



LEARN TODAY,
LEAD TOMORROW

2024 ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DEC 2024

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| Directors and Trustees | <p>Jason Haines Chair; Senior Data Protection Officer</p> <p>Georgie Fienberg Founder and Trustee</p> <p>Karim Dhalla Treasurer</p> <p>Keith Stone Trustee</p> <p>Olivia Jenkins Trustee</p> <p>Sandra Teichman Trustee</p> <p>Dieudonné Yakubu Ogede Trustee</p> |
| Chief Executive Officer | Charlie Hay |
| Company Number | 07524096 |
| Registered Charity Number (England and Wales) | 1141028 |
| Registered Office | <p>A. Until June 2024: Unit G05, The Record Hall, 16-16A Baldwin's Gardens, London EC1N 7RJ</p> <p>B. From July 2024 onwards: 124 City Road, London, EC1V 2NX</p> |
| Auditors | <p>Sterling Partners</p> <p>Grove House, 774-780 Wilmslow Road, Didsbury, Manchester, M20 2DR</p> |
| Bankers | <p>Lloyds Bank</p> <p>106 Kilburn High Road, Kilburn, London, NW6 4HY</p> |
| Charity Governance Code | <p>The Trustees of AfriKids Limited are pleased to present their Report together with the Financial Statements of the Charity for the year ended 31 December 2024. The Financial Statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and 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).</p> <p>The Trustees of AfriKids Limited adopt the Code centred around seven key principles to ensure that AfriKids and the Trustees develop high standards of governance. Enabling and supporting AfriKids' compliance with relevant legislation and regulation as well as promoting attitudes and a culture where all charitable activities work towards fulfilling the Charity's vision.</p> |



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REFLECTIONS FROM THE CHAIR OF THE BOARD

As we reflect on 2024, I am pleased to share the impact AfriKids has made in transforming the lives of children and families in northern Ghana. This year presented both challenges and opportunities. Thanks to your support, we have continued to drive lasting change for those who need it most.

2024 was a landmark year for Ghana. The election of Jane Naana Opoku-Agyemang as the country's first female Vice-President was a historic breakthrough for gender equality and female leadership in the highest levels of government. As an organisation that champions the rights of women and girls, we hope this milestone will inspire greater investment in girls' education and create more opportunities for women to break down barriers and lead.

The year also saw the rise of the 'Stop Galamsey Now' movement, with widespread protests across Ghana demanding stronger action against illegal mining and its devastating impact on the environment. While the issue remains complex, we took critical steps to support children who had been drawn into mining instead of attending school. Our teams worked closely with communities to highlight the dangers of galamsey and reinforce the long-term value of education. We support sustainable development that is owned and rooted in the communities it seeks to benefit.

Beyond Ghana, global political and economic shifts shaped the landscape in which we work. The UK and US both saw changes in government, bringing significant shifts in international development policies. Meanwhile, conflicts in the Middle East and Eastern Europe continued to disrupt global stability, impacting economies, humanitarian efforts, and the allocation of aid. The rising cost of living further strained already struggling families around the world.

Amid these challenges, AfriKids made remarkable progress. Our Family Livelihoods Support Programme expanded to include more mothers of children most at risk of dropping out of school. By equipping women with training and resources to strengthen their financial stability, they're able to build sustainable incomes, meet their children's needs, and uphold their rights—especially the right to education.

Our work in rural communities continues to address the challenges that climate change poses to the livelihoods and futures of the families we support. Through our One Million Smiles programmes, more than 700 women were trained in climate-smart agriculture. This provides them with the skills to improve food security and build climate resilience. By investing in sustainable farming, we are helping communities achieve long-term self-sufficiency and protect their natural resources for future generations.

The last year also marked a new chapter for AfriKids as we unveiled our new brand identity. More than just a visual refresh with brighter, bolder colours, it was designed to tell our story more effectively, raise awareness, and inspire greater support for our work. It reaffirms our commitment to locally-led change and our new strapline perfectly captures our vision: 'Learn Today, lead tomorrow.' Every child deserves access to education and the opportunity to shape their own future.

None of this would be possible without our dedicated team, the communities we work with, valued partners, and supporters like you. Your generosity drives lasting change, ensuring every child in northern Ghana has the chance to learn, grow, and thrive. Together, we are working toward a world without poverty, where every child grows up in a community that champions their rights and helps them flourish.

