 (number 06296236). The company received charitable status from the Charity Commission on 12 November 2007 (number 1121578). The company is governed by its Memorandum and Articles of Association dated 25 June 2007, which were updated on 28 January 2011.

The day-to-day management of the organisation is carried out by the Chief Executive Officer, with the support of the staff team. Key strategic decisions are made at regular meetings of the trustees. During 2020 a new strategy for 2021-2023 was developed and that strategic period has now come to an end as of December 2023. A review of progress was completed during 2023 and an interim strategy 2024 is now in place.

The major risks to which the organisation is exposed, as identified by the trustees, have been reviewed and systems or procedures have been established to manage those risks.

Charitable objectives for the public benefit

Medical Aid Films was set up in response to the global crisis in maternal and new-born health to advance the education and training of health workers in low-income countries through film and other media. The focus initially, but not exclusively, was to be on women's and maternal, child health, and on reducing maternal and child mortality, largely in Africa, where over 50% of maternal and child deaths occur each year. Although the resources produced by the charity can be and are used wherever there is a need.

Little high quality educational and training material has existed for use in low-income countries and, partly as a result, child and maternal mortality statistics remain high. Education in the format of film and animation can provide an important tool for improving healthcare and health literacy in many low-income countries.

The organisational strategy 2016-2020, in line with the Sustainable Development Goals, gave a wider brief across the life course of women's and children's health, focusing not just on survival, but also on ensuring health and wellbeing, and improving both the length and quality of life for women and children, throughout their lives.

The strategy 2021-23 focused on digital transformation, internal strengthening and a set of thematic priorities highlighting global health need, giving the organisation a clear roadmap over the last few years. Progress has been reviewed against the current strategy during 2023, and an interim strategy is in place for the first 6 months of 2024, as the organisation undergoes a period of transition.

Partnerships have always been central to the vision, and the organisation works with many major global and academic partners, along with local grassroots organisations, reaching audiences at health worker, community, and individual level. There is now an emphasis on developing partnerships to provide longer term education and training, and to maximise the potential of new delivery mechanisms and social media, finding innovative ways to reach and directly engage with audiences.

The organisation's films are still available online in a variety of formats, although there are plans to change this operating model through the potential development of a new Learning Platform. Content is also used and distributed via health-based partner organisations, NGOs, and charities, using mobile phones, tablets, and other portable technologies, reaching some of the most remote communities in the world. New technology partnerships are of particular importance for the future.

The work of the organisation remains unique in bringing together health and medical experts with a wide range of creatives.

Our guiding principles are:

- **Collaboration** - creating lasting, meaningful partnerships.
- **Research** - putting audiences first, learning and effectiveness.
- **Quality** - high-quality content production values, expertly reviewed.
- **Innovation** - reaching audiences through appropriate use of new technology.

Content review by partners, specialist medical practitioners and leading global experts continues to be a key part of the work. Advisers and reviewers often donate their time for free to ensure that the technical content of the films is first class, providing many hours of pro bono expert medical and health advice.

The trustees confirm that in accordance with Section 4 of the Charities Act 2006, they have referred to the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning their future activities.

Achievements and performance in 2023

2023 was a very challenging year for many organisations, in the sector. The longer-term impacts of Covid 19 and the economic downturn have continued to dominate the landscape, resulting in many charities being shut down.

The Trustees are proud of the organisation's achievements to overcome many challenges during this difficult period, and to continue to deliver high quality, lifesaving digital health to those most in need.

We are particularly proud of our SCREEN Zambia Project, now in its final year. The Project aims to deliver film-based community education for adolescents in Zambia through screenings conducted by in-country partners throughout rural Zambia. During 2023, the project reached over 40,000 young Zambians with vital health information in a matter of months. We thank Vitol Foundation for our first national level, multiyear grant.

In September 2023, the Charity implemented cost efficiencies and reduced its running costs very effectively to address the challenges funding challenges. At the end of 2023, the team were successful in securing a new grant which secured its future for 2024.

