

WHITE RIBBON CAMPAIGN LTD

England & Wales · Charity number 1123874

Details

Other names WHITE RIBBON CAMPAIGN

Status Registered

Legal form Charitable company

Company number [05617302](#)

Registered 2008-04-24

Register [View on the Charity Commission register](#)

Contact

Address Unit 31
The Town Hall
St. Georges Street
Hebden Bridge
West Yorkshire
HX7 7BY

Phone 01422886545

Email info@whiteribbon.org.uk

Website www.whiteribbon.org.uk

Activities

Objects: THE PRESERVATION AND PROTECTION OF LIFE AND GOOD HEALTH BY THE PREVENTION OF VIOLENCE, IN PARTICULAR AGAINST WOMEN, BY EDUCATING AND RAISING AWARENESS OF THE CAUSE EFFECT AND METHODS OF PREVENTING VIOLENCE.

Activities: A detailed 2013 annual report is available from the office. The charity campaigns against violence against women and girls particularly within the areas of sport, music, fund raising, and education. White Ribbon Status is available to various authorities and organisations within the UK.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- **Area of benefit:** UNDEFINED. IN PRACTICE, NATIONAL.
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£463,491	£400,411	-	-
2024-03-31	£368,950	£335,009	-	-
2023-03-31	£366,762	£341,740	-	-
2021-12-31	£242,226	£146,435	-	-
2020-12-31	£111,905	£135,708	-	-

Trustees

Name	Role	Appointed
Amy Keirl		2024-10-24
Anthony James Duerden		2019-05-21
Henry Hughes		2024-10-21
Johanna Tompsett		2026-04-27
Lloyd James		2026-04-27
Lydia Fairman		2022-08-30
Michael Richard Coates		2026-04-27
Michael Taggart		2023-02-06
Robert Parker		2026-04-27

WHITE RIBBON CAMPAIGN LTD

England & Wales - Charity number 1123874

Accounts

REGISTERED COMPANY NUMBER: 05617302 (England and Wales)
REGISTERED CHARITY NUMBER: 1123874

WHITE RIBBON CAMPAIGN LTD
(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

WHITE RIBBON CAMPAIGN LTD

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FOR THE YEAR ENDED 31 MARCH 2025

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WHITE RIBBON CAMPAIGN LTD

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 31 MARCH 2025

TRUSTEES

S J Barnbrook
Dr. S R Burrell (resigned 21.10.24)
A J Duerden
L Fairman BEM
H Hughes (appointed 21.10.24)
A Keirl (appointed 24.10.24)
P Lassey
S Rymer (resigned 21.10.24)
DC M Taggart MBE

COMPANY SECRETARY

L Fairman BEM

REGISTERED OFFICE

Unit 31
The Town Hall
St. Georges Street, Hebden Bridge
West Yorkshire
HX7 7BY

**REGISTERED COMPANY
NUMBER**

05617302 (England and Wales)

REGISTERED CHARITY NUMBER 1123874

INDEPENDENT EXAMINER

TCA (Shrewsbury) LLP
Third Floor
21 St Mary's Street
Shrewsbury
Shropshire
SY1 1ED

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of 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 (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The objective of the charity are: The preservation and protection of life and good health by the prevention of violence, in particular against women, by education and raising awareness of the cause, effects and methods of preventing violence.

Significant activities

White Ribbon UK achieves its aims through high profile campaigns, raising awareness, engaging with men and boys to promote culture change with individuals and a diverse range of organisations, and by engaging with decision makers. This is delivered mainly through our partnerships with a range of public and private sector organisations through our Accreditation and Supporter organisation programmes, and over 6,000 White Ribbon Ambassadors and Champions and supporters, training and awareness raising campaigns, especially White Ribbon Day on 25th November each year.

Public benefit

The trustees have taken account of the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and planning. We deliver public benefit in the work we do, for example:

- Our website offers a wide range of free information and resources
- Our White Ribbon Accreditation makes it easy for the public to see if an organisation is committed to our principles
- Our public engagement campaigns, including White Ribbon Day and the following 16 days of activism are about individuals, communities, public sector bodies and businesses gaining a better understanding of what violence against women and girls is and how to play an active role in preventing it from happening.
- Our free Ambassador and Champions programme enables members of the public to become involved in the work we do and speak out on behalf of our cause
- Representation - we speak out to engage men, young men and boys in playing an active role in ending violence against women and girls.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

OBJECTIVES AND ACTIVITIES
STRATEGY AND BUSINESS PLAN

The organisation has been following its five year strategy, agreed in 2021. In January, this was reviewed with the incoming CEO and a new strategy agreed for the next three years, with an annual refresh planned. The following has been agreed:

Vision: A world in which everyone is equal, safe, respected and has choice

Mission: to end men's violence against women

Our values:

Partnership: We will seek to achieve our goals through partnership with all groups, organisations and businesses that share our vision.

Empowerment: We will aim to empower individuals to participate in the work of White Ribbon UK at all levels.

Respect: We shall ensure that all staff, trustees, Ambassadors, Champions and volunteers will treat others with respect.

Integrity: Aim to demonstrate integrity in all our dealings with the public and live our values

Safety: We recognise that we will encounter people who are at risk, have experienced or are experiencing male violence and we will not take any action that would place others in danger.

Sensitivity: We will be sensitive to and listen to people who are at risk

Inclusivity: We aim to provide an inclusive environment where diversity and individual difference are understood and respected.

Our Approach:

Our work is preventative. We work with people to give them knowledge and tools so they can encourage positive attitudes towards women and girls based on healthy and equal relationships. This work is called primary prevention; we want to stop violence from happening in the first place.

We engage men and boys in this preventative work. We support them to recognise and change their own behaviours, disrupt other men's behaviours and take steps to create a more equal society.

We are building a network of people (men, women, groups and organisations) who have the knowledge and tools to take action and influence and engage others.

We recognise that women's experiences are intersectional, and this means the impacts of inequality and misogyny are different for different women. We recognise that we are accountable to women and their experiences in our work.

Outcomes:

1. Society understands what men's violence against women is, what causes it and how to stop it
2. Men and boys change their own behaviours
3. Men and boys take action to reduce other men's violence against women and girls
4. Workplaces, public places, sport and leisure activities are safer, inclusive and more equal for women
5. Decision makers change policies to embed equality and safety for women and girls

Strategic Aims:

1. Educate people about the continuum of men's violence against women, how it is rooted in masculine norms, its impacts and how to stop it
2. Give men and boys increased skills, tools, confidence and knowledge to change their own behaviours
3. Give men and boys increased skills, tools and confidence to raise awareness of what men's violence against women is, its root causes and how to take action to stop it
4. Work with organisations to improve workplaces, public places, sport and leisure activities for women
5. Work with parliament, local authorities and other decision makers to influence them to include primary prevention and equality for women in policies and strategy
6. White Ribbon UK is a financially sustainable organisation

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

ACHIEVEMENTS AND PERFORMANCE

Charitable activities

During 2024/25, White Ribbon UK continued to grow its reach and develop its impact, with significant developments across stakeholder engagement, public campaigning, policy work, and education. The organisation focused on building partnerships, engaging men and boys, and raising awareness of the importance of preventing men's violence against women and girls.

By March 2025, there were 245 White Ribbon Accredited Organisations, presenting a 26% increase from the previous year, bringing the number of people working in these organisations to nearly 700,000. The number of White Ribbon Supporter Organisations also grew to 257. Exclusive resource hubs were set up for Accredited and Supporter organisations to be able to access information about their programmes and additional resources to add value to the work they do within their workplaces. Lunch and learn webinars also ran throughout the year, with specialists sharing best practice and new research with organisations.

The ascension of the Worker Protection Act in October 2024 provided an opportunity for the development of White Ribbon's Training offer to support organisations to meet their new duty in the Act to prevent sexual harassment. This saw two new Training Associates join the organisation to support the development and delivery of Training.

White Ribbon Ambassadors and Champions remain at the heart of the charity's delivery and influence, with 7,463 registered by the end of this period. Their role in shaping local activity and national visibility continues to be central to White Ribbon's approach, with Ambassadors and Champions taking the lead on awareness-raising, education and allyship within communities, schools and workplaces. They shared powerful examples of the everyday actions that contribute to culture change, from challenging sexist language in school settings to reflecting on their own behaviours and supporting others to speak out.

In November 2024, the White Ribbon Day campaign launched with the theme It Starts with Men. The message called on men and boys to take responsibility, challenge harmful attitudes, and play an active role in creating respectful relationships and safer communities. Accredited and Supporter Organisations marked the campaign with creative and engaging activities across England and Wales, including choir performances at railway stations, community cycle rides, youth marches, and workplace events. Ambassadors and Champions led sports challenges, fundraising activities and events to raise awareness and spark conversations.

The campaign received strong political support. A Parliamentary Reception in Westminster, attended by over 80 MPs and Ministers including the Speaker of the House, Sir Lindsay Hoyle, showed broad cross-party backing for primary prevention work. In Wales, Members of the Senedd supported the campaign through speeches and participation at a White Ribbon UK run event, as well as in the annual vigil in Cardiff, alongside widespread support from local organisations. White Ribbon UK also hosted 10 webinars during the campaign, with nearly 500 people attending from across sectors, deepening understanding of prevention and building the confidence of those leading change in their communities.

Work with young people was expanded through the introduction of age-appropriate White Ribbon Day themes, Kindness Starts with Me for primary schools and Change Starts with Me for secondary-aged children. Educational resources were developed to support young people in reflecting on gender equality, peer influence online and offline, and respect, with strong uptake in schools, sports academies and after-school clubs. A video created by a young man helped primary-aged children engage with the message in a way that felt relevant and inspiring.

White Ribbon UK's media presence expanded significantly. In the lead-up to White Ribbon Day, the organisation was featured in national and regional media including Sky Sports, BBC News, an official partnership with Metro and in the Evening Standard. Sky Sports created a powerful campaign video featuring Premier League footballers, which aired over four days alongside additional messaging about the meaning of White Ribbon Day with all presenters wearing White Ribbons and encouraging viewers to do the same. Local press also amplified the work of Accredited and Supporter Organisations across the country.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

Throughout the year, White Ribbon UK continued to strengthen its public policy work. In the months leading up to the July 2024 General Election, the organisation called on political leaders to prioritise prevention in their manifestos. Campaign materials were made available to supporters, Ambassadors and Champions, to engage candidates locally, which were widely used. At the Labour Party Conference, White Ribbon hosted a fringe event on safety in the night-time economy, sponsored by imabi, with participation from Alex Davies-Jones MP and key sector organisations. The organisation also secured an Open Societal Challenges grant to produce research into the social and economic benefits of investing in prevention, to be published in 2025.

White Ribbon UK also extended its work in sport. A Men's Euros Fixtures Guide, launched in June 2024 in partnership with imabi, focused on fan behaviour and allyship, and received national media coverage. (The campaign went on to win the Diversity, Inclusion and Purpose Award and Consumer Relations Award at the PRCA Dare Awards in June 2025). In January 2025, White Ribbon UK began a five-month pilot project with the Premier League and three clubs, Newcastle United, Chelsea FC and AFC Bournemouth, aimed at improving the experiences of women and girls on match days through peer-led fan behaviour change.

Fundraising activity remained strong throughout the year. Supporters raised awareness and funds through a wide range of events including marathons, raffles, fitness classes and workplace campaigns. A particular highlight was Team Millane's trek to Everest Base Camp, raising over £20,000 in memory of Grace and David Millane. Their dedication reflected the shared commitment of all our supporters who continue to champion culture change in their communities.

FINANCIAL REVIEW

Financial position

The net income for the year was £63,080 (2024: £33,941). The free reserves of the charity, calculated as unrestricted reserves less designated funds and fixed assets, was £309,007 (2024: £186,111). £61,564 of this increase in free reserves arose from the Board releasing the previously designated funds back into unrestricted funds.

WRUK generates income from a variety of sources. There are fees from accreditation of organisations, which are a predictable form of income. Together with regular small donations, also relatively predictable, this represented 46% (39%) of total income in this accounting period. Income is also generated from bespoke work, such as training and presentations and one-off donations and fundraising. This is less reliable. We sell awareness raising materials via our online shop. The majority of these sales come from the period leading up to White Ribbon Day on November 25th every year. There is scope to bid for grants to deliver specific projects.

We employ a small team of staff to support our work, and have the usual overheads such as rent, insurance and utilities. As such, we are able to make a relatively stable and predictable forecast of expenditure in normal circumstances. We have a Finance Committee which monitors income and expenditure and makes recommendations, in consultation with the Chief Executive, of any corrective actions required.

Reserves policy

Our Reserves Policy is based upon being able to maintain our profile even through a period when income is reduced. It is our view, based on historic income and expenditure figures, that a minimum reserve balance equivalent to 3 months of expenditure costs should be maintained at all times. This will exclude any fixed assets the organisation may own, as well as committed elements of Unrestricted Funds and any Designated Funds identified and approved by the Board. For the current financial year, this sum amounts to £125,962. The Finance Committee will review the Reserves Policy and balances on an annual basis and make recommendations to the Board as necessary.

Going concern

Trustees are given an update at every meeting that informs them of the charity's current financial position and of its projected financial position in twelve months' time. As at 31 March 2025, the trustees note that income is stable and from financially sustainable sources and that free reserves have grown. The trustees are, therefore, pleased to state that they believe the organisation to be a going concern for the next 12 months.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

FUTURE PLANS

At our Away Day in January, Trustees decided that over the next 12 months we will grow both our Accreditation and our Training Programmes, to extend our reach and increase our impact.

As part of this work, we will hold a campaign in June for Accredited organisations, called Right to Respect, about how to comply with and make the most of the Worker Protection Act 2023 that came into force in October 2024.

We will focus on taking part in consultations, submitting evidence and influencing the government to prioritise primary prevention funding and work, as part of their commitment to halve Violence Against Women and Girls.