Thank you for standing with us. Together, we are building a brighter future.

Warmly,

Jason Haines
Chair of the Board, AfriKids UK

Q&A WITH AFRIKIDS' INTERNATIONAL LEADERSHIP TEAM

As we reflect on an eventful 2024, AfriKids' International Leadership Team — UK CEO Charlie Hay, Ghana Country Director David Pwalua, and Operations Director Linda Marfoh — share their insights on the impact made in northern Ghana, the challenges faced, and the exciting opportunities ahead for the children, families, and communities we support.

These questions came directly from community leaders across the districts we work in.

Looking back, what were some of your highlights from 2024?



**DAVID
PWALUA**

A highlight this year was seeing the impact of our Family Livelihood Support Programme. Families increased their household incomes by over 65%, with women — the majority of participants — achieving 80% growth. That kind of change helps families move from surviving to thriving. Our Back-to-School campaigns also kept over 4,800 at-risk children in school.

One story that really stayed with me was a girl who had experienced early marriage but, with our support, returned to school, topped her BECE exams (the UK equivalent of GCSEs), and is now studying science at one of the best senior high schools in her region. While we work for long-term, wide-reaching change, it's these individual stories that show what AfriKids is all about.



**LINDA
MARFOH**

This year, we strengthened our governance and welcomed new members to our Ghana Board, including subject matter experts that are adding huge value to our programming and operations, alongside their governance duties as trustees. We also welcomed new members to our team and I'm especially proud of our staff, who all worked so hard and showed such resilience in the face of many challenges.

I was happy that despite these issues, retention was high and satisfaction scores in our annual Your Say staff survey were overwhelmingly positive, showing that we're doing well with our goal to ensure AfriKids is a great place to work.



**CHARLIE
HAY**

It was fantastic teaming up again with Christian Louboutin and Idris and Sabrina Elba, and their partner Global Giving, for another run of the Walk A Mile In My Shoes collaboration. The beautiful shoe and leather goods collection not only raised funds for our projects but also helped share our name and story with new audiences worldwide.

A lot of hard work and very careful consideration from people across our community paid off with the launch of our exciting rebrand which I'm so excited to see telling our story louder and prouder as we advocate for the power of communities. Thanks to our many brilliant ambassadors and supporters who helped make some noise for us.

Q&A WITH AFRIKIDS' INTERNATIONAL LEADERSHIP TEAM

What challenges did you face this year?

LINDA: External challenges really tested us — from climate change and extreme weather to continued rises in the cost-of-living. Ongoing localised conflict in some of the regions we work in has become a constant threat and we are regularly having to suspend and adapt activities to keep our staff safe.

DAVID: Harmful traditional practices like early and forced marriage are still major barriers, especially for girls. And when political promises don't lead to action, it can be disheartening, making it harder for families to prioritise education and health.

CHARLIE: And beyond Ghana, crises around the world continue to have an impact on our fundraising. Many donors are focusing on humanitarian emergencies, causes closer to home or simply feeling the pressure of rising cost of living themselves. It's a tough time for most charities and we're so grateful to our amazing community of loyal supporters who share our vision and keep us going.

How do you support girls affected by early and forced marriage?

DAVID: We're working to change the narrative around early and forced marriage by raising awareness within local communities, helping them better understand and support each other. Our focus is on providing tailored psychosocial counselling to help the girls heal and regain their confidence. We also make sure they have the educational and social support they need to thrive.

Through our livelihood programmes, we empower both the girls and their families, giving them the tools they need for long-term stability. And we also connect them to additional government programmes that can offer further support.



What impact have AfriKids' current projects had in 2024?

LINDA: Under our One Million Smiles strategy, we reached more than 114,000 people this year. School enrolment increased, particularly in kindergartens and among minority groups. Our teacher training and mobile libraries supported better learning, and our PLAY++ pilot showed just how vital caregiver involvement is in early childhood development.

On child protection, several communities introduced by-laws to prevent early and forced marriage — and early reports suggest positive change is already being felt. Economically, we supported over 800 women and caregivers with training and the equivalent of around £21,000 in small loans to help them grow their businesses and improve their livelihoods.

Our four specialist clinics again provided life-changing care to hundreds of children with cerebral palsy and supported their families with counselling and training in how to care for their children's unique needs. It's been another year of remarkable impact, with communities at the forefront of that change.