Our Numbers

- A rich film library containing over 710 high quality health education films, in 51 global languages.
- 10 million views on YouTube.
- 187,000 subscribers on YouTube
- 34 pieces of new content in 2023 in an increased number of languages
- Over 40,000 young Zambians were reached through SCREEN Zambia
- 100% of respondents considered the films to be useful and 99.4% considered them to be informative
- 99% considered them to be interesting/ engaging, 98.4% considered them to be easy to understand and 96.6% found the films to include relatable characters and settings

Key successes

- A Strategy review analysed our progress towards achieving the goals outlined in our current strategic plan

- Our first digital analytics dashboard launched in January 2023 through out data partnership with Kubrick Group
- Our first AI language content developed through Tube's ALOUD project
- Continued partnerships with World Health Organisation, London School of Hygiene and Tropical Medicine.
- Successful matched funding Appeal targeting women and girls
- Launch of the Kenya Maternal and Child Nutrition project in partnership with ClIFF and Living Goods.
- An article around our Zambia research published in Research World publication
- Successful completion of the SCREEN project including an endline survey and qualitative data collection
- The first of two summary reports on adolescent mental health in LMICs, launched on World Mental Health Day.

In summary, 2023 brought the team new challenges but we developed greater resilience as a result, achieving significantly across many areas of our work. We continued to support our partners to save lives in some of the poorest countries of the world, reaching more people with access to best practice, quality resources and education and training through film, and building many significant new partnerships.

Production and Operations

In 2023, in total there were **34 pieces of content and 1 e-learning platform created.**

APT Sepsis:

- 3 x animations in Chichewa
- 4 x FAST-M animation updates, English (Jan)
- 4 x FAST-M animation updates Chichewa (Feb)

Nomad Translations:

3 x films translated and voiced into the Hausa language by a partner:

- 1) How to Manage Bleeding After Birth
- 2) Understanding Warning Signs of Pregnancy
- 3) How to Care for the Newborn: The First Hours After a Baby is Born

Igbo Translations:

6 films x Translated and dubbed into Igbo by a partner

1. COVID-19 Vaccine Save Lives
2. Your Pregnancy and the COVID-19 Vaccination
3. Choosing Contraception
4. Counselling for Post Partum Family Planning
5. Understanding family planning
6. The Power of Self-Injectable Contraception

SCREEN promotional Film

1 x promo film

MAF 2023 showreel

1 x promo film

Child Nutrition Fund - Why Invest?

1 x live action fundraising film

Placenta Accreta

1 x trailer

Switching Insulin when on the move

1 x translated and dubbed (using AI)

Teachclean

9 x animations

1 x Creative support for a course for the Open WHO e-learning platform

Language content

Delivering content in a language which is understood by its audience is critical, and vastly increases access and reach. Along with creating new language content, we have also been able to leverage existing content in new languages, maximising opportunities to re-version and re-use content on all digital platforms, social media, and new devices, further increasing the value of each piece of content. We see language translation as being a key strand in our future work, and we will continue to explore best use of resources to deliver. Our content is now available in over 50 languages. Through a partnership with YouTube, we have explored the potential of AI to rapidly and cost effectively translate existing and new content.

Research and Learning

The organisation has continued to develop its research and evaluation work throughout 2023. We conducted a review of our annual survey results between 2021 and 2023. The results showed that

- 100% of respondents considered the films to be useful
- 99.4% considered them to be informative
- 99% considered them to be interesting/ engaging
- 98.4% considered them to be easy to understand
- 96.6% found the films to include relatable characters and settings

In 2023 we also undertook a consultation with individuals who have downloaded our films to use, which included an online survey, online interviews and email feedback. Participants came from a range of health care professional backgrounds or allied professions, and included health care professionals, students, volunteer and NGOs workers from a wide variety of organisations, from very small local NGOs to global organisations.

Participants made recommendations around new film topics, including new content around gender-based violence, mental health, disability and menstruation/fertility for adult women, and new language versions that would be useful. They also provided feedback on different formats of content that they might find helpful, including digital images and fact sheets, radio audio files and interest in how our films could be disseminated via social media such as WhatsApp or TikTok.

Our partnership with Tearfund's Communication for Development Team continued into 2023 through the Social and Behaviour Change Communication (SBCC) consultancy project.

The organisation will continue its systematic approach to evaluation and measurement to identify and measure change; what impact or content has and to what extent films increase and improve knowledge that empowers women and improves skilled health worker knowledge and practice. Measurement and evaluation are becoming an increasingly important part of the organisation's work and seeking opportunities to fund this work will be vital.

Organisational Development

Sean McDonnell was appointed to Chair of the Board on 2nd February 2023. Sean has been a Trustee for several years and a long-term supporter of our work. Several new Trustees joined the Board in 2023, bringing skills in digital media and medical education. The Board has continued to strengthen and develop with increased expertise in digital, global health and research, but now wishes to find additional expertise in business development and income generation.