Our White Ribbon Day campaign for 2025 will be themed "I Speak Up" for individuals and "We Speak Up" for organisations to encourage more people to become active allies and sign up as Ambassadors and Champions.

We will develop an Ambassador and Champions programme to enable those signed up to be more active in their workplaces and local communities and achieve more change.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

TRUSTEES

The charity is governed by a board of trustees. Trustees are responsible for directing the affairs of the charity, ensuring that it is solvent, well-run, and delivering the charitable outcomes for the benefit of the public for which it has been set up. Trustees have given due regard to Charity Commission Guidance CC27 Decision Making for Trustees and agree to take it into consideration when making decisions on behalf of the charity.

None of the charity's trustees receive remuneration or benefit from their work with the charity.

Trustee indemnity insurance is in place to cover trustees against personal liability if legal claims are made against them, either by the charity or by a third party. Trustees are entitled to be insured against claims that may arise from their legitimate actions as trustees as long as they have acted honestly and reasonably.

There are three sub committees which are not able to make decisions, but recommend and report to the Board:

Finance

HR

Policy and Campaigns

Recruitment and appointment of new trustees

Trustees are selected through a recruitment process which involves advertising widely, an application form and interviews. The board looks for new trustees based on knowledge and skills gaps and maintaining a balanced board that reflects the community we serve.

Organisational structure

Day-to-day management of the charity is delegated to the staff team under the leadership of the Chief Executive, Anthea Sully (leaving January 31st, 2025) and Lynne Elliot (starting 1 February 2025). The trustees would like to thank Anthea for her hard work and dedication over her time at White Ribbon UK and for the advancement she enabled the organisation to achieve during her time as CEO.

Key management remuneration

Remuneration of staff is determined by the HR subcommittee and Finance subcommittee taking into consideration the financial sustainability of the charity and market rate for a charity of this size.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

STRUCTURE, GOVERNANCE AND MANAGEMENT

Related parties

No trustee or other person related to the charity had a personal interest in any contract or transaction entered into during the year. The charity has one subsidiary, VSUK Trading Limited, which is currently being retained as a dormant company in

Risk management

The trustees are responsible for ensuring that the charity has a risk management process through which risks arising from existing operations and strategic developments are identified, evaluated and, where possible, action is taken. The trustees delegate the day-to-day management of risk to the Chief Executive Officer.

The following risk procedures are carried out:

Senior Management Team hold a monthly meeting to review the risk register, identifying new risks, reassessing likelihood and impact, and considering progress against mitigating actions on the register. The outcome of these reviews is reported to trustees on a quarterly basis in the Operations Report.

The trustees annually review the key major risks that the charity faces, which is done by considering risks in the context of the following questions:

1. Are you making the desired impact in support of your beneficiaries and can you evidence it?
2. Are you managing the finances to ensure you continue to make an impact in the medium to long term?
3. Are you meeting your legal, regulatory and donor compliance requirements and expectations?
4. Are you able to respond effectively to any incident that could result in damage to your reputation?
5. Are there any risks that are at the heart of what the charity stands for?
6. Do you have the right people and culture in place? Are people well managed and is H.R. strong?

The risk register identifies control procedures; monitoring processes and actions designed to minimise or manage any potential impact on the charity should any risks materialise.

A summary of the principal major risks that the charity is currently facing are:

- People and culture - we have a new CEO, and we have refreshed our strategy, we need to ensure we have the right people and culture in place and that we can recruit and retain skilled staff so we can deliver our strategy and meet our charitable objectives

- Finance - we want to grow to deliver our charitable objects and reach more people, so we need to ensure we have enough income to do this. Our financial growth needs to be sustainable, and we need to maximise our money management

- Regulatory requirements - we need to ensure we are meeting all our regulatory requirements, and we have procedures in place so that trustees can see how this is being done

- External environment - we need to monitor political and social change around Violence Against Women and Girls and Masculinity to ensure we are placed where we should be to get maximum support and exposure for our work

- Reputational risk - We need to make sure that we are doing things well to uphold an excellent reputation and have the right things in place to respond and minimise any incident that could damage our reputation

- Advancing Technology - as a small charity it is hard for us to keep up with technology, but we need to ensure that we use technological developments such as AI to make the best use of our resources and to keep up with advances in the sector

- Cyber Security - A cyber-attack could stop the organisation from being able to function and threaten our GDPR security. We need to take as many precautions as we are able and stay up to date with changing threats

Over the last 12 months, we reported no lost-time accidents at work, no RIDOR reportable accidents, no ICO reportable GDPR incidents, no serious incidents requiring reporting to the Charity Commission and no safeguarding incidents.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

**STRUCTURE, GOVERNANCE AND MANAGEMENT
THANK YOU**

White Ribbon UK is a campaigning charity which seeks to work closely with its Ambassadors, Champions, Accredited organisations, partners, supporters, volunteers and staff members because only by working together as a community can we inspire more boys, young men and men to actively engage in ending Violence Against Women and Girls. The trustees would like to thank everyone who has donated their time, energy and funds for making the work this year possible.

White Ribbon UK has some fundraisers who support its work in memory of women lost to men's violence. We would not be able to achieve what we do without this support. We want to say thank you, we take our responsibility to build a lasting legacy of a society free from violence against women and girls very seriously.

TRUSTEES' RESPONSIBILITY STATEMENT

The trustees (who are also the directors of White Ribbon Campaign Ltd for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

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

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

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

Approved by order of the board of trustees on November 4th 2025 and signed on its behalf by:



.....
A J Duerden - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
WHITE RIBBON CAMPAIGN LTD

Independent examiner's report to the trustees of White Ribbon Campaign Ltd ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2025.

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 your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can 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.

I have completed my examination. I confirm that 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.

C Moelwyn-Williams

C Moelwyn-Williams BSc FCA

TCA (Shrewsbury) LLP
Third Floor
21 St Mary's Street
Shrewsbury
Shropshire
SY1 1ED

Date: *13th November 2025*

WHITE RIBBON CAMPAIGN LTD

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2025

	Notes	2025 Unrestricted funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies		207,990	159,601
Other trading activities	2	255,501	209,349
Total		<u>463,491</u>	<u>368,950</u>
EXPENDITURE ON			
Raising funds		13,883	15,825
Charitable activities			
General		386,528	319,184
Total		<u>400,411</u>	<u>335,009</u>
NET INCOME		63,080	33,941
RECONCILIATION OF FUNDS			
Total funds brought forward		248,009	214,068
TOTAL FUNDS CARRIED FORWARD		<u><u>311,089</u></u>	<u><u>248,009</u></u>
CONTINUING OPERATIONS			
All income and expenditure has arisen from continuing activities.			

The notes form part of these financial statements

WHITE RIBBON CAMPAIGN LTD
STATEMENT OF FINANCIAL POSITION
31 MARCH 2025

	Notes	2025 Unrestricted funds £	2024 Total funds £
FIXED ASSETS			
Tangible assets	7	2,081	333
Investments	8	1	1
		2,082	334
CURRENT ASSETS			
Debtors	9	218,796	51,807
Cash at bank		253,591	264,487
		472,387	316,294
CREDITORS			
Amounts falling due within one year	10	(163,380)	(68,619)
NET CURRENT ASSETS		309,007	247,675
TOTAL ASSETS LESS CURRENT LIABILITIES		311,089	248,009
NET ASSETS		311,089	248,009
FUNDS	11		
Unrestricted funds		311,089	248,009
TOTAL FUNDS		311,089	248,009

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

WHITE RIBBON CAMPAIGN LTD

STATEMENT OF FINANCIAL POSITION - continued
31 MARCH 2025

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

The financial statements were approved by the Board of Trustees and authorised for issue on November 4th 2025 and were signed on its behalf by:

A rectangular box containing a handwritten signature in blue ink that reads "Anthony Duerden".

.....
A J Duerden- Trustee

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS **FOR THE YEAR ENDED 31 MARCH 2025**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with 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 (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value.

Financial reporting standard 102 - reduced disclosure exemptions

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of paragraph 3.17(d);
- the requirements of paragraphs 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of paragraphs 12.26, 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirement of paragraph 33.7.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure & irrecoverable vat

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

All expenditure is inclusive of irrecoverable VAT.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings - 3 years straight line depreciation

Office Equipment - 3 years straight line depreciation

Taxation

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

Fund accounting

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

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

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

1. ACCOUNTING POLICIES - continued

Fund accounting

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Debtors

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

Cash at bank and in hand

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

Financial instruments

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

Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the balance sheet date, unless the value cannot be measured reliably in which case it is measured as cost less impairment. Investment gain and losses, whether realised or unrealised, are combined and presented as "gain/(losses) on investment" in the Consolidated statement of financial activities.

Redundancy and termination payments

Redundancy and termination costs are recognised as an expense in the Statement of Financial Activities and a liability in the Statement of Financial Position immediately at the point the charity is committed to either: terminate the employment of an employee or group of employees before normal retirement date; or provide termination benefits as a result of an offer made in order to encourage voluntary redundancy.

2. OTHER TRADING ACTIVITIES

	2025	2024
	£	£
Accreditation Fees	216,826	177,206
Sales and Fees	38,675	32,143
	<u>255,501</u>	<u>209,349</u>

All income from other trading activities is unrestricted.

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

3. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation - owned assets	693	334
	<u>693</u>	<u>334</u>

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024.

Trustees' expenses

Trustees expenses of £1,186 were reimbursed for the period ended 31 March 2025. (Year ended 31 March 2024: £180)

5. STAFF COSTS

	2025	2024
	£	£
Wages and salaries	280,513	244,122
Social security costs	16,335	17,582
Other pension costs	13,035	12,231
	<u>309,883</u>	<u>273,935</u>

Included within Wages and Salaries above are redundancy payments of £2,519. At 31 March 2025, there were no outstanding redundancy payments due.

The average monthly number of employees during the year was as follows:

	2025	2024
Chief Executive Officer	1	1
Finance and administration staff	6	3
Campaign staff	3	4
	<u>10</u>	<u>8</u>

No employees received emoluments in excess of £60,000.

The key management personnel of the charity to whom the Trustees delegate the day-to-day running of the organisation is the Chief Executive. The total employee benefits of the key management personnel of the charity for the year ended 31 March 2025 were £55,978 (Year ended 31 March 2024: £52,012).

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £
INCOME AND ENDOWMENTS FROM	
Donations and legacies	159,601
Other trading activities	209,349
Total	<u>368,950</u>
 EXPENDITURE ON	
Raising funds	15,825
Charitable activities	
General	319,184
Total	<u>335,009</u>
 NET INCOME	33,941
 RECONCILIATION OF FUNDS	
Total funds brought forward	214,068
 TOTAL FUNDS CARRIED FORWARD	<u><u>248,009</u></u>

7. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2024	1,850	5,270	7,120
Additions	-	2,441	2,441
	<u>1,850</u>	<u>7,711</u>	<u>9,561</u>
At 31 March 2025	1,850	7,711	9,561
 DEPRECIATION			
At 1 April 2024	1,850	4,937	6,787
Charge for year	-	693	693
	<u>1,850</u>	<u>5,630</u>	<u>7,480</u>
At 31 March 2025	1,850	5,630	7,480
 NET BOOK VALUE			
At 31 March 2025	-	2,081	2,081
	<u>-</u>	<u>2,081</u>	<u>2,081</u>
At 31 March 2024	-	333	333
	<u>-</u>	<u>333</u>	<u>333</u>

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

8. FIXED ASSET INVESTMENTS

	Shares in group undertaking £
MARKET VALUE	
At 1 April 2024 and 31 March 2025	1
NET BOOK VALUE	
At 31 March 2025	1
At 31 March 2024	1

There were no investment assets outside the UK.

The company's investments at the balance sheet date in the share capital of companies include the following:

White Ribbon Resources Limited

Registered office: United Kingdom

Nature of business: Retail Shop

Class of share:	% holding
Ordinary	100

	2025 £	2024 £
Aggregate capital and reserves	1	1

The charity has a wholly owned trading subsidiary, White Ribbon Resources Limited (registered company number: 14491783), which is incorporated in the United Kingdom.

White Ribbon Campaign Ltd holds 100% of the share capital of White Ribbon Resources Limited.

The trading subsidiary was incorporated in England and Wales on 18 November 2022 and prepares financial statements to 31 March each year.

9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025 £	2024 £
Amounts owed by group undertakings	165,953	28,116
Other debtors	52,166	23,691
Prepayments and accrued income	677	-
	218,796	51,807

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade creditors	4,713	-
VAT	25,476	9,445
Other creditors	745	3,245
Accruals and deferred income	132,446	55,929
	<u>163,380</u>	<u>68,619</u>

Included within accruals and deferred income is deferred income of £129,631, in respect of accreditation fees received during this financial year in relation to future financial years. £75,623 will be released in the financial year ended 31 March 2026 and the remainder of £54,008 will be released in the financial year ended March 2027.

In the year ended 31 March 2024, accruals and deferred income included deferred income of £54,774. £39,868 has been released within this financial year and the balance of £14,906 will be released within the financial year ended 31 March 2026.