Q&A WITH AFRIKIDS' INTERNATIONAL LEADERSHIP TEAM

AfriKids is currently working in 60 schools across northern Ghana, offering educational support, teacher training, and child protection initiatives. How do you ensure the children continue to thrive once your involvement comes to an end?

CHARLIE: Our approach prioritises building intrinsic motivation and equipping communities with the skills, resources, and tools they need to drive sustainable change themselves. By helping communities take ownership of their own development, the momentum for positive change continues long after we step away.

DAVID: We also align closely with national policies and work together with government services. That means both communities and authorities are better equipped to sustain the progress when we step back.

Who funds AfriKids, and why is flexible funding so important?

CHARLIE: Our funding comes from generous trusts, foundations, corporate partners, and individual donors across the UK, Ghana, and beyond. In 2024, 66% of our funding came from trusts and foundations, but this has become much harder to secure, with many shifting focus and increased competition for reduced funds. Our small fundraising team work very hard to find the vital funds we need to support children and families.

Flexible funding — like that from our amazing 'Friends of AfriKids' who support us every month, and from players of People's Postcode Lottery — makes a huge difference. It gives us the flexibility to put money where it's needed most — whether responding fast to emergencies, investing in people and infrastructure to deliver safely and effectively, or innovating to solve problems better. Navigating what we have in the last few years, we simply wouldn't be here without it.

Imagine telling a fire crew they can only use funds to buy hoses — and then they face an emergency that needs ladders, trucks, or water. No successful business thrives on just the "best bits" in a budget, or a plan that can't change, and charities are no different. Unrestricted funding lets us adapt, innovate, and fix problems as they arise — just like any smart, high-performing organisation.

Giving flexibly isn't about losing control — it's about leading with trust. It's saying: I believe in your mission, your people, and your judgement to do what's right — even when things change, and no matter what you face.

THANK YOU FOR YOUR LIFE-CHANGING SUPPORT!

As we move into 2025, we carry forward the momentum built this year. Together, we'll continue creating meaningful, sustainable change — led by communities, powered by partnerships, and rooted in the belief that every child matters.

TRANSPARENCY MATTERS TO US. IF YOU HAVE ANY QUESTIONS ABOUT OUR WORK, PLEASE EMAIL US AT: INFO@AFRIKIDS.ORG

"We really love being involved with the AfriKids team. **They have such detailed knowledge of the people they are helping on the ground and they are brilliant at keeping in touch with their supporters.** They make you feel part of things and they are very focused on their goals and their overall strategy. Thank you."

- JIM AND TESSA,
AFRIKIDS SUPPORTERS

WHAT YOU MADE POSSIBLE



This year, we supported **60 communities** and **114,824 people** in northern Ghana to overcome barriers to education, boost livelihoods and create brighter futures.

44,367 CHILDREN WERE REACHED WITH LIFE-CHANGING SUPPORT TO FULFIL THEIR POTENTIAL.

That's enough to line the entire route of the London Marathon, with children standing shoulder to shoulder every step of the way, each given the chance to learn today, ready to lead tomorrow.



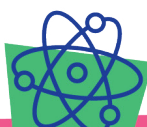
18,862

children benefitted from enhanced education through improved school management, early years support, STEM clubs and teacher training.



4,085

children were provided with school supplies, home visits and access to social and health services, helping them stay healthy, safe and in school.



1,002

girls thrived in our STEM clubs, gaining the skills and confidence to pursue future careers in science, technology, engineering and mathematics.



866

teachers were trained to improve learning for children aged 5-15, driving positive change in education across the region.



80%

growth in income for women in our Family Livelihoods Support Programme, which provides skills training and microfinance to help grow family businesses.



39,176

people in northern Ghana were reached through our campaigns, building vital community support for children's welfare and education.



65%

increase in primary school children achieving minimum literacy proficiency. Scaled across all primary schools we work in, this means 2,035 more children are now able to read.



78%

increase in primary school children achieving proficiency in numeracy. Across our supported schools, this means 2,318 more children now have essential maths skills.



703

women were trained in "climate-smart" agricultural practices, equipping them with the skills to more sustainably grow food, adapt to climate change and support biodiversity in their communities.