The organisation now enters a period of transition and recruitment of a new Director, as the current CEO has stepped down after 9 years in the role.

The trustees are covered by an indemnity insurance policy which is renewed annually, and our staff handbook and all our policies and processes have been updated, along with a number of new policies being introduced to streamline the organisation.

Financial Review

Despite the difficult economic situation, the charity successfully raised **£380,761** in the 12-month period to 31 December 2023 (2022: £800,106). Of the total income, **£314,173** was from donations and grants and **£61,815** was from charitable activities. Of the total income £61,815 was restricted.

Total expenditure for the year was £494,668 (2022: £714,643) including £412,552 (2022: £600,121) on charitable activities, of which £146,824 (2022: £341,120) was restricted. As of 31 December 2023, the total reserves carried forward were £186,878 of which unrestricted reserves were £142,130 (2022: £151,456).

The charity's policy is to hold no less than three months unrestricted funding and ideally six months in reserve which is between £45,938 to £91,877.43 The charity's cash reserves are managed well to meet expenses arising from continuing activities. It is reviewed on a yearly basis.

The charity's ability to develop further continues to be dependent on its ability to develop a diverse funding base across grants, partner funded work and major donors. The charity continues its strategy for 2021-2023 where finance is at the forefront of any decision made, from aiding strategic decisions on funding and resourcing to developing a full cost recovery model on film production. Trustees are aware of the charity's financial position for the future and continue to monitor it closely.

Future Plans

During 2024 the Charity will continue its focus on the key areas below, following a review to refresh the current organisational strategy for 2024-2027. An interim strategy is in place for the next 6 months while the organisation goes through a period of transition and change.

We shall continue to:

- Significantly extend the impact of films and animations through strategic partnerships that maximise audience reach and user feedback, and through utilising new technologies, platforms, and social media to increase coverage and deliver content to unreached audiences.
- Develop a holistic programmatic approach focusing on the health of women and children and vulnerable groups.
- Ensuring that our content covers key and emerging health topics for frontline health workers at clinic and community level, ensuring high quality production values and increased understanding of current practice and training needs.
- Place audiences at the heart of our work and content development, ensuring an evidenced based approach which reflects a solid understanding of audiences and needs.
- Continue to leverage and maximize value from existing resources by providing demand-led additional language and adaptations of films and to explore potential for widening reach to new audiences.
- Develop new sources of funding and new sustainable business opportunities and approaches.

Statement of trustees' responsibilities

The trustees (who are also the directors for the purpose of company law) are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees must prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the trustees must not approve the financial statements unless they are satisfied that they 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:

- a) select suitable accounting policies and then apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and accounting estimates that are reasonable and prudent;

- d) state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- e) prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and 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 company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Disclosure of Information Independent Examiner

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- So far as each Trustee is aware, there is no relevant information of which the charitable company's independent examiner are unaware, and
- Each Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant information and to establish that the charitable company's independent examiner are aware of that information.

In preparing this report, the trustees have taken advantage of the small companies' exemptions provided by the Companies Act 2006.

On behalf of the board of trustees

Sean McDonnell

.....

Chair of Trustees

23/06/2024
.....Date

MEDICAL AID FILMS LIMITED

Medical Aid Films Limited.

Financial Statements for the year ended 31 December, 2023.

Independent examiner's report to the trustees of Medical Aid Films Limited ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December, 2023.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiner's statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

Matter of concern

During the year the accounting system did not provide for the separate identification of each receipt and payment on each of the restricted funds. This made it difficult for me to confirm the year end balances on such restricted funds. However, I have been assured that separate internal records, in the form of budgets and spreadsheets, had been maintained to provide assurance that these funds have been properly accounted for. I have recommended to the Trustees that the accounting records should be expanded as soon as possible to include and separately identify such movements on each of the restricted funds.

Medical Aid Films Limited.

Financial Statements for the year ended 31 December, 2022.

Independent examiner's report – continued.