11. MOVEMENT IN FUNDS

	At 1.4.24	Net movement in funds	Transfers between funds	At 31.3.25
	£	£	£	£
Unrestricted funds				
General fund	186,445	63,080	61,564	311,089
Designated - Development fund	20,800	-	(20,800)	-
Designated - Training development fund	25,731	-	(25,731)	-
Designated - Campaign development fund	15,033	-	(15,033)	-
	<u>248,009</u>	<u>63,080</u>	<u>-</u>	<u>311,089</u>
TOTAL FUNDS	<u>248,009</u>	<u>63,080</u>	<u>-</u>	<u>311,089</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	463,491	(400,411)	63,080
	<u>463,491</u>	<u>(400,411)</u>	<u>63,080</u>
TOTAL FUNDS	<u>463,491</u>	<u>(400,411)</u>	<u>63,080</u>

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

11. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.4.23 £	Net movement in funds £	Transfers between funds £	At 31.3.24 £
Unrestricted funds				
General fund	154,645	33,941	(2,141)	186,445
Designated - Development fund	20,000	-	800	20,800
Designated - Training development fund	25,223	-	508	25,731
Designated - Campaign development fund	14,200	-	833	15,033
	<u>214,068</u>	<u>33,941</u>	<u>-</u>	<u>248,009</u>
TOTAL FUNDS	<u>214,068</u>	<u>33,941</u>	<u>-</u>	<u>248,009</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	368,950	(335,009)	33,941
	<u>368,950</u>	<u>(335,009)</u>	<u>33,941</u>
TOTAL FUNDS	<u>368,950</u>	<u>(335,009)</u>	<u>33,941</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.23 £	Net movement in funds £	Transfers between funds £	At 31.3.25 £
Unrestricted funds				
General fund	154,645	97,021	59,423	311,089
Designated - Development fund	20,000	-	(20,000)	-
Designated - Training development fund	25,223	-	(25,223)	-
Designated - Campaign development fund	14,200	-	(14,200)	-
	<u>214,068</u>	<u>97,021</u>	<u>-</u>	<u>311,089</u>
TOTAL FUNDS	<u>214,068</u>	<u>97,021</u>	<u>-</u>	<u>311,089</u>

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

11. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	832,441	(735,420)	97,021
TOTAL FUNDS	<u>832,441</u>	<u>(735,420)</u>	<u>97,021</u>

During the year, the Board of Trustees have released all designated funds into the General fund, due to intending to spend from income generated in the year as per the agreed budget going forward. Previously, designated funds were nominally set aside monies for the following:

Development - The board had set aside funds to ensure the continued development of the Charity for the next financial year.

Training Development - The board had designated nine months of wages costs for the development of training.

Campaign Development - The board had designated six months of wages costs for the development of future campaigns for the Charity.

12. EMPLOYEE BENEFIT OBLIGATIONS

The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charitable company in an independently administered fund. The pension cost charge represents contributions payable by the charitable company to the fund and amounted to £13,035 (2024: £12,231). Contributions totalling £nil (2024: £3,218) were payable to the fund at the balance sheet date.

13. RELATED PARTY DISCLOSURES

Trustee's expenses are shown in note 7.

There were no other related party transactions during the year.

Accounts

REGISTERED COMPANY NUMBER: 05617302 (England and Wales)
REGISTERED CHARITY NUMBER: 1123874

WHITE RIBBON CAMPAIGN LTD
(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

WHITE RIBBON CAMPAIGN LTD

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FOR THE YEAR ENDED 31 MARCH 2024

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WHITE RIBBON CAMPAIGN LTD

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 31 MARCH 2024

TRUSTEES	S J Barnbrook Dr. S R Burrell A J Duerden L Fairman BEM P Lassey S Rymer DC M Taggart MBE
COMPANY SECRETARY	S Rymer
REGISTERED OFFICE	Unit 31 The Town Hall St. Georges Street, Hebden Bridge West Yorkshire HX7 7BY
REGISTERED COMPANY NUMBER	05617302 (England and Wales)
REGISTERED CHARITY NUMBER	1123874
INDEPENDENT EXAMINER	TCA (Shrewsbury) LLP Third Floor 21 St Mary's Street Shrewsbury Shropshire SY1 1ED

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2024. The trustees have adopted the provisions of 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 (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The preservation and protection of life and good health by the prevention of violence, in particular against women, by education and raising awareness of the cause, effects and methods of preventing violence.

Significant activities

White Ribbon UK achieves its aims through high profile campaigns, raising awareness, engaging with men and boys to promote culture change with individuals and a diverse range of organisations, and by engaging with decision makers. This is delivered mainly through our partnerships with a range of public and private sector organisations through our Accreditation and Supporter organisation programmes, and over 6,000 White Ribbon Ambassadors and Champions and supporters.

Public benefit

In setting our objectives and planning our activities our trustees have given serious consideration to the Charity Commission's general guidance on public benefit and in particular the advancement of education.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

ACHIEVEMENT AND PERFORMANCE

Charitable activities

During 2023 White Ribbon consolidated the three-year strategy, especially through its engagement with stakeholders, decision makers as well as the general public. The White Ribbon team was extended to support the delivery of this work to ensure stakeholders, especially Accredited organisations, were equipped with the resources they needed to create positive culture change as well as an increased profile for campaigning and policy work.

By March 2024 there were 194 White Ribbon Accredited organisations, an almost 40% increase of new organisations from the previous year. This took the number of people working for an Accredited organisation to nearly 700,000. The number of White Ribbon Supporter Organisations also increased significantly, now totaling 188, a growth of 60%. White Ribbon Ambassadors and Champions remain at the core of White Ribbon delivery and reach. The end of this period saw almost 4,050 registered Ambassadors and Champions, 60% of which work for Accredited or Supporter Organisations.

An ongoing series of White Ribbon webinars was launched in 2023, offering 'lunch and learn' sessions for Accredited organisations and other partners to join and have the opportunity to better understand specific issues and challenges in preventing men's violence against women and girls. Organisations had further opportunities for learning with the development of the White Ribbon training offer. In addition, a conference for White Ribbon Accredited organisations was held in Birmingham in September 2023.

Trustees approved a public policy strategy, emphasising the White Ribbon primary prevention agenda. The Strategy defines White Ribbon UK's key demands and forms the basis of all engagement with decision makers. The Strategy has enabled stronger engagement with MPs, MSs, local authorities, councillors, police and crime commissioners and metro mayors, to ensure policy aims were aligned. There were several White Ribbon APPG meetings held with themes of; preventing harassment in the workplace, the implementation of the Istanbul Convention and engaging young people. In addition, White Ribbon partnered with the Open University to launch a landmark report into men and women's experiences of online violence against women in England, Northern Ireland, Scotland and Wales. This was held in Westminster, with members of the ending violence against women and girls sector, public bodies and press. This provided opportunity to further establish White Ribbon's expertise and develop relationships with MPs and MSs as well as ensuring policy aims were clear and understood, especially with a pending General Election.

Core communications messages with our target stakeholders, men and boys, were developed to ensure continual engagement. Particularly speaking directly to men and young men, as well as ensuring external communications continued to be positive and provided practical strategies for young men to challenge their own behaviour and that of their peers, as well as explanations about allyship. Similarly, White Ribbon's presence on LinkedIn was developed to enable better engagement with partner organisations and Ambassadors and Champions, communicating both the value of partnerships and campaigning.

The White Ribbon Day 2023, theme #ChangeTheStory, chosen to be able to reach across a wide range of sectors, was highly successful. It's positive message, encouraging men and boys to be changemakers and taking an active role in their allyship to women and girls, was widely taken up. The theme offered the opportunity for organisations to promote White Ribbon Day in a way that was appropriate to their context.

White Ribbon Day 2023 received wide media coverage, notably Sky Sports partnered with White Ribbon featuring the campaign across all sports on 25th November, presenters and pundits wore White Ribbons, their meaning was explained and the White Ribbon #ChangeTheStory video was shared throughout the day. Building on #TheGoal campaign from 2022, sport organisations across England and Wales showed their support, with notable promotion of the campaign by the Football Association of Wales dedicating an international match fixture, and partnering with the Welsh Government's Sound campaign. A collaboration post on Instagram with Manchester United exceeded 1 million impressions.

Resources and ideas for fundraising were also redeveloped. White Ribbon has some fundraisers who support its work in memory of women lost to men's violence. We would not be able to achieve what we do without this support. We want to say thank you, we take our responsibility to build a lasting legacy of a society free from men's violence very seriously.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

FINANCIAL REVIEW

Financial position

The net income for the year was £33,941 (15 month period ended 31 March 2023: £42,508). The free reserves of the charity, calculated as unrestricted reserves less designated funds and fixed assets, was £186,112 (2023 restated: £153,978).

Reserves policy

WRUK generates income from a variety of sources. There are fees from accreditation of organisations, which are a predictable form of income. Together with regular small donations, also relatively predictable, this represented 39% of total income in this accounting period. Income is also generated from bespoke work, such as training and presentations and one off donations and fundraising. This is less reliable. We sell awareness raising materials via our online shop. The majority of these sales come from the period leading up to White Ribbon Day on November 25th every year. There is scope to bid for grants to deliver specific projects.

We employ a small team of staff to support our work, and have the usual overheads such as rent, insurance and utilities. As such, we are able to make a relatively stable and predictable forecast of expenditure in normal circumstances. We have a Finance Committee which monitors income and expenditure and makes recommendations, in consultation with the Chief Executive, of any corrective actions required.

Despite being a small organisation, the White Ribbon message which we represent is one with a wide reach and which resonates with many in positions of influence. It is therefore important that our Reserves Policy is based upon being able to maintain that profile even through a period when income is reduced. It is our view, based on historic income and expenditure figures, that a minimum reserve balance equivalent to 3 months of expenditure costs be maintained at all times. This will exclude any fixed assets the organisation may own, as well as committed elements of Unrestricted Funds and any Designated Funds identified and approved by the Board. For the current financial year, this sum amounts to £96,439. The Finance Committee will review the Reserves Policy and balances on an annual basis and make recommendations to the Board as necessary

FUTURE PLANS

White Ribbon UK will be working to increase and develop its relationships with organisations, through its accreditation programme and by developing joint projects, especially in relation to sport and media.

A change of Government provides opportunities for White Ribbon's policy campaign aim to secure statutory funding for the Primary Prevention of violence against women and girls.

White Ribbon resources to support organisations and individual Ambassadors and Champions have been established, including exclusive resource hubs. This combined with the developing training offer added value to organisations and individuals who engage with White Ribbon's works.

Overall, White Ribbon is well poised to grow into its next phase of development, built on a strong public presence, understanding of the importance of its work in Primary Prevention by decision-makers and strong partnerships.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Recruitment and appointment of new trustees

Trustees are recruited through open advertisement.

Organisational structure

Day-to-day management of the charity is delegated to the staff team under the leadership of the Chief Executive, Anthea Sully.

Key management remuneration

Remuneration of staff is determined by the HR sub committee and Finance sub committee taking into consideration the financial sustainability of the charity and market rate for a charity of this size.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

TRUSTEES' RESPONSIBILITY STATEMENT

The trustees (who are also the directors of White Ribbon Campaign Ltd for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

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

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

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

Approved by order of the board of trustees on 22/10/2024 and signed on its behalf by:

Peter Lassey

.....
P Lassey - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
WHITE RIBBON CAMPAIGN LTD

Independent examiner's report to the trustees of White Ribbon Campaign Ltd ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2024.

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.

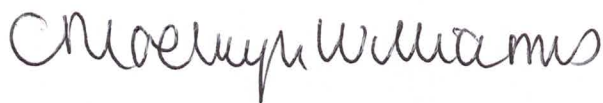
Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can 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.

I have completed my examination. I confirm that 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.



C Moelwyn-Williams BSc FCA

TCA (Shrewsbury) LLP
Third Floor
21 St Mary's Street
Shrewsbury
Shropshire
SY1 1ED

Date: 14th November 2024

WHITE RIBBON CAMPAIGN LTD

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2024

		Year Ended 31.3.24 Unrestricted funds £	Period 1.1.22 to 31.3.23 Total funds as restated £
INCOME AND ENDOWMENTS FROM	Notes		
Donations and legacies		159,601	92,554
Other trading activities	2	<u>209,349</u>	<u>274,208</u>
Total		<u>368,950</u>	<u>366,762</u>
 EXPENDITURE ON			
Raising funds		15,825	90,503
Charitable activities			
General		<u>319,184</u>	<u>233,751</u>
Total		<u>335,009</u>	<u>324,254</u>
 NET INCOME		33,941	42,508
 RECONCILIATION OF FUNDS			
Total funds brought forward		214,068	171,560
TOTAL FUNDS CARRIED FORWARD		<u>248,009</u>	<u>214,068</u>

CONTINUING OPERATIONS

All income and expenditure has arisen from continuing activities.

WHITE RIBBON CAMPAIGN LTD
STATEMENT OF FINANCIAL POSITION
31 MARCH 2024

	Notes	2024 Unrestricted funds £	2023 Total funds as restated £
FIXED ASSETS			
Tangible assets	8	333	667
Investments	9	<u>1</u>	<u>1</u>
		334	668
CURRENT ASSETS			
Debtors	10	51,807	70,268
Cash at bank		<u>264,487</u>	<u>274,326</u>
		316,294	344,594
CREDITORS			
Amounts falling due within one year	11	(68,619)	(131,194)
		<u>247,675</u>	<u>213,400</u>
NET CURRENT ASSETS			
		<u>248,009</u>	<u>214,068</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>248,009</u>	<u>214,068</u>
NET ASSETS			
		<u>248,009</u>	<u>214,068</u>
FUNDS	12		
Unrestricted funds		<u>248,009</u>	<u>214,068</u>
TOTAL FUNDS		<u>248,009</u>	<u>214,068</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

WHITE RIBBON CAMPAIGN LTD

STATEMENT OF FINANCIAL POSITION - continued
31 MARCH 2024

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

The financial statements were approved by the Board of Trustees and authorised for issue on 22/10/2024..... and were signed on its behalf by:

Peter Lassey

.....
P Lassey - Trustee

The notes form part of these financial statements

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS **FOR THE YEAR ENDED 31 MARCH 2024**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with 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 (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value.

Financial reporting standard 102 - reduced disclosure exemptions

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of paragraph 3.17(d);
- the requirements of paragraphs 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of paragraphs 12.26, 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirement of paragraph 33.7.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure & irrecoverable vat

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

All expenditure is inclusive of irrecoverable VAT.