We provided skills training to help women build more secure livelihoods:

152 were trained in beekeeping

55 in soapmaking

27 in baking and pastry making



44,776

community members showed improved knowledge, attitudes and practices about socio-cultural beliefs and customs that are harmful to children.



18,862

children can now accurately explain how they would report abuse or other safeguarding concerns as a result of our girls empowerment clinics.

A FRESH NEW LOOK

This year, with your incredible support, AfriKids became bigger, brighter and bolder in championing community-led change. Look at what we achieved together...



LOOKING AHEAD



AS A PROUDLY LOCAL-LED CHILD RIGHTS ORGANISATION, WE WANTED OUR IDENTITY TO HONOUR THE VIBRANCY AND POWER OF THE RURAL AFRICAN COMMUNITIES AT THE HEART OF OUR WORK.

In August, we refreshed our brand to better reflect who we are today and the journey we've taken over the past 20 years. Our new logo pays tribute to our past while looking to the future. The familiar Nsoromma (a star-

shaped Adinkra symbol for guardianship) has evolved into a dynamic star made of shapes inspired by traditional West African art, especially the painted buildings of Sirigu—the village where our story began. These shapes represent the many people in our community who come together to drive change for children.

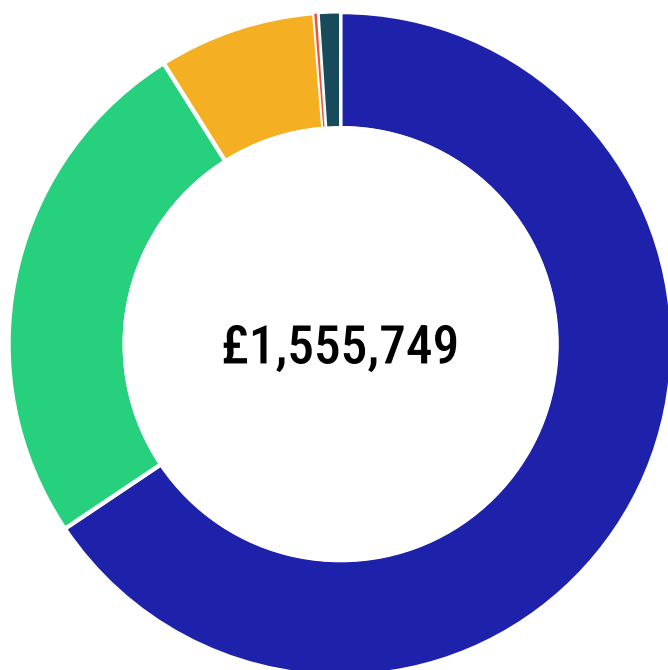
The star's shapes are arranged in circles around the "i" in AfriKids, symbolising a child surrounded by community support. Circles carry deep meaning in the communities we work with, where gatherings are often held in circles to represent equality and inclusivity.

The communities we serve are alive with colour—from the blue skies and green fields to the red chillies, golden mangoes, and vibrant cloth worn in daily life. Making our brand more colourful was key to making it more relevant and authentic.

Our new identity is a bold expression of our values—Integrity, Unity, and Impact—and aims to increase awareness, strengthen connection, and inspire more people to join us in supporting children to learn today and lead tomorrow.

INCOME AND EXPENDITURE SUMMARY

A summary of our income and expenditure for the year ended 31 December 2024. You can find more detail in our Financial Statements