I have completed my examination. I confirm that , other than the above matter of concern, no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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

Signed:

Jeffrey Chesters

J.W Chesters FCA

Dated :

24 June, 2024

Medical Aid Films Limited

Statement of Financial Activities (including the income and expenditure account)

For the year ended 31 December 2023

	Note	Unrestricted Funds £	Restricted Funds £	2023 Total £	2022 Total £
INCOME FROM:					
Donations and legacies	2	314,173	-	314,173	364,420
Charitable activities:					
- <i>Film production and distribution</i>	4	-	61,815	61,815	425,745
Investments		-	-	-	-
Other income		4,773	-	4,773	9,941
Total income		<u>318,945</u>	<u>61,815</u>	380,761	800,106
EXPENDITURE ON:					
Raising funds	5	82,116	-	82,116	114,522
Charitable activities:	5				
- <i>Film production and distribution</i>		265,728	146,824	412,552	600,121
Total expenditure		<u>347,844</u>	<u>146,824</u>	494,668	714,643
Net income/ (expenditure)		(28,899)	(85,008)	(113,907)	85,463
Transfers between funds		<u>16,114</u>	<u>(16,114)</u>	<u>-</u>	-
Net movement in funds		(12,785)	(101,122)	(113,907)	85,463
Reconciliation of funds:					
Total funds brought forward		151,456	149,329	300,785	215,506
Prior Year Adjustment		3,459	(3,459)	()	(184)
Total funds carried forward	14	<u>142,130</u>	<u>44,748</u>	<u>186,878</u>	300,785

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 14 to the financial statements.

Medical Aid Films Limited

Balance Sheet

Company No 06296236 (England and Wales)

As at 31 December 2023

	Note	2023 £	2022 £
Fixed Assets:			
Tangible assets	10	0	886
<i>Total fixed assets</i>		<u>0</u>	<u>886</u>
Current assets:			
Debtors	11	11,898	56,195
Cash at bank and in hand		182,406	295,334
<i>Total current assets</i>		<u>194,304</u>	<u>351,529</u>
Liabilities:			
Creditors: amounts falling due within one year	12	(7,426)	(51,630)
<i>Net current assets</i>		<u>186,878</u>	<u>299,899</u>
<i>Total assets less current liabilities</i>		<u>186,878</u>	<u>300,785</u>
Total net assets	13	<u>186,878</u>	<u>300,785</u>
Charity Funds:			
Restricted funds	14	44,748	149,329
Unrestricted funds			
General funds		142,130	151,456
<i>Total unrestricted funds</i>	14	<u>142,130</u>	<u>151,456</u>
<i>Total charity funds</i>		<u>186,878</u>	<u>300,785</u>

Under section 454 of the Companies Act 2006, on a voluntary basis, the trustees can amend these financial statements if they subsequently prove to be defective.

For the year ending 31st December 2023 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to micro-entities.

No members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

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

These accounts have been prepared in accordance with the provisions applicable to companies subject to the micro-entity regime.

Approved by the trustees on 2nd May 2024 and signed on their behalf by:

Sean McDonnell

Chair of Trustees

Medical Aid Films Limited
Statement of Cash flows
As at 31 December 2023

	Note	2023 £	2022 £
Cash flows from operating activities	15		
Net cash provided by/(used in) operating activities		(112,929)	67,994
Cash flows from investing in:			
Dividends, interest and rents from investments		0	0
Purchase of fixed assets			
Net cash provided by/(used in) investing activities			
Net cash provided by/(used in) operating activities		0	0
Change in cash and cash equivalents in the year		(112,929)	67,994
Cash and cash equivalents at the beginning of the year		295,334	227,340
Cash and cash equivalents at the end of the year	16	182,406	295,334
		182,406	295,334

Notes to the financial statements
For the year ended 31 December 2023

1. Accounting policies

a) Basis of accounting

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit company for the purposes of FRS 102 and therefore the Charity also prepared its financial statements in accordance with the 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 (The FRS 102 Charities SORP), the Companies Act 2006.

b) Going concern

The trustees have assessed the charity's ability to continue as a going concern and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charity's forecasts and projections and have taken account of pressures on general income. After making enquiries, the trustees have concluded that there are reasonable expectations that the charity has adequate resources to continue in operational existence for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

c) Income

All income that become available to the Charity are included in the statement of financial activities (including the income and expenditure account) ('the SOFA') as soon as receivable. Gifts and intangible income are included in the period in which they are received and valued at a reasonable estimate of the value of the gift or service received.

Bank interest received is attributed to Unrestricted Funds at the year-end date.

d) Expenditure

Expenditure is allocated to the particular activity where the cost relates directly to that activity. Support costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity.

The charity has reviewed expenditure in the year and has allocated support costs as following:

	2023	2022
Raising funds	25%	25%
Film production and distribution	75%	75%

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the Charity to the expenditure.