Taxation

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

Fund accounting

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

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

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2024

1. ACCOUNTING POLICIES - continued

Debtors

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

Cash at bank and in hand

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

Financial instruments

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

2. OTHER TRADING ACTIVITIES

	Year Ended 31.3.24 £	Period 1.1.22 to 31.3.23 £
Accreditation Fees	177,206	114,044
Sales and Fees	<u>32,143</u>	<u>160,164</u>
	<u>209,349</u>	<u>274,208</u>

All income from other trading activities is unrestricted.

3. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	Year Ended 31.3.24 £	Period 1.1.22 to 31.3.23 £
Depreciation - owned assets	<u>334</u>	<u>333</u>

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2024 nor for the period ended 31 March 2023.

Trustees' expenses

Trustees expenses of £180 were reimbursed for the period ended 31 March 2024. (Year ended 31 March 2023: £727)

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2024

5. STAFF COSTS

	Year Ended 31.3.24 £	Period 1.1.22 to 31.3.23 £
Wages and salaries	244,122	200,046
Social security costs	17,582	14,448
Other pension costs	<u>12,231</u>	<u>9,265</u>
	<u>273,935</u>	<u>223,759</u>

The average monthly number of employees during the year was as follows:

	Year Ended 31.3.24	Period 1.1.22 to 31.3.23
Chief Executive Officer	1	1
Finance and administration staff	3	5
Campaign staff	<u>4</u>	<u>-</u>
	<u>8</u>	<u>6</u>

No employees received emoluments in excess of £60,000.

The key management personnel of the charity to whom the Trustees delegate the day-to-day running of the organisation is the Chief Executive. The total employee benefits of the key management personnel of the charity for the year ended 31 March 2024 were £52,012 (Year ended 31 March 2023: £59,820).

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds as restated £
INCOME AND ENDOWMENTS FROM	
Donations and legacies	92,554
Other trading activities	<u>274,208</u>
Total	<u>366,762</u>
 EXPENDITURE ON	
Raising funds	90,503

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2024

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted funds as restated £
Charitable activities	
General	<u>233,751</u>
Total	<u>324,254</u>
 NET INCOME	 42,508
 RECONCILIATION OF FUNDS	
Total funds brought forward	171,560
TOTAL FUNDS CARRIED FORWARD	<u><u>214,068</u></u>

7. PRIOR YEAR ADJUSTMENT

The 2023 accounts have been restated to exclude transactions that relate to the wholly owned trading subsidiary, White Ribbon Resources Limited (registered company number: 14491783).

Expenditure

During the period ended 31 March 2023, White Ribbon Campaign Ltd (the charity) incurred costs on behalf of White Ribbon Resources Limited (the trading company) whilst a bank account was set up for the trading company.

These transactions were initially recorded as expenditure in the financial statements for the charity for period ended 31 March 2023 but should have instead formed part of the intercompany loan balance, between the charity and the trading company, as at 31st March 2023 and recognised as an expense in the trading company. Costs of £17,486 have been removed from the prior year comparatives.

Stock

As at 18 November 2022, the incorporation date of the trading company, the charity held stock of items to be sold within the trading company to the value of £21,171. The value of these items was transferred over to the trading company on incorporation.

At 31 March 2023, the charity originally reported a further closing stock balance of £20,619. This stock belonged to the trading subsidiary and the 2023 accounts have been restated to remove this stock balance.

The overall impact of the above has increased the funds carried forward at 31 March 2023 by £17,486. Therefore, the free reserves of the charity, brought forward, as at 1st April 2023, after the above adjustments are £153,978.

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2024

8. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2023 and 31 March 2024	<u>1,850</u>	<u>5,270</u>	<u>7,120</u>
DEPRECIATION			
At 1 April 2023	1,850	4,603	6,453
Charge for year	<u>-</u>	<u>334</u>	<u>334</u>
At 31 March 2024	<u>1,850</u>	<u>4,937</u>	<u>6,787</u>
NET BOOK VALUE			
At 31 March 2024	<u>-</u>	<u>333</u>	<u>333</u>
At 31 March 2023	<u>-</u>	<u>667</u>	<u>667</u>

9. FIXED ASSET INVESTMENTS

	Shares in group undertakings £
MARKET VALUE	
At 1 April 2023 and 31 March 2024	<u>1</u>
NET BOOK VALUE	
At 31 March 2024	<u>1</u>
At 31 March 2023	<u>1</u>

There were no investment assets outside the UK.

The company's investments at the balance sheet date in the share capital of companies include the following:

White Ribbon Resources Limited

Registered office: United Kingdom

Nature of business: Retail Shop

	% holding	2024 £	2023 £
Class of share:			
Ordinary	100	1	-
Aggregate capital and reserves			

The charity has a wholly owned trading subsidiary, White Ribbon Resources Limited (registered company number: 14491783), which is incorporated in the United Kingdom.

White Ribbon Campaign Ltd holds 100% of the share capital of White Ribbon Resources Limited.

The trading subsidiary was incorporated in England and Wales on 18 November 2022 and the first financial period will be reported to 31 March 2024.

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2024

10. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023 as restated
	£	£
Amounts owed by group undertakings	28,116	19,594
Other debtors	23,691	8,604
Prepayments and accrued income	<u>-</u>	<u>42,070</u>
	<u>51,807</u>	<u>70,268</u>

11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023 as restated
	£	£
VAT	9,445	42,206
Other creditors	3,245	1,569
Accruals and deferred income	<u>55,929</u>	<u>87,419</u>
	<u>68,619</u>	<u>131,194</u>

Included within accruals and deferred income is deferred income of £54,774, in respect of accreditation fees received during this financial year in relation to future financial years. £21,400 will be released in the financial year ended 31 March 2025 and the remainder will be released across the financial years ended 31 March 2026 and 31 March 2027.

In the year ended 31 March 2023, accruals and deferred income included deferred income of £86,098. £64,698 has been released within this financial year and the balance of £21,400 will be released within the financial year ended 31 March 2025.

12. MOVEMENT IN FUNDS

	At 1.4.23 £	Net movement in funds £	Transfers between funds £	At 31.3.24 £
Unrestricted funds				
General fund	154,645	33,941	(2,141)	186,445
Designated - Development fund	20,000	-	800	20,800
Designated - Training development fund	25,223	-	508	25,731
Designated - Campaign development fund	<u>14,200</u>	<u>-</u>	<u>833</u>	<u>15,033</u>
	<u>214,068</u>	<u>33,941</u>	<u>-</u>	<u>248,009</u>
TOTAL FUNDS	<u>214,068</u>	<u>33,941</u>	<u>-</u>	<u>248,009</u>

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2024

12. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	368,950	(335,009)	33,941
TOTAL FUNDS	<u>368,950</u>	<u>(335,009)</u>	<u>33,941</u>

Comparatives for movement in funds

	At 1.1.22 £	Net movement in funds £	Transfers between funds £	At 31.3.23 £
Unrestricted funds				
General fund	171,560	42,508	(59,423)	154,645
Designated - Development fund	-	-	20,000	20,000
Designated - Training development fund	-	-	25,223	25,223
Designated - Campaign development fund	-	-	14,200	14,200
	<u>171,560</u>	<u>42,508</u>	<u>-</u>	<u>214,068</u>
TOTAL FUNDS	<u>171,560</u>	<u>42,508</u>	<u>-</u>	<u>214,068</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	366,762	(324,254)	42,508
TOTAL FUNDS	<u>366,762</u>	<u>(324,254)</u>	<u>42,508</u>

During the year, the Board of Trustees have nominally set aside monies for the following:

Development - The board have set aside funds to ensure the continued development of the Charity for the next financial year.

Training Development - The board have designated nine months of wages costs for the development of training.

Campaign Development - The board have designated six months of wages costs for the development of future campaigns for the Charity.

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2024

13. EMPLOYEE BENEFIT OBLIGATIONS

The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charitable company in an independently administered fund. The pension cost charge represents contributions payable by the charitable company to the fund and amounted to £12,231 (2023: £9,265). Contributions totalling £3,218 (2023: £1,568) were payable to the fund at the balance sheet date.

14. RELATED PARTY DISCLOSURES

Trustee's expenses are shown in note 7.

There were no other related party transactions during the year.

WHITE RIBBON CAMPAIGN LTD

England & Wales - Charity number 1123874

Accounts

REGISTERED COMPANY NUMBER: 05617302 (England and Wales)
REGISTERED CHARITY NUMBER: 1123874

WHITE RIBBON CAMPAIGN LTD
(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

WHITE RIBBON CAMPAIGN LTD

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FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

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WHITE RIBBON CAMPAIGN LTD

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

TRUSTEES	S J Barnbrook Dr. S R Burrell A J Duerden L Fairman BEM (appointed 30.8.22) P Lassey S Rymer DC M Taggart MBE (appointed 6.2.23) S Yousaf (resigned 13.9.22)
COMPANY SECRETARY	S Rymer
REGISTERED OFFICE	Unit 31 The Town Hall St. Georges Street, Hebden Bridge West Yorkshire HX7 7BY
REGISTERED COMPANY NUMBER	05617302 (England and Wales)
REGISTERED CHARITY NUMBER	1123874
INDEPENDENT EXAMINER	TCA (Shrewsbury) LLP Third Floor 21 St Mary's Street Shrewsbury Shropshire SY1 1ED

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the period 1 January 2022 to 31 March 2023. The trustees have adopted the provisions of 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 (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The preservation and protection of life and good health by the prevention of violence, in particular against women, by education and raising awareness of the cause, effects and methods of preventing violence.

Significant activities

White Ribbon UK is a leading charity that engages with men and boys to take a stand to end violence against women and girls. Our mission is for all men to fulfil the White Ribbon Promise to never use, excuse or remain silent about men's violence against women and girls. Our work is preventative, we aim to educate and enable men and boys to individually and collectively end attitudes and behaviours which lead to violence before it starts. We do this through our campaigns and by sharing our expertise both with the public and with a range of public and private sector organisations through our accreditation programme, over 4,000 White Ribbon Ambassadors and Champions and supporters.

Public benefit

In setting our objectives and planning our activities our trustees have given serious consideration to the Charity Commission's general guidance on public benefit and in particular the advancement of education.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

For White Ribbon, 2022 offered a time to build back up from the challenges of the pandemic and develop the next stages in the delivery of the three-year strategy. The White Ribbon team was extended to bring further expertise and capacity to policy and campaigns, accreditation and training.

The White Ribbon Accreditation programme continued to grow with over 150 organisations accredited by the end of the year. This meant that nearly 600,000 people were working for an organisation that has committed itself to eradicating violence against women and girls, has developed an action plan to support their staff in taking a stand against men's violence and have a team of people within the organisation that will drive this agenda. This has also helped to increase the number of active White Ribbon Ambassadors and Champions to 4,129.

White Ribbon Day, 25th November 2022, coincided with the FIFA Men's World Cup and this offered an opportunity to focus on positive traits men could nurture in the context of influencing culture not only in sport but wider society. There was considerable activity across many sectors and the #TheGoal poster was displayed across digital out of home billboards for the entirety of the World Cup with 2.9bn impressions every fortnight.

A notable highlight of the year was our engagement with the rail industry. We partnered with 17 rail industry companies and partners to deliver a far-reaching campaign. White Ribbon Day saw senior leaders from the rail industry and British Transport Police come together to make industry wide commitments. Train operating companies emblazoned White Ribbon UK imagery on the side of passenger and freight trains, with one Train Operating Company putting White Ribbon on 30 trains.

Several of Network Rail's managed train stations hosted an event space on White Ribbon Day with trained volunteers, alongside local women's specialist support services raising awareness of their services and the Rail to Refuge scheme.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

We invested in developing education resources for all key stages. These focussed on challenging gender norms and promoting equality. They are available free for schools to download. There is increased demand from schools, especially following the OFSTED school report and the awareness of the negative impact of influencers in young people's perception of gender norms, masculinity and equality. This is an area of work we hope to continue to develop. We are pushing the Government for better resourcing for education work that is essential for primary prevention.

We were grateful for the support of the High Sheriff of East Yorkshire, Jacky Bowes and her enthusiasm in driving considerable development of existing initiatives in Hull and the surrounding area. We participated in her series of 'Courageous Conversations' events, there were dedicated Rugby League matches and Humberside Scouts piloted a White Ribbon Badge that it is hoped will become national.

White Ribbon UK has reconfirmed its membership of MenEngage Europe. This has included signing up to the MenEngage's revised principles and code of conduct. White Ribbon UK Chief Executive attended the MenEngage conference in Berlin. We were also pleased to work with White Ribbon Canada on a shared project looking at allyship in running.

White Ribbon's engagement with public policy continued. This included some significant Government initiatives such as 'Enough', contributing to the Behaviour in Schools consultation, public consultation on the draft Controlling or Coercive Behaviour Statutory Guidance, and the consultation on the Domestic Abuse legal guidance. The White Ribbon All Party Parliamentary Group met twice during the year.

We issued media statements and gave several interviews in the discussion surrounding misogynistic influencers. We released a statement about major and relevant issues in the news including the reported alleged harassing behaviour of some MPs, allegations against male football players behaviour, and the women's Euro Championship. White Ribbon also provided quotes to and was included in articles relating to ending men's violence against women and White Ribbon Day by BBC, The Independent, Mail Online and The Sunday Times, as well as local news outlets.

White Ribbon continues to have a strong presence in Wales, and we took part in White Ribbon Day events at the Senedd. White Ribbon UK is committed to providing materials in the Welsh language and we have ensured that bilingual materials have been made available this year, including in the White Ribbon Shop.

The White Ribbon training offer has gradually been developing during 2022 over 1,000 attended some form of White Ribbon training event. Future plans include investment in White Ribbon Training.

White Ribbon UK is only able to do what it does because of the support of White Ribbon Accredited organisations, White Ribbon Ambassadors and Champions, and our fundraisers. We would like to extend our thanks to everyone who enabled so much to happen in 2022, together we can work towards a world where violence is prevented before it happens.