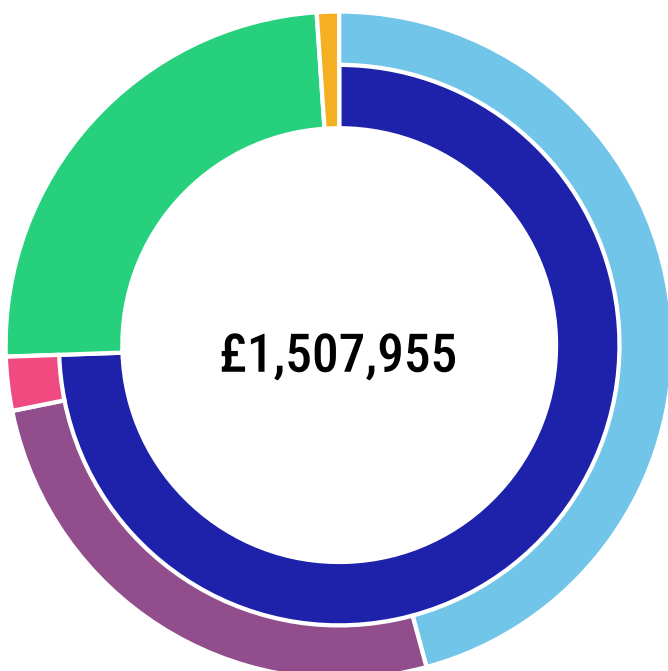


INCOME

| | |
|----------------------|------------------|
| Trusts & Foundations | £1,020,585 66% |
| Individuals | £396,005 25% |
| Corporate | £119,520 8% |
| Events and Community | £3,055 <1% |
| Other Income | £16,584 1% |

TOTAL **£1,555,749**

Includes £25,177 in Gifts in Kind



EXPENDITURE

| | |
|------------------|------------------|
| Programmes | £1,122,160 74% |
| Education | £690,128 61% |
| Child Protection | £392,756 35% |
| Health | £39,276 4% |

TOTAL **£1,122,160**

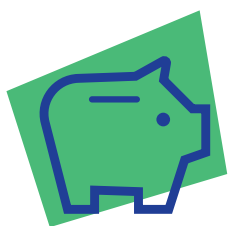
| | |
|-------------|----------------|
| Fundraising | £368,903 24% |
| Governance | £16,266 1% |

TOTAL **£1,507,955**

Includes £25,177 in Gifts in Kind

PROGRAMMES: UNLOCKING THE POWER OF COMMUNITIES

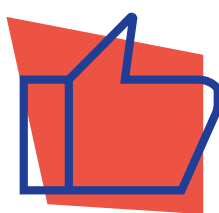
We believe profoundly in the power of local wisdom and agency to create deep and lasting change for children. Our **'Means, Motive, Opportunity'** model helps communities turn challenges into opportunities.



ENSURE MEANS

HELP COMMUNITIES
PRIORITISE AND MANAGE THE
COSTS OF EDUCATION

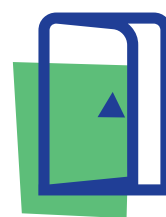
We provide training and support to help parents and caregivers tackle family poverty and build sustainable livelihoods. With increased financial security, families are able to meet their children's basic needs without putting them at risk, for example by needing them to work.



BUILD MOTIVE

BUILD COMMUNITY
UNDERSTANDING, FAITH AND
COMMITMENT TO EDUCATION

Working with local authorities and opinion leaders, we campaign and build support for children's rights. This helps shift harmful social norms like child labour and early and forced marriage, and builds accountability and support systems within communities, that will be there long after we leave.

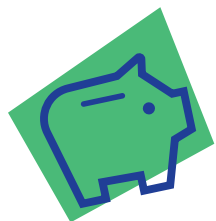


CREATE OPPORTUNITY

HELP COMMUNITIES DRIVE AND
DEMAND IMPROVEMENTS TO THE
QUALITY OF EDUCATION

We bring communities together with service providers and authorities to discuss challenges and work together on solutions that improve children's access to child protection, education and health services.





ENSURING MEANS

The districts of Binduri and Builsa South in Ghana's Upper East Region, and Mamprugu-Moagduri in the North East Region, are among the most deprived areas in the country. Affected by pervasive poverty, food insecurity, and limited access to education and economic opportunities, these regions are home to thousands of families living below the poverty line. The consequences are deeply entrenched gender inequalities, low economic participation, and heightened vulnerability to poverty-related risks, including child labour, early and forced marriage, and exploitation.

In 2024, AfriKids supported families to have the Means for change through a variety of initiatives — most notably, the Family Livelihoods Support Programme. Through this initiative, AfriKids engaged 3,500 individuals — 99.5% of them women — including 969 who joined the programme for the first time. The intervention focused specifically on mothers of children at high risk of dropping out of school due to financial constraints.

These women received tailored livelihood support packages, including business management training and access to microloans. The outcomes were significant: household incomes increased, reliance on external aid decreased, and their children's education was sustained. They are among the 114,824 people who benefited from AfriKids' programmes across northern Ghana in 2024. AfriKids' interventions are grounded in a holistic, family-centric model that addresses not only economic empowerment but also the essential areas of health, education, and child protection.