1. Accounting policies (continued)

e) Irrecoverable value added tax

VAT on purchases and expenses irrecoverable under the regulations dealing with exempt organisations has been charged against the activity for which the expenditure was incurred.

f) Funds

The funds are segregated between:

Restricted funds – monies set aside for particular awards or purposes in accordance with the instructions of the donor or the terms of an appeal. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds – undesignated monies retained that provide the working capital to enable the Trustees to carry out the charitable activities or designate for a particular activity.

g) Tangible fixed assets

Tangible fixed assets are capitalised at cost where the purchase price exceeds £100. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The annual rates in use are as follows:

Plant and machinery	20% straight line
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h) Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to the SOFA.

Notes to the financial statements
For the year ended 31 December 2023

1. Accounting policies (continued)

i) Pension contributions

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in independently administered funds. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions.

j) Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

k) Other financial instruments

• **Cash and cash equivalents**

Cash and cash equivalents include cash at bank and in hand and short-term deposits with a maturity date of three months or less.

• **Debtors and Creditors**

Debtors and creditors receivable or payable within one year of the balance sheet date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

l) Operating currency

The operating currency of the charity is Pound Sterling and the monetary amounts in the accounts are rounded to the nearest pound.

2. Income from donations and legacies

	Unrestricted	Restricted	2023 Total	2022 Total
	£	£	£	£
Donations and grant income	116,217	-	116,217	94,971
Donations in kind (note 3)	197,956	-	197,956	269,449
	<u>314,173</u>	<u>-</u>	<u>314,173</u>	<u>364,420</u>

Medical Aid Films Limited

Notes to the financial statements For the year ended 31 December 2023

3. Donations in kind

	Unrestricted	Restricted	2023 Total	2022 Total
	£	£	£	£
Professional services	119,697	-	119,697	195,571
IT software	720	-	720	640
Fundraising event costs	150	-	150	-
Provision of office space	3,488	-	3,488	10,459
Bookkeeping and payroll	200	-	200	-
Advertising/Marketing	73,701	-	73,701	62,779
	<u>197,956</u>	<u>-</u>	<u>197,956</u>	<u>269,449</u>

4. Income from charitable activities

	Unrestricted	Restricted	2023 Total	2022 Total
	£	£	£	£
Film production and distribution	-	61,815	61,815	425,745
Total income from charitable activities	<u>-</u>	<u>61,815</u>	<u>61,815</u>	<u>425,745</u>

5. Charitable expenditure

	Cost of raising funds	Film production and distribution	Support costs	2023 Total	2022 Total
	£	£	£	£	£
Staff costs (Note 6)	22,226	82,729	12,348	117,302	159,475
Cost of raising funds					
Fundraising expenditure				-	-
Fundraising consultancy				-	-
PR literature and brochures				-	-
Direct costs					
Film production and distribution		67,294		67,294	156,778
Other direct film costs		82,858		82,858	77,944
Medical expertise				-	-
Indirect and support costs					
Office rent and expenses			8,288	8,288	9,204
Telephone			-	-	2,975
Marketing & Advertising			73,870	73,870	61,943
Research and Data			45,707	45,707	149,990
Website and IT costs			7,456	7,456	7,029
Insurance			2,204	2,204	1,576
Bank charges			607	607	377
Bookkeeping and payroll			4,384	4,384	11,406
Legal and professional			2,100	2,100	535
Governance costs			6,174	6,174	8,393
Conference attendance					-
Foreign currency loss			-	-	9
Recruitment cost			182	182	3,466
Staff training			37,995	37,995	59,850
Sundry			37,360	37,360	2,799
Depreciation			887	887	894
	<u>22,226</u>	<u>232,880</u>	<u>239,562</u>	<u>494,668</u>	<u>714,643</u>
Support costs	<u>59,890</u>	<u>179,671</u>	<u>(239,562)</u>	<u>-</u>	<u>-</u>
Total charitable expenditure	<u>82,116</u>	<u>412,552</u>	<u>-</u>	<u>494,668</u>	<u>714,643</u>

Medical Aid Films Limited

Notes to the financial statements For the year ended 31 December 2023

6. Staff costs

	2023	2022
	£	£
Salaries and wages	112,044	151,221
Social security costs	7,010	12,643
Pension costs	4,421	4,004
Volunteer costs		
	123,476	167,868
Allocated to:		
Cost of raising funds	22,226	30,216
Film production and distribution	82,729	112,472
Support costs	12,348	16,787
Governance costs	6,174	8,393
	123,476	167,868

No employee received emoluments of between £80,000 and £90,000 in the year (2022: one employee – between £80,000 and £90,000).