White Ribbon Resources Limited

On 18th November 2022, White Ribbon Resources Limited was incorporated (registered company number: 14491783). White Ribbon Campaign Ltd owns 100% of the share capital of White Ribbon Resources Limited. Trading activities will now operate through White Ribbon Resources Limited.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

FINANCIAL REVIEW

Following a change in the accounting period end, the financial statements report a 15-month period, from 1 January 2022 to 31 March 2023. The previous financial year, for which the comparatives are shown, was the year ended 31 December 2021.

Financial position

The net income for the 15-month period was £25,022 (Year ended 31 December 2021: £95,791). The free reserves of the charity, calculated as unrestricted reserves less designated funds and fixed assets, was £136,491 (2021: £171,560).

Reserves policy

WRUK generates income from a variety of sources. There are fees from accreditation of organisations, which are a predictable form of income. Together with regular small donations, also relatively predictable, this represented 39% of total income in this accounting period. Income is also generated from bespoke work, such as training and presentations and one off donations and fundraising. This is less reliable. We sell awareness raising materials via our online shop. The majority of these sales come from the period leading up to White Ribbon Day on November 25th every year. There is scope to bid for grants to deliver specific projects.

We employ a small team of staff to support our work, and have the usual overheads such as rent, insurance and utilities. As such, we are able to make a relatively stable and predictable forecast of expenditure in normal circumstances. We have a Finance Committee which monitors income and expenditure and makes recommendations, in consultation with the Chief Executive, of any corrective actions required.

Despite being a small organisation, the White Ribbon message which we represent is one with a wide reach and which resonates with many in positions of influence. It is therefore important that our Reserves Policy is based upon being able to maintain that profile even through a period when income is reduced. It is our view, based on historic income and expenditure figures, that a minimum reserve balance equivalent to 3 months of expenditure costs be maintained at all times. This will exclude any fixed assets the organisation may own, as well as committed elements of Unrestricted Funds and any Designated Funds identified and approved by the Board. For the current financial year, this sum amounts to £80,240. The Finance Committee will review the Reserves Policy and balances on an annual basis and make recommendations to the Board as necessary.

FUTURE PLANS

Based on the current strategy and positive performance and outcomes, future plans are to use this as the foundation for sustainable growth. There has already been investment in the White Ribbon Accreditation programme, the training offer and development of youth and schools resources. In addition to continuing this development will be the launch of an online hub for White Ribbon ambassadors and champions, accredited organisations and other stakeholders. White Ribbon UK is in a unique position to facilitate cross sector, and sector-based networking and it is planned to enable this more comprehensively going forward.

White Ribbon UK, with its specific focus on engaging men and boys, and high-profile work in this area, offers opportunities for developing partnerships with a range of organisations and to draw in funding for projects. We will be exploring these areas over the coming period.

WHITE RIBBON CAMPAIGN LTD

TRUSTEES' REPORT **FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023**

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Recruitment and appointment of new trustees

Trustees are recruited through open advertisement.

Organisational structure

Day-to-day management of the charity is delegated to the staff team under the leadership of the Chief Executive, Anthea Sully.

Key management remuneration

Remuneration of staff is determined by the HR sub committee and Finance sub committee taking into consideration the financial sustainability of the charity and market rate for a charity of this size.

TRUSTEES' RESPONSIBILITY STATEMENT

The trustees (who are also the directors of White Ribbon Campaign Ltd for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

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

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

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

Approved by order of the board of trustees on 13/12/2023 and signed on its behalf by:



.....
P Lassey - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
WHITE RIBBON CAMPAIGN LTD

Independent examiner's report to the trustees of White Ribbon Campaign Ltd ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the period 1 January 2022 to 31 March 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 your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can 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.

I have completed my examination. I confirm that 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.

C Moelwyn-Williams

C Moelwyn-Williams BSc FCA

TCA (Shrewsbury) LLP
Third Floor
21 St Mary's Street
Shrewsbury
Shropshire
SY1 1ED

Date: *14th December 2023*

WHITE RIBBON CAMPAIGN LTD

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

		Period 1.1.22 to 31.3.23 Unrestricted funds £	Year Ended 31.12.21 Total funds £
INCOME AND ENDOWMENTS FROM	Notes		
Donations and legacies		92,554	75,148
Other trading activities	2	<u>274,208</u>	<u>167,078</u>
Total		<u>366,762</u>	<u>242,226</u>
 EXPENDITURE ON			
Raising funds		107,989	50,443
Charitable activities			
General		<u>233,751</u>	<u>95,992</u>
Total		<u>341,740</u>	<u>146,435</u>
 NET INCOME		25,022	95,791
 RECONCILIATION OF FUNDS			
Total funds brought forward		<u>171,560</u>	<u>75,769</u>
 TOTAL FUNDS CARRIED FORWARD		<u>196,582</u>	<u>171,560</u>

CONTINUING OPERATIONS

All income and expenditure has arisen from continuing activities.

WHITE RIBBON CAMPAIGN LTD

STATEMENT OF FINANCIAL POSITION
31 MARCH 2023

	Notes	2023 Unrestricted funds £	2021 Total funds £
FIXED ASSETS			
Tangible assets	7	667	-
Investments	8	<u>1</u>	<u>-</u>
		668	-
CURRENT ASSETS			
Stocks	9	20,619	6,925
Debtors	10	50,674	11,821
Cash at bank		<u>274,326</u>	<u>193,175</u>
		345,619	211,921
CREDITORS			
Amounts falling due within one year	11	(149,705)	(40,361)
		<u>195,914</u>	<u>171,560</u>
NET CURRENT ASSETS			
		<u>196,582</u>	<u>171,560</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>196,582</u>	<u>171,560</u>
NET ASSETS			
		<u>196,582</u>	<u>171,560</u>
FUNDS	12		
Unrestricted funds		<u>196,582</u>	<u>171,560</u>
TOTAL FUNDS		<u>196,582</u>	<u>171,560</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 March 2023.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 March 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

WHITE RIBBON CAMPAIGN LTD

STATEMENT OF FINANCIAL POSITION - continued
31 MARCH 2023

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

The financial statements were approved by the Board of Trustees and authorised for issue on 13/12/2023..... and were signed on its behalf by:



.....
P Lassey - Trustee

The notes form part of these financial statements

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS **FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with 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 (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value.

Financial reporting standard 102 - reduced disclosure exemptions

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of paragraph 3.17(d);
- the requirements of paragraphs 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of paragraphs 12.26, 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirement of paragraph 33.7.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure & irrecoverable VAT

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

All expenditure is inclusive of irrecoverable VAT.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings - 3 years straight line depreciation

Office Equipment - 3 years straight line depreciation

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Taxation

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

Fund accounting

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

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

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

1. ACCOUNTING POLICIES - continued

Fund accounting

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Debtors

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

Cash at bank and in hand

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

Financial instruments

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

2. OTHER TRADING ACTIVITIES

	Period 1.1.22 to 31.3.23 £	Year Ended 31.12.21 £
Accreditation Fees	114,044	45,945
Sales and Fees	<u>160,164</u>	<u>121,133</u>
	<u>274,208</u>	<u>167,078</u>

All income from other trading activities is unrestricted.

3. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	Period 1.1.22 to 31.3.23 £	Year Ended 31.12.21 £
Depreciation - owned assets	<u>333</u>	<u>-</u>

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the period ended 31 March 2023 nor for the year ended 31 December 2021.

Trustees' expenses

Trustees expenses of £727 were reimbursed for the period ended 31 March 2023. (Year ended 31 December 2021: £334)

5. STAFF COSTS

The average monthly number of employees during the period was as follows:

	Period 1.1.22 to 31.3.23	Year Ended 31.12.21
Chief Executive Officer	1	1
Finance and administration staff	<u>5</u>	<u>3</u>
	<u>6</u>	<u>4</u>

No employees received emoluments in excess of £60,000.

The key management personnel of the charity to whom the Trustees delegate the day-to-day running of the organisation is the Chief Executive. The total employee benefits of the key management personnel of the charity for the 15 months ended 31 March 2023 were £59,820 (Year ended 31 December 2021: £46,476).

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Year Ended 31.12.21 Unrestricted Funds £
INCOME AND ENDOWMENTS FROM	
Donations and legacies	75,148
Other trading activities	<u>167,078</u>
Total	<u>242,226</u>
EXPENDITURE ON	
Raising funds	50,443
Charitable activities	
General	<u>95,992</u>
Total	<u>146,435</u>
NET INCOME	95,791
RECONCILIATION OF FUNDS	
Total funds brought forward	<u>75,769</u>
TOTAL FUNDS CARRIED FORWARD	<u>171,560</u>

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

7. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 January 2022	1,850	4,270	6,120
Additions	<u>-</u>	<u>1,000</u>	<u>1,000</u>
At 31 March 2023	<u>1,850</u>	<u>5,270</u>	<u>7,120</u>
DEPRECIATION			
At 1 January 2022	1,850	4,270	6,120
Charge for year	<u>-</u>	<u>333</u>	<u>333</u>
At 31 March 2023	<u>1,850</u>	<u>4,603</u>	<u>6,453</u>
NET BOOK VALUE			
At 31 March 2023	<u>-</u>	<u>667</u>	<u>667</u>
At 31 December 2021	<u>-</u>	<u>-</u>	<u>-</u>

8. FIXED ASSET INVESTMENTS

	Shares in group undertakings £
MARKET VALUE	
Additions	<u>1</u>
NET BOOK VALUE	
At 31 March 2023	<u>1</u>
At 31 December 2021	<u>-</u>

There were no investment assets outside the UK.

The company's investments at the balance sheet date in the share capital of companies include the following:

White Ribbon Resources Limited

Registered office: United Kingdom

Nature of business: Retail Shop

Class of share:	%
Ordinary	holding 100

The charity has a wholly owned trading subsidiary, White Ribbon Resources Limited (registered company number: 14491783), which is incorporated in the United Kingdom.

White Ribbon Campaign Ltd holds 100% of the share capital of White Ribbon Resources Limited.

The trading subsidiary was incorporated in England and Wales on 18 November 2022 and the first financial period will be reported to 31 March 2024.

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

9. STOCKS

	2023	2021
	£	£
Stocks	<u>20,619</u>	<u>6,925</u>

10. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2021
	£	£
Other debtors	8,604	11,821
Prepayments and accrued income	<u>42,070</u>	<u>-</u>
	<u>50,674</u>	<u>11,821</u>

11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2021
	£	£
VAT	42,206	-
Other creditors	1,569	5,535
White Ribbon Resources Ltd	18,511	-
Accruals and deferred income	<u>87,419</u>	<u>34,826</u>
	<u>149,705</u>	<u>40,361</u>

12. MOVEMENT IN FUNDS

	At 1.1.22	Net movement	Transfers	At
	£	in funds	between	31.3.23
		£	funds	£
Unrestricted funds				
General fund	171,560	25,022	(59,423)	137,159
Development fund	-	-	20,000	20,000
Training development fund	-	-	25,223	25,223
Campaign development fund	<u>-</u>	<u>-</u>	<u>14,200</u>	<u>14,200</u>
	<u>171,560</u>	<u>25,022</u>	<u>-</u>	<u>196,582</u>
TOTAL FUNDS	<u>171,560</u>	<u>25,022</u>	<u>-</u>	<u>196,582</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	366,762	(341,740)	25,022
	<u>366,762</u>	<u>(341,740)</u>	<u>25,022</u>
TOTAL FUNDS	<u>366,762</u>	<u>(341,740)</u>	<u>25,022</u>

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

12. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.1.21 £	Net movement in funds £	At 31.12.21 £
Unrestricted funds			
General fund	75,769	95,791	171,560
TOTAL FUNDS	<u>75,769</u>	<u>95,791</u>	<u>171,560</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	242,226	(146,435)	95,791
TOTAL FUNDS	<u>242,226</u>	<u>(146,435)</u>	<u>95,791</u>

During the year, the Board of Trustees have nominally set aside monies for the following:

Development - The board have set aside funds to ensure the continued development of the Charity for the next financial year.

Training Development - The board have designated nine months of wages costs for the development of training.

Campaign Development - The board have designated six months of wages costs for the development of future campaigns for the Charity.

13. EMPLOYEE BENEFIT OBLIGATIONS

The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charitable company in an independently administered fund. The pension cost charge represents contributions payable by the charitable company to the fund and amounted to £9,265 (2021: £1,980). Contributions totalling £1,568 (2021: £342) were payable to the fund at the balance sheet date.

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 JANUARY 2022 TO 31 MARCH 2023

14. RELATED PARTY DISCLOSURES

Trustee's expenses are shown in note 7.

There were no other related party transactions during the year.

WHITE RIBBON CAMPAIGN LTD

England & Wales - Charity number 1123874

Accounts

Company Number: 05617302

Charity Number: 1123874

White Ribbon Campaign Ltd

Report and financial statements

For the year ended 31 December 2021

White Ribbon Campaign Ltd

Reference and administrative information

for the year ended 31 December 2021

Company number 05617302

Charity number 1123874

Registered office and operational address Unit 28 The Town Hall, St George's Street,
Hebden Bridge, England, HX7 7BY

Trustees Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Peter Lassey	Chair
Steven Barnbrook	Vice Chair
Anthony Duerden	Treasurer
Sophie Rymer	Secretary
Dr Stephen Burrell	
Shanaz Yousaf	
John Gilfillan	(resigned 14/07/2021)

Key management personnel Anthea Sully Chief Executive

Bankers The Co-operative Bank PLC
PO Box 101, Balloon Street, Manchester, M60 4EP

Independent examiner Christy Lau FCCA CTA DChA, Slade & Cooper Limited
Beehive Mill, Jersey Street, Ancoats Manchester, M4 6JG

White Ribbon Campaign Ltd
Trustees' annual report
for the year ended 31 December 2021

The trustees present their report and the unaudited financial statements for the year ended 31 December 2021. Included within the trustees' report is the directors' report as required by company law.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Objectives and activities

The charity's objects

The preservation and protection of life and good health by the prevention of violence, in particular against woman, by educating and raising awareness of the cause effect and methods of preventing violence.

The charity's main activities

White Ribbon UK is a leading charity that engages with men and boys to take a stand to end violence against women and girls. Our mission is for all men to fulfil the White Ribbon Promise to never use, excuse or remain silent about men's violence against women and girls. Our work is preventative, we aim to educate and enable men and boys to individually and collectively end attitudes and behaviours which lead to violence before it starts. We do this through our campaigns and by sharing our expertise both with the public and with a range of public and private sector organisations through our accreditation programme, and a nationwide network of over 3,500 White Ribbon Ambassadors and Champions.

Public benefit statement

In setting our objectives and planning our activities our Trustees have given serious consideration to the Charity Commission's general guidance on public benefit and in particular the advancement of education.

Achievements and performance

Awareness of the need for all men to be part of the solution to end male violence against women increased significantly during 2021 and White Ribbon was at the heart of calls for change and action to make change happen.

The murder of Sarah Everard brought men's violence to the fore. We brought our expertise and experience to the public debate. We were featured in many media outlets, delivered talks to hundreds of people, and had a high level of engagement on our digital channels. At the same time our White Ribbon Accreditation grew significantly as organisations emerged from the pandemic with a resulting return to workplaces.

White Ribbon Campaign Ltd
Trustees' annual report
for the year ended 31 December 2021

Our new five year strategy was agreed in September and enabling to us to respond to developing public and governmental understanding of the need for our work. The strategy established our theory of change and supports our growth and reach as the leading organisation working in this field.

We met the significant demand for our work, despite a reduced team caused by the impact of Covid 19. We are grateful for the support we received from individuals and organisations that made a big difference in enabling this to happen. We were able to run two high profile campaigns, #AllMenCan and Safety on the Dancefloor – that were promoted over public noticeboards in April and August. Newcastle City Council hosted a summit, A Safer Night-time Economy, on our behalf, attended by a wide cross-sector of organisations from across England and Wales.

The activity around White Ribbon Day was three times that of, pre pandemic, 2019. More people purchased White Ribbons than ever before. There were 3102 White Ribbon promises made online during November. In November alone we welcomed 165 new White Ribbon Ambassadors and 198 new White Ribbon Champions. By the end of December there were 76 organisations White Ribbon accredited, with 306,412 people working for an accredited organisation. Those in the process of accrediting meant that we would welcome our hundredth accredited organisation early in 2022.

We continued to engage with political and policy debate. This included some significant Government initiatives, specifically the consultation around the Violence Against Women and Girls Strategy. The White Ribbon All Party Parliamentary Group met twice during the year. Submissions included to the Home Office Select Committee call for evidence and the budget. We engaged with consultations addressing policing violence against women and girls. We followed this up with a policing sector meeting with those forces that we are engaged with. We were pleased to be part of the development process for the End Harassment on Rail initiative.

The success of our activities in 2021 is very much due to the commitment and energy brought by our White Ribbon accredited organisations, White Ribbon ambassadors and Champions and many supporters. We want to thank all those who have made such a difference to our work in 2021. Your support meant 2021 became a year of growth and development and has put White Ribbon UK in a strong place to deliver its important work in 2022 and beyond.

Financial review

The net income for the year, after transfers was £95,791. The total unrestricted reserves of the charity were £171,560.

Reserves policy

WRUK is a small charity with irregular patterns of income. Income is received from small regular donations and fees from accreditation of organisations. There is scope for grant funding for specific projects. This income is reasonably predictable and represents approximately 33% of our annual income. Income is also generated from bespoke work, such as training and presentations and one off donations and fundraising. This is less reliable. We sell awareness raising materials via our online shop. The majority of these sales come from the period leading up to White Ribbon Day on November 25th every year.

We employ a small team of staff to support our work, and have the usual overheads such as rent, insurance and utilities. As such, we are able to make a relatively stable and predictable forecast of expenditure in normal circumstances. We have a Finance Committee which monitors income and

White Ribbon Campaign Ltd
Trustees' annual report
for the year ended 31 December 2021

expenditure and makes recommendations, in consultation with the Chief Executive, of any corrective actions required.

Despite being a small organisation, the White Ribbon message which we represent is one with a wide reach and which resonates with many in positions of influence. It is therefore important that our Reserves Policy is based upon being able to maintain that profile even through a period when income is reduced. It is our view, based on historic income and expenditure figures, that a minimum reserve balance equivalent to 3 months of expenditure costs be maintained at all times. This will exclude any fixed assets the organisation may own, as well as committed elements of Unrestricted Funds and any Designated Funds identified and approved by the Board. For the current financial year, this sum amounts to £66,252. The Finance Committee will review the Reserves Policy and balances on an annual basis and make recommendations to the Board as necessary

Plans for the future

The Trustees approved a new 3 year strategy in 2021. This established the organisations mission prevent men's violence against women through addressing its root causes.

Specifically the purpose is to:

- Educate and raise awareness of what constitutes violence (the continuum) and the link between dominant masculine norms, gender inequality and violence against women.
- Shift societal attitudes, systems and behaviours around masculinity that help to perpetuate gender inequality and therefore men's violence against women.

The strategy is driving the activities of the Charity to fulfill it's mission through objectives set against a developed theory of change. The charity is looking to grow its operations to increase reach and impact, by engaging with more men and boys, raising public awareness, and influencing change. The Charity is looking to develop its training offer and activities for schools and with young people to meet current demand. Trustees set a growth budget in 2021 which was achieved.

Structure, governance and management

The organisation is a charitable company limited by guarantee, incorporated on 9 November 2005 and registered as a charity on 24 April 2008.

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.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

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

The trustees of the charity are also the directors for the purposes of company law and are appointed by the members at the AGM.

White Ribbon Campaign Ltd
Trustees' annual report
for the year ended 31 December 2021

Trustees are recruited through open advertisement.

Day-to-day management of the charity is delegated to the staff team under the leadership of the Chief Executive, Anthea Sully.

Remuneration policy for key management personnel

Remuneration of staff is determined by the HR sub committee and Finance sub committee taking into consideration the financial sustainability of the charity and market rate for a charity of this size.

Risk management

Risks are assessed and managed on a day to day basis through the staff team and oversight of the risk management process is undertaken by the board of trustees and relevant sub committees.

White Ribbon Campaign Ltd
Trustees' annual report
for the year ended 31 December 2021

Statement of responsibilities of the trustees

The trustees (who are also directors of White Ribbon Campaign Ltd for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation

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.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies' regime of the Companies Act 2006.

The trustees' annual report has been approved by the trustees on 02/08/2022 and signed on their behalf by

Peter Lassey

Chair of Trustees

Independent examiner's report
to the trustees of
White Ribbon Campaign Ltd

I report to the charity trustees on my examination of the accounts of the company for the year ended 31st December 2021 which are set out on pages 8 to 25.

Responsibilities and basis of report

As the charity 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 company'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

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

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the 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.

Christy Lau FCCA CTA DChA

Slade & Cooper Limited
Beehive Mill, Jersey Street
Ancoats Manchester, M4 6JG

13th September 2022

White Ribbon Campaign Ltd
Statement of Financial Activities
(including Income and Expenditure account)
for the year ended 31 December 2021

	Note	Unrestricted funds £	Restricted funds £	Total funds 2021 £	Total funds 2020 £
Income from:					
Donations and legacies	3	75,148	-	75,148	49,778
Charitable activities:	4	-	-	-	27,541
Other trading activities	5	167,078	-	167,078	34,586
Total income		242,226	-	242,226	111,905
Expenditure on:					
Raising funds	6	50,443	-	50,443	7,934
Charitable activities:	7	95,992	-	95,992	127,774
Total expenditure		146,435	-	146,435	135,708
Net income / (expenditure) before net gains / (losses) on investments		95,791	-	95,791	(23,803)
Net income / (expenditure) for the year	9	95,791	-	95,791	(23,803)
Net movement in funds for the year		95,791	-	95,791	(23,803)
Reconciliation of funds					
Total funds brought forward		75,769	-	75,769	99,572
Total funds carried forward		171,560	-	171,560	75,769

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

A full comparative SOFA is available on the last page of the financial statements.

White Ribbon Campaign Ltd
Company number 05617302
Balance sheet as at 31 December 2021

	Note	2021	2020
		£	£
Fixed assets			
Tangible assets	14	-	-
Total fixed assets		-	-
Current assets			
Stock		6,925	13,448
Debtors	15	11,821	5,355
Cash at bank and in hand	16	193,175	63,384
Total current assets		211,921	82,187
Liabilities			
Creditors: amounts falling due in less than one year	17	(40,361)	(6,418)
Net current assets		171,560	75,769
Total assets less current liabilities		171,560	75,769
Net assets		171,560	75,769
The funds of the charity:			
Restricted income funds	18	-	-
Unrestricted income funds	19	171,560	75,769
Total charity funds		171,560	75,769

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

Directors' responsibilities:

- The 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 are prepared in accordance with the special provisions of part 15 of the Companies Act 2006 relating to small companies and in accordance with FRS102 SORP, and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

The notes on pages 11 to 25 form part of these accounts.

Approved by the trustees on 02/08/2022 and signed on their behalf by:

Peter Lassey (Chair of Trustees)

White Ribbon Campaign Ltd
Statement of Cash Flows
for the year ending 31 December 2021

	Note	2021 £	2020 £
Cash provided by / (used in) operating activities	21	129,791	(1,604)
Increase/(decrease) in cash and cash equivalents in the year		129,791	(1,604)
Cash and cash equivalents at the beginning of the year		63,384	64,988
Cash and cash equivalents at the end of the year		193,175	63,384

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), second edition - October 2019 (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006 and UK Generally Accepted Accounting Practice.

White Ribbon Campaign Ltd meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b Preparation of the accounts on a going concern basis

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees have made no key judgments which have a significant effect on the accounts.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next reporting period.

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

c Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

d Donated services and facilities

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

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

e Interest receivable

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

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

f Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g Expenditure and irrecoverable VAT

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

- Costs of raising funds comprise the costs of commercial trading and their associated support costs.
- Expenditure on charitable activities includes the costs undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 8.

i Tangible fixed assets

Individual fixed assets costing £500 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Fixtures & Fittings	3 years
Office Equipment	3 years

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

j Stock

Stock is included at the lower of cost or net realisable value. In general, cost is determined on a first in, first out basis. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving, and defective stocks. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

k Debtors

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

l Cash at bank and in hand

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

m Creditors and provisions

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

n Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

o Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 10. There were £342 outstanding contributions at the year end.

2 Legal status of the charity

The charity is a company limited by guarantee registered in England and Wales and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The registered office address is disclosed on page 1.

3 Income from donations and legacies

Current reporting period	Unrestricted £	Restricted £	Total 2021 £
Donations	69,907	-	69,907
HMRC - Coronavirus Job Retention Scheme	5,241	-	5,241
Total	75,148	-	75,148
Previous reporting period	Unrestricted £	Restricted £	Total 2020 £
Donations	28,776	-	28,776
Charities Trust	1,000	-	1,000
HMRC - Coronavirus Job Retention Scheme	-	20,002	20,002
Total	29,776	20,002	49,778

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

4 Income from charitable activities

Previous reporting period	Unrestricted £	Restricted £	Total 2020 £
Calderdale MBC	10,000	-	10,000
Sapienza University of Rome	-	17,541	17,541
Total	10,000	17,541	27,541

5 Income from other trading activities

	2021 £	2020 £
Sales and fees	167,078	34,586
	167,078	34,586

All income from other trading activities is unrestricted.

6 Cost of raising funds

	2021 £	2020 £
Staff costs	15,273	-
Purchases	33,567	6,668
Obsolete stock write off	767	1,266
Bank, paypal, Stripe and currency charges	437	-
Advertising and communications	226	-
Website	173	-
	50,443	7,934

All expenditure on cost of raising funds is unrestricted.

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

7 Analysis of expenditure on charitable activities

Current reporting period	Total 2021 £	Total 2020 £
Staff costs	75,919	102,308
Staff training	-	377
Rent and rates	3,872	5,363
Insurance	313	311
Heat, light and water rates	-	1,366
Telephone	845	849
Printing, postage and stationery	611	768
Computer expenses	1,285	193
Travel and motor expenses	496	322
Award ceremonies and conferences	390	127
Sundries	250	1,926
Membership fees	201	-
Bank, paypal, Stripe and currency charges	248	124
Advertising and communications	698	1,041
Website	937	2,384
Bad debt write off	-	5,829
Recruitment Expenses	318	-
Depreciation	-	1,431
Governance costs (see note 8)	1,356	988
Support costs (see note 8)	8,253	2,067
	95,992	127,774
	2021	2020
	£	£
Restricted expenditure	-	20,032
Unrestricted expenditure	95,992	107,742
	95,992	127,774

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

8 Analysis of governance and support costs

Current reporting period	Basis of apportionment	Support £	Governance £	Total 2021 £
Board expenses	Governance	-	396	396
Accountancy services	Governance	-	960	960
Legal, consultancy and professional fees	Support	8,253	-	8,253
		8,253	1,356	9,609
Previous reporting period	Basis of apportionment	Support £	Governance £	Total 2020 £
Board expenses	Governance	-	28	28
Accountancy services	Governance	-	960	960
Legal, consultancy and professional fees	Support	2,067	-	2,067
		2,067	988	3,055

9 Net income / (expenditure) for the year

This is stated after charging/(crediting):	2021 £	2020 £
Depreciation	-	1,431
Independent examiner's fee	800	960

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

10 Staff costs

Staff costs during the year were as follows:

	2021 £	2020 £
Wages and salaries	86,212	94,824
Social security costs	3,000	3,360
Pension costs	1,980	2,579
Redundancy and termination costs	-	1,545
	91,192	102,308
Allocated as follows:		
Cost of raising funds	15,273	-
Charitable activities	75,919	102,308
	91,192	102,308

No employees has employee benefits in excess of £60,000 (2020: Nil).