Key management personnel include Trustees, Chief Executive, Digital Communications Manager, Assistant. The total employee benefits including pension contributions of the key management personnel were £123,475 (2022: £167,867.56). Other key management personnel, not on PAYE include Head of Productions and Operations and Head of Research, Monitoring, Evaluation and Learning.

In 2023 the Charity employed an average of 3 employees all on a part-time basis

7. Pension obligations

The charity makes contributions to a NEST pension scheme. Employee and Employer contributions amounted to £14,210.95 (2022: £14,186.13). At the year end, there were no contributions outstanding (2022: none). The assets of the scheme are invested and managed independently of the finances of the Charity.

8. Related party transactions

There are no related party transactions to disclose for 2023 (2022: none).

9. Net incoming resources for the year

This is stated after charging:

	2023	2022
Depreciation	887	894

The Trustees do not receive reimbursement for expenses incurred in attending meetings. No remuneration is paid to Trustees.

Medical Aid Films Limited

Notes to the financial statements For the year ended 31 December 2023

10.Fixed assets

	Tangible assets		
	Project equipment	Film and office equipment	Total
	£	£	£
Cost			
At the start of the year	-	13,539	13,539
Additions	-		-
Disposal during the year	-	-	-
At the end of the year	-	13,539	13,539
Depreciation			
At the start of the year	-	12,652	12,652
Charge for the year		887	887
Written off during the year	-	-	-
At the end of the year	-	13,539	13,539
Net book value			
At the end of the year	-	0	0
At the start of the year	-	886	886

11. Debtors

	2023	2022
	£	£
Accrued income		3,081
Debtors	11,898	51,878
Prepayments	-	1,236
	11,898	56,195

All debtors above, with the exception of prepayments, are financial instruments and are measured at settlement value.

Medical Aid Films Limited

Notes to the financial statements For the year ended 31 December 2023

12. Creditors: amounts falling due within one year

	2023	2022
	£	£
Trade creditors	5,594	6,945
Taxation and social security	1,452	4,979
Other creditors	380	5,642
Accruals		34,065
	7,426	51,630

All creditors above, with the exception of accruals, are financial instruments and are measured at settlement value. Included in other creditors are amounts owed to the pension scheme.

13. Analysis of net assets between funds

	Restricted funds	Unrestricted funds	Total funds
	£	£	£
Tangible fixed assets	-		
Net current assets/liabilities	44,748	142,130	186,878
Net assets at the end of the year	44,748	142,130	186,878

14. Movement in funds

2023	Balance at 01/01/2023 £	Incoming Resources £	Resources expended £	Transfers £	Balance at 31/12/2023 £
Restricted funds:					
Film production and distribution	149,329	61,815	(146,824)	(19,573)	44,748
Total restricted funds	149,329	61,815	(146,824)	(19,573)	44,748
Unrestricted funds					
General funds	151,456	318,945	(347,844)	19,573	142,130
Prior Year Adjustment					
Total unrestricted funds	151,456	318,945	(347,844)	19,573	142,130
Total Charity funds	300,785	380,761	(494,668)	-	186,878

Medical Aid Films Limited

Notes to the financial statements

For the year ended 31 December 2023

Restricted funds:

List of Restricted Funds as at Dec 2023

Fund Name	Balance at 31/12/2023
Vitol	£15,748
Private Donation: Jafar	£4,000
CIFF	£11,000
Big Give Fundraising campaign	£5,000
WHO	£9,000
TOTAL	£44,748

15. Reconciliation of net income to net cash from operating activities

	2023
	£
Net income/(expenditure) for the reporting period	(113,907)
Depreciation charges	887
Dividends, interest and rent from investments	0
(Increase)/decrease in debtors	44,295
Increase/(decrease) in creditors	(44,203)
Prior year correction	
Net cash provided by/(used in) operating activities	(112,929)

Medical Aid Films Limited

Notes to the financial statements For the year ended 31 December 2023

16. Analysis of cash and equivalents

	At 01/01/23	Cash flows	Other changes	At 31/12/23
Cash in hand	295,334	(112,929)		182,406
Total cash and cash equivalents	295,334	(112,929)	-	182,406

17. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1. At 31 December 2023 there were 4 (4 in 2022) members of staff (Staff being made up of those on payroll contracts).

18. Controlling party

There is no single ultimate controlling party.

Certificate of Completion



Update-MAF Trustees report 2023 for Audit review Final v2 ii (2) (1).pdf

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Samuel Ijaopo

finance@keenlondon.org

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finance@keenlondon.org **Verified**

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