The average number of staff employed during the period was 4.2 (2020: 4.8).

The key management personnel of the charity comprise the trustees and the Chief Executive. The total employee benefits of the key management personnel of the charity were £46,476 (2020: £45,297).

11 Trustee remuneration and expenses, and related party transactions

Neither the trustees nor any persons connected with them received any remuneration during the year (2020: Nil).

One trustee (2020: None) received travel and subsistence expenses during the year of £334 (2020: £nil).

Aggregate donations from related parties were £nil (2020: £nil).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2020: nil).

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

12 Government grants

The government grants recognised in the accounts were as follows:

	2021 £	2020 £
Calderdale MBC	-	10,000
	<u>-</u>	<u>10,000</u>
	<u>-</u>	<u>10,000</u>

There were no unfulfilled conditions and contingencies attaching to the grant.

13 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

14 Fixed assets: tangible assets

Cost	Fixtures & Fittings £	Office Equipment £	Total £
At 1 January 2021	1,850	4,270	6,120
Additions	-	-	-
Disposals	-	-	-
	<u>1,850</u>	<u>4,270</u>	<u>6,120</u>
At 31 December	<u>1,850</u>	<u>4,270</u>	<u>6,120</u>
Depreciation			
At 1 January 2021	1,850	4,270	6,120
Charge for the year	-	-	-
Disposals	-	-	-
	<u>1,850</u>	<u>4,270</u>	<u>6,120</u>
At 31 December	<u>1,850</u>	<u>4,270</u>	<u>6,120</u>
Net book value			
At 31 December	<u>-</u>	<u>-</u>	<u>-</u>
At 31 December	<u>-</u>	<u>-</u>	<u>-</u>

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

15 Debtors

	2021 £	2020 £
Other debtors	11,821	5,355
	<u>11,821</u>	<u>5,355</u>
	<u><u>11,821</u></u>	<u><u>5,355</u></u>

16 Cash at bank and in hand

	2021 £	2020 £
Cash at bank and on hand	193,175	63,384
	<u>193,175</u>	<u>63,384</u>
	<u><u>193,175</u></u>	<u><u>63,384</u></u>

17 Creditors: amounts falling due within one year

	2021 £	2020 £
Other creditors and accruals	5,535	960
Deferred income	34,826	5,458
	<u>40,361</u>	<u>6,418</u>
	<u><u>40,361</u></u>	<u><u>6,418</u></u>

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

18 Analysis of movements in restricted funds

Previous reporting period	Balance at 1 January 2020 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2020 £
West Yorkshire Safer Communities Fund	30	-	(30)	-	-
Sapienza University of Rome	-	17,541	-	(17,541)	-
HMRC - Coronavirus Job Retention Scheme	-	20,002	(20,002)	-	-
Total	30	37,543	(20,032)	(17,541)	-

Name of restricted fund	Description, nature and purposes of the fund
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West Yorkshire Safer Communities Fund	For the engagement of ambassadors in West Workshire
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Sapienza University of Rome	For the HASP - Honour Ambassadors against Shame Practices project. Expenditure on this project was incurred in 2018 and was treated as unrestricted due to uncertainty over funding. Now funds have been received a transfer of the unrestricted expenditure for this project has been made.
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HMRC - Coronavirus	For staff who have been furloughed due to Covid-19
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White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

19 Analysis of movement in unrestricted funds

Current reporting period	Balance at 1 January 2021 £	Income £	Expenditure £	Transfers £	As at 31 December 2021 £
General fund	75,769	242,226	(146,435)	-	171,560
	<u>75,769</u>	<u>242,226</u>	<u>(146,435)</u>	<u>-</u>	<u>171,560</u>
	<u><u>75,769</u></u>	<u><u>242,226</u></u>	<u><u>(146,435)</u></u>	<u><u>-</u></u>	<u><u>171,560</u></u>
Previous reporting period	Balance at 1 January 2020 £	Income £	Expenditure £	Transfers £	As at 31 December 2020 £
General fund	99,542	74,362	(115,676)	17,541	75,769
	<u>99,542</u>	<u>74,362</u>	<u>(115,676)</u>	<u>17,541</u>	<u>75,769</u>
	<u><u>99,542</u></u>	<u><u>74,362</u></u>	<u><u>(115,676)</u></u>	<u><u>17,541</u></u>	<u><u>75,769</u></u>

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds

20 Analysis of net assets between funds

Current reporting period	General fund £	Designated funds £	Restricted funds £	Total £
Net current assets/(liabilities)	171,560	-	-	171,560
	<u>171,560</u>	<u>-</u>	<u>-</u>	<u>171,560</u>
Total	<u><u>171,560</u></u>	<u><u>-</u></u>	<u><u>-</u></u>	<u><u>171,560</u></u>
Previous reporting period	General fund £	Designated funds £	Restricted funds £	Total £
Net current assets/(liabilities)	75,769	-	-	75,769
	<u>75,769</u>	<u>-</u>	<u>-</u>	<u>75,769</u>
Total	<u><u>75,769</u></u>	<u><u>-</u></u>	<u><u>-</u></u>	<u><u>75,769</u></u>

White Ribbon Campaign Ltd

Notes to the accounts for the year ended 31 December 2021 (continued)

20 Contingent assets / liability

The trustees are mindful that as activities have increased there may be implications for VAT. Specialist advice has been sought for this and is currently under consideration.

21 Reconciliation of net movement in funds to net cash flow from operating activities

	2021 £	2020 £
Net income / (expenditure) for the year	95,791	(23,803)
Adjustments for:		
Depreciation charge	-	1,431
Decrease/(increase) in stock	6,523	4,466
Decrease/(increase) in debtors	(6,466)	11,642
Increase/(decrease) in creditors	33,943	4,660
Net cash provided by / (used in) operating	129,791	(1,604)

White Ribbon Campaign Ltd
Statement of Financial Activities
(including Income and Expenditure account)
for the year ended 31 December 2020

	Note	Unrestricted funds £	Restricted funds £	Total funds 2020 £	Total funds 2019 £
Income from:					
Donations and legacies	3	29,776	20,002	49,778	74,138
Charitable activities:	4	10,000	17,541	27,541	-
Other trading activities	5	34,586	-	34,586	68,502
Total income		74,362	37,543	111,905	142,640
Expenditure on:					
Raising funds	6	7,934	-	7,934	35,596
Charitable activities:	7	107,742	20,032	127,774	153,419
Total expenditure		115,676	20,032	135,708	189,015
Net income / (expenditure) before net gains / (losses) on investments		(41,314)	17,511	(23,803)	(46,375)
Net income / (expenditure) for the year	9	(41,314)	17,511	(23,803)	(46,375)
Transfer between funds		17,541	(17,541)	-	
Net movement in funds for the year		(23,773)	(30)	(23,803)	(46,375)
Reconciliation of funds					
Total funds brought forward		99,542	30	99,572	145,947
Total funds carried forward		75,769	-	75,769	99,572

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

WHITE RIBBON CAMPAIGN LTD

England & Wales - Charity number 1123874

Accounts

White Ribbon Campaign Ltd

Charity number 1123874

A company limited by guarantee number 05617302

Annual Report and Financial Statements **for the year ended 31 December 2020**



White Ribbon Campaign Ltd

Annual Report and Financial Statements for the year ended 31 December 2020

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Prepared by West Yorkshire Community Accounting Service

White Ribbon Campaign Ltd

Trustees' report for the year ended 31 December 2020

Reference and administrative details of the charity, its trustees and advisors

The trustees during the financial year and up to and including the date the report was approved were:

Name	Position	Dates
Peter Lassey	Chair	
Sophie Rymer	Secretary	
Stephen Sweeney	Vice-chair to June 2019	Resigned June 2020
Anthony Duerden	Vice-chair	
John Gilfillan	Treasurer	
Steven Barnbrook		
Dr Rosemary Hill		Resigned October 2020
Dr Stephen Burrell		Appointed October 2020
Shanaz Yousaf		Appointed October 2020

Charity number	1123874	Registered in England and Wales
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Company number	05617302	Registered in England and Wales
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Registered and principal address

Unit 28
The Town Hall
St George's Street
Hebden Bridge
HX7 7BY

Bankers

The Co-operative Bank plc
PO Box 101
Balloon Street
Manchester
M60 4EP

Independent examiner

Helen Galvin FCCA

West Yorkshire Community Accounting Service

Stringer House
34 Lupton Street
Leeds
LS10 2QW

Structure, governance and management

The charity is a company limited by guarantee and was formed on 9 November 2005. It is governed by a memorandum and articles of association which were amended by special resolution on 23 April 2008. The liability of the members in the event of the company being wound up is limited to a sum not exceeding £1.

Method of recruitment and appointment of trustees

The trustees of the charity are also the directors for the purposes of company law and are appointed by the members at the AGM.

White Ribbon Campaign Ltd

Trustees' report (continued) for the year ended 31 December 2020

Objectives and activities

The charity's objects

The preservation and protection of life and good health by the prevention of violence, in particular against woman, by educating and raising awareness of the cause effect and methods of preventing violence.

The charity's main activities

White Ribbon UK is the leading charity that is ending male violence against women by engaging with men and boys to make a stand against violence. We encourage all men to fulfil the White Ribbon Promise to never commit, excuse or remain silent about male violence against women. We act as a catalyst, encouraging people, and especially men and boys, to individually and collectively take action and change behaviour. The work is delivered through the White Ribbon Accreditation Scheme for organisations, nearly 2,000 White Ribbon Ambassadors (men) and Champions (Women) who have volunteered to promote the White Ribbon message among their friends, workplaces and communities.

Public benefit statement

In setting our objectives and planning our activities our Trustees have given serious consideration to the Charity Commission's general guidance on public benefit and in particular the advancement of education.

Achievements and performance

The White Ribbon trustees held regular additional meetings during the year in order to plan and respond to the significant challenges caused by lockdown and the pandemic. This included adjusting to the fall in fundraising revenue at a time when the need for the work was growing and, towards the end of the year, ensuring that IT infrastructure and premises were appropriate for the post covid environment.

The significant increase in violence against women shown during the coronavirus pandemic meant that the work of White Ribbon UK was even more necessary. Whilst supporting calls for additional funding and resources to be provided for frontline services we were also pushing the message #NoExcuseForAbuse and working to highlight that such violence was due to men's behaviour. This message was shared through social media, the White Ribbon website and press and media.

We continued to engage with political and policy debate, participating in consultations and joining with others in the sector around issues that included, misogyny as hate crime, ratification of the Istanbul Convention, Online Abuse, and the reporting of domestic homicides.

The White Ribbon Accreditation programme was revised during 2019 and this was to be consolidated and built upon during 2020. The pandemic directly affected many organisations but there remained a steady stream of enquiries and organisations entering into the process. The role of White Ribbon accredited organisations is significant in engaging with men and boys, changing cultures and raising awareness. During 2020 organisations were finding ways to adapt to the changed circumstances of the lockdown and to promote the White Ribbon message, as seen in the activities around White Ribbon Day.

White Ribbon Day on the 25th November occurred during a period of lockdown. Some events to be led by partner organisations were unable to take place. Despite this there was a considerable amount of online activity that included a multi-agency virtual coffee morning and workplace awareness raising sessions.

In early November we published 'Men Ending Violence - A Lockdown Toolkit'. This was to give men ways to consider and manage their behaviour and support and reach out to their friends. The toolkit gained some traction with the media and featured in many of the speaking engagements that took place.

The work of White Ribbon is only possible through the efforts of many thousands of supporters and our accredited organisations. This was all the more so in 2020. Whilst fundraising income fell White Ribbon continued to receive support from many people and organisations, despite the challenges, and who were keen to communicate essential messages throughout their networks. There were also a number of key volunteers who helped with communications and design. We are very grateful to those who offered their help and support in 2020.

White Ribbon Campaign Ltd

Trustees' report (continued) for the year ended 31 December 2020

Financial review

The net expenditure for the year, after transfers was £23,803, including net expenditure of £23,773 on unrestricted funds and net expenditure of £30 on restricted funds.

Reserves policy

The charity's free reserves, excluding fixed assets, at the year end were £75,769.

WRUK is a small charity with irregular patterns of income. Income is received from small regular donations and fees from accreditation of organisations. There is scope for grant funding for specific projects. This income is reasonably predictable and represents approximately 33% of our annual income. Income is also generated from bespoke work, such as training and presentations and one off donations and fundraising. This is less reliable. We sell awareness raising materials via our online shop. The majority of these sales come from the period leading up to White Ribbon Day on November 25th every year. There is scope to bid for grants to deliver specific projects.

We employ a small team of staff to support our work, and have the usual overheads such as rent, insurance and utilities. As such, we are able to make a relatively stable and predictable forecast of expenditure in normal circumstances. We have a Finance Committee which monitors income and expenditure and makes recommendations, in consultation with the Chief Executive, of any corrective actions required.

Despite being a small organisation, the White Ribbon message which we represent is one with a wide reach and which resonates with many in positions of influence. It is therefore important that our Reserves Policy is based upon being able to maintain that profile even through a period when income is reduced. It is our view, based on historic income and expenditure figures, that a minimum reserve balance equivalent to 3 months of expenditure costs be maintained at all times. This will exclude any fixed assets the organisation may own, as well as committed elements of Unrestricted Funds and any Designated Funds identified and approved by the Board. For the current financial year, this sum amounts to £33,075. The Finance Committee will review the Reserves Policy and balances on an annual basis and make recommendations to the Board as necessary.

We are currently holding funds in excess of our reserve policy which enable us to exist as a small organisation in a challenging environment. We are hoping that long term we may be able to increase our capacity by employing more staff.

Coronavirus impact statement

We were able to survive the impact of the pandemic during 2020 with the following measures:

- Emergency priorities plan developed by board
- Housekeeping including negotiations on all contracts
- Relocation to smaller and significantly cheaper premises
- Using the government job retention scheme where appropriate
- Staffing review, making one redundancy.

Looking ahead to the 2021 budget it was recognised that there was little scope for further housekeeping reductions. The revised Accreditation programme was beginning to see results in income, with this in mind two budgets were prepared. There is a Standstill budget which is based on reasonable assumptions of lowest likely income and costs and a Growth budget which recognises, in particular, an upturn in interest in obtaining White Ribbon Accreditation. At present we are meeting the targets in the growth budget. This is encouraging when the majority of activity occurs in November.

The board have reviewed the reserves policy to reflect the impact of the pandemic and 'wind down' costs are being regularly determined and reported to ensure that there is not a situation where we would be trading insolvently.

Based on the above analysis there is confidence that we will be a going concern for the next 12 months.

White Ribbon Campaign Ltd

Trustees' report (continued) for the year ended 31 December 2020

Statement of trustees' responsibilities

The trustees (who are also the directors for the purposes of company law) are responsible for preparing the Trustees report and the financial statements in accordance with the applicable law and UK Accounting Standards.

Company law requires the trustees to prepare financial accounts 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 the year. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;

- prepare the accounts on a going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

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

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (Charities SORP (FRS102)), and in accordance with the special provisions of the Companies Act 2006 relating to small companies.

Signed on behalf of the board of trustees:

Signed: P. Lassey (Trustee)

Name: Peter Lassey

Date: 3rd August 2021

White Ribbon Campaign Ltd

Independent examiner's report to the trustees of White Ribbon Campaign Ltd

I report to the charity trustees on my examination of the accounts of the charitable company for the year ended 31 December 2020, which are set out on pages 7 to 13.

Responsibilities and basis of report

As the charity's trustees of the charitable 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 charitable 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 ('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

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

- 1 accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
- 2 the accounts do not accord with those records; or
- 3 the accounts do not comply with the 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:  Name: Helen Galvin

Relevant professional qualification or body: FCCA

Date: 5th August 2021

West Yorkshire Community Accounting Service

Stringer House
34 Lupton Street
Leeds
LS10 2QW

White Ribbon Campaign Ltd
Statement of Financial Activities
(including summary income and expenditure account)
for the year ended 31 December 2020

	Notes	2020 Unrestricted funds £	2020 Restricted funds £	2020 Total funds £	2019 Total funds £
Income from:					
Grants and donations	(2)	39,776	37,543	77,319	74,138
Sales and fees		34,586	-	34,586	68,190
Sundry income		-	-	-	312
Total income		74,362	37,543	111,905	142,640
Expenditure on:					
Salaries and NI	(3)	80,731	20,032	100,763	109,058
Redundancy		1,545	-	1,545	-
Staff training		377	-	377	128
Purchases		6,668	-	6,668	14,227
Obsolete stock write off		1,266	-	1,266	21,369
Rent and rates		5,363	-	5,363	5,000
Insurance		311	-	311	1,758
Heat, light and water rates		1,366	-	1,366	2,762
Telephone		849	-	849	1,352
Printing, postage and stationery		768	-	768	1,367
Computer expenses		193	-	193	510
Repairs and renewals		-	-	-	1,176
Depreciation		1,431	-	1,431	1,431
Travel and motor expenses		322	-	322	2,810
Exhibitions, award ceremonies and conferences		127	-	127	3,336
Accountancy and independent examination		960	-	960	960
Sundries		1,926	-	1,926	860
Membership fees		-	-	-	670
Legal, consultancy and professional fees		2,067	-	2,067	15,705
Bank, paypal and currency charges		43	-	43	246
Advertising and communications		1,041	-	1,041	1,112
Website		2,384	-	2,384	2,440
Stripe fees		81	-	81	-
Bad debt write off		5,829	-	5,829	-
Recruitment expenses		-	-	-	67
Board expenses		28	-	28	671
Total expenditure		115,676	20,032	135,708	189,015
Net (expenditure) / income		(41,314)	17,511	(23,803)	(46,375)
Transfers between funds		17,541	(17,541)	-	-
Net movement in funds		(23,773)	(30)	(23,803)	(46,375)
Fund balances brought forward		99,542	30	99,572	145,947
Fund balances carried forward	(4)	75,769	-	75,769	99,572

All incoming resources and resources expended derive from continuing activities.

White Ribbon Campaign Ltd

Balance sheet

as at 31 December 2020

	2020	2020	2020	2019
	Unrestricted	Restricted	Total	Total
	£	£	£	£
Fixed assets				
Tangible assets	(5) -	-	-	1,431
Total fixed assets	-	-	-	1,431
Current assets				
Debtors and prepayments	(6) 5,355	-	5,355	16,997
Stock	13,448	-	13,448	17,914
Cash at bank and in hand	(7) 63,384	-	63,384	64,988
Total current assets	82,187	-	82,187	99,899
Current liabilities:				
amounts falling due within one year				
Creditors and accruals	(8) 6,418	-	6,418	1,758
Total current liabilities	6,418	-	6,418	1,758
Net current assets	75,769	-	75,769	98,141
Net assets	75,769	-	75,769	99,572
Funds				
Unrestricted funds	75,769	-	75,769	99,542
Restricted funds	-	-	-	30
Total funds	75,769	-	75,769	99,572

For the year ending 31 December 2020 the charitable company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the charitable company to obtain an audit of its accounts for the year in question in accordance with section 476. The trustees (who also the directors for the purposes of company law) 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 small companies' regime and with FRS 102 (effective January 2019).

The financial statements were approved by the board of trustees on

Date: 3rd August 2021

Signed: P. Lassey (Trustee)

Name: Peter Lassey

White Ribbon Campaign Ltd

Notes to the accounts

for the year ended 31 December 2020

1 Accounting policies

Basis of accounting

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts. The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) and with the Charities Act 2011.

The charity constitutes a public benefit entity as defined by FRS 102.

There has been no change to the accounting policies since last year.

No changes have been made to the accounts for previous years.

Going concern

The trustees are satisfied that there are no material uncertainties about the charity's ability to continue.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SOFA) when the charity becomes entitled to the resources, it is more likely than not that the trustees will receive the resources and the monetary value can be measured with sufficient reliability.

Grants and donations

Grants and donations are only included in the SOFA when the charity has unconditional entitlement to the resources.

Where grants are related to performance and specific deliverables, they are accounted for as the charity earns the right to consideration by its performance.

Donated goods for resale are valued at the amount actually realised upon their sale.

Donated assets, facilities or services are valued at their estimated value to the charity. This is the price that the charity estimates it would pay in the open market for equivalent items; or services and facilities of equivalent utility to the charity.

Expenditure and liabilities

Expenditure is recognised on an accrual basis as a liability is incurred. Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out the resources and the amount of the obligation can be measured with reasonable certainty.

Taxation

As a charity the organisation benefits from rates relief and is generally exempt from income tax and capital gains tax but not from VAT. Irrecoverable VAT is included in the cost of those items to which it relates.

Tangible fixed assets

Tangible fixed assets costing more than £xxxx are capitalised and included at cost including any incidental expenses of acquisition. Gifted assets are shown at the value to the charity on receipt. Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight line basis over their expected useful economic lives as follows:

Equipment: over 3 years

Fixture and fittings: over 3 years

White Ribbon Campaign Ltd

Notes to the accounts

for the year ended 31 December 2020

1 Accounting policies continued

Pensions

The charity operates a defined contribution scheme for the benefit of its employees. The costs of contributions are recognised in the year they are payable.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

Further explanation of the nature and purpose of each fund is included in the notes to the accounts.

White Ribbon Campaign Ltd
Notes to the accounts continued
for the year ended 31 December 2020

2 Grants and donations

	2020	2020	2020	2019
	Unrestricted	Restricted	Total	Total
	funds	funds	funds	funds
	£	£	£	£
West Yorkshire Police	-	-	-	4,375
HMRC - Coronavirus Job Retention Scheme	-	20,002	20,002	-
Calderdale MBC	10,000	-	10,000	-
Sapienza University of Rome	-	17,541	17,541	-
Charities Trust	1,000	-	1,000	-
Donations	28,776	-	28,776	69,763
	<u>39,776</u>	<u>37,543</u>	<u>77,319</u>	<u>74,138</u>

3 Staff costs and numbers

	2020	2019
	£	£
Gross salaries	94,824	100,672
Social security costs	7,360	9,185
Employment allowance	(4,000)	(3,000)
Pensions	2,579	2,201
	<u>100,763</u>	<u>109,058</u>

The average number employees during the year was 4.8 (2019: 4.3). There were no employees with emoluments above £60,000.

Defined contribution pension scheme

	2020	2019
	£	£
Costs of the scheme to the charity for the year	2,579	2,201
Amount of any contributions outstanding at the year end	-	223
Amount of any contributions prepaid at the year end	-	-

4 Restricted funds

	Balance b/f	Incoming	Outgoing	Transfers	Balance c/f
	£	£	£	£	£
West Yorkshire Safer Communities Fund	30	-	30	-	-
Sapienza University of Rome	-	17,541	-	(17,541)	-
HMRC - Coronavirus Job Retention Scheme	-	20,002	20,002	-	-
	<u>30</u>	<u>37,543</u>	<u>20,032</u>	<u>(17,541)</u>	<u>-</u>

Fund name

Purpose of restriction

West Yorkshire Safer Communities Fund
Sapienza University of Rome

For the engagement of ambassadors in West Yorkshire.
For the HASP - Honour Ambassadors against Shame Practices project.
Expenditure on this project was incurred in 2018 and was treated as unrestricted due to uncertainty over funding. Now funds have been received a transfer of the unrestricted expenditure for this project has been made.
For staff who have been furloughed due to Covid-19.

HMRC - Coronavirus Job Retention Scheme

White Ribbon Campaign Ltd
Notes to the accounts continued
for the year ended 31 December 2020

5 Tangible assets

	Fixtures & Fittings	Office equipment	Total
<u>Cost</u>	£	£	£
At 1 January 2020	1,850	4,270	6,120
At 31 December 2020	1,850	4,270	6,120
<u>Depreciation</u>			
At 1 January 2020	1,850	2,839	4,689
Charge for year	-	1,431	1,431
At 31 December 2020	1,850	4,270	6,120
<u>Net book value</u>			
At 31 December 2020	-	-	-
At 31 December 2019	-	1,431	1,431

6 Debtors and prepayments

	2020	2019
	£	£
Debtors	5,355	15,152
Prepayments	-	1,845
	<u>5,355</u>	<u>16,997</u>

7 Cash at bank and in hand

	2020	2019
	£	£
Current accounts	63,380	64,870
PayPal account	1	-
Petty cash	3	118
	<u>63,384</u>	<u>64,988</u>

8 Creditors and accruals

	2020	2019
	£	£
Creditors	5,458	395
Accruals	960	1,363
	<u>6,418</u>	<u>1,758</u>

9 Trustee expenses

During the no trustees were paid any expenses (previous year: 1 trustee and £440 in respect of travel).

10 Trustee remuneration and benefits

No trustee received any remuneration or benefit during this or the previous year.

11 Remuneration and benefits received by key management personnel

The key management personnel of the charity include the trustees and Chief Officer. The total employee benefits received by the Chief Officer were £45,297 (previous year: £45,536).

No trustee received any remuneration or benefit in this capacity during this or the previous year.

White Ribbon Campaign Ltd

Statement of Financial Activities including comparatives for all funds (including summary income and expenditure account) for the year ended 31 December 2020

	2020 Unrestricted funds £	2019 Unrestricted funds £	2020 Restricted funds £	2019 Restricted funds £	2020 Total funds £	2019 Total funds £
Income						
Grants and donations	39,776	69,763	37,543	4,375	77,319	74,138
Sales and fees	34,586	68,190	-	-	34,586	68,190
Sundry income	-	312	-	-	-	312
Total income	74,362	138,265	37,543	4,375	111,905	142,640
Expenditure						
Salaries and NI	80,731	105,141	20,032	3,917	100,763	109,058
Redundancy	1,545	-	-	-	1,545	-
Staff training	377	128	-	-	377	128
Purchases	6,668	14,227	-	-	6,668	14,227
Obsolete stock write off	1,266	21,369	-	-	1,266	21,369
Rent and rates	5,363	4,755	-	245	5,363	5,000
Insurance	311	1,758	-	-	311	1,758
Heat, light and water rates	1,366	2,762	-	-	1,366	2,762
Telephone	849	1,352	-	-	849	1,352
Printing, postage and stationery	768	1,342	-	25	768	1,367
Computer expenses	193	510	-	-	193	510
Repairs and renewals	-	1,176	-	-	-	1,176
Depreciation	1,431	1,431	-	-	1,431	1,431
Travel and motor expenses	322	2,810	-	-	322	2,810
Award ceremonies and conferences	127	3,336	-	-	127	3,336
Independent examination	960	960	-	-	960	960
Sundries	1,926	702	-	158	1,926	860
Membership fees	-	670	-	-	-	670
Legal, consultancy and professional fees	2,067	15,705	-	-	2,067	15,705
Bank, paypal and currency charges	43	246	-	-	43	246
Advertising and communications	1,041	1,112	-	-	1,041	1,112
Website	2,384	2,440	-	-	2,384	2,440
Stripe fees	81	-	-	-	81	-
Bad debt write off	5,829	-	-	-	5,829	-
Recruitment expenses	-	67	-	-	-	67
Board expenses	28	671	-	-	28	671
Total expenditure	115,676	184,670	20,032	4,345	135,708	189,015
Net (expenditure) / income	(41,314)	(46,405)	17,511	30	(23,803)	(46,375)
Transfers between funds	17,541	-	(17,541)	-	-	-
Net movement in funds	(23,773)	(46,405)	(30)	30	(23,803)	(46,375)
Fund balances brought forward	99,542	145,947	30	-	99,572	145,947
Fund balances carried forward	75,769	99,542	-	30	75,769	99,572