In 2024, 1,739 women accessed microloans to start or expand their businesses. Another 703 women received training in Climate Smart Agriculture and Good Agronomic Practices, equipping them with climate-resilient crop varieties and advanced farming techniques tailored to their local environments.

Additionally, 152 women were trained in beekeeping, 55 in soap making, and 27 in baking and pastry making. Twenty Village Savings and Loans Associations (VSLAs) were also formed, fostering a culture of



saving and collective financial security.

As a result, 75% of women in the programme reported being able to independently meet their children's school needs, contributing to a significant drop in school dropout rates. AfriKids also worked directly with teenagers to ensure they had the means to stay in school. One of the most common reasons girls miss school is the lack of menstrual products — either staying home during their period or missing school to work and afford them.

To address this, AfriKids looked to embed sustainable skills within communities by training members of Children's Rights Clubs and their teachers to make reusable menstrual pads and teach others to do the same. Led by an experienced trainer, the sessions used locally available materials and were delivered in smaller batches to allow for effective coaching and monitoring. This training empowered both students and teachers with practical, life-changing skills.

As one teacher shared:

"This training has given us the skills to make reusable sanitary pads, and we are excited to pass on this knowledge to others in our schools."

Following the workshop, 15 schools held their own sessions, reaching an additional 525 club members.

One student said: **"Now, I can help my friends make their own sanitary pads, which means they won't have to miss school anymore because of menstruation."**

As another participant shared: **"This is a life-changing programme. It will help so many girls in our community, giving them the confidence to stay in school."**

By equipping girls with essential knowledge and practical tools, the project is creating a ripple effect across districts, breaking down barriers to education caused by menstrual health challenges.





"Before AfriKids, I couldn't afford for all my children to go to school. Now they attend every day. I also have the support of other women in the group, which makes me happy."

- RUTH

RUTH, A GRANDMOTHER FROM BILSA SOUTH IN NORTHERN GHANA, IS THE PRIMARY CAREGIVER FOR NINE CHILDREN, INCLUDING HER GRANDCHILDREN AND SISTER'S CHILDREN.

A member of one of the women's groups supported by our Family Livelihoods Support Programme Ruth is growing a small business to support her family.

With support from the group's micro-finance initiative, she now buys materials in bulk to make and sell soap at the market, alongside gari (cassava grain) and bottled water. This has improved her income and reduced the need for long, repeated journeys to source supplies.

"I can now buy all my materials in bulk which means I can make more profit and don't have to make the long and difficult journey so often," Ruth explains.

She is now able to provide food for the children she cares for and support them to stay in school.

"It wasn't easy for my family as there are many people to support. Now I can give some money to the children to get food at school. I can also make sure there is food when they get home," she says.

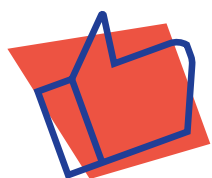
Education is a priority for Ruth, who didn't have the opportunity to go to school herself. She's proud to see her children and grandchildren learning and thriving. Her 11-year-old grandson, Ismael, recently achieved 100% attendance with support from AfriKids' Leave No Child Behind programme, which provided him with essential learning materials and encouragement to stay in school. He hopes to continue with his studies and train as a doctor.

Ruth has repaid her loan, which will now be used to support other women, and continues to manage her growing business with determination. Together with other women in the group, she's building a stronger future—not just for her family, but for the wider community.



Photo: Ruth with her grandson, Ismael





BUILDING MOTIVE

Core to our programming is promoting a Motive for change within communities. Over the past year, our activities have ranged from radio broadcasts and large community festivals to working with government agency leaders and engaging individual school classes – all aimed at addressing the issues children in northern Ghana face.

BACK TO SCHOOL CAMPAIGN

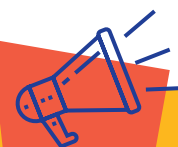
Many children in the communities we serve face significant barriers to school attendance, especially during the first term. Project staff estimated that 53% of children missed up to 5 weeks of school due to agricultural and pastoral labour. Additionally, 80–85% of parents did not know when the school year began – often because they lacked access to information or were excluded by literacy-dependent communication channels. Parents also delayed enrolment due to concerns about travel safety for young children, or because early childhood education was undervalued. Economic pressures frequently made it difficult for parents to accompany their children to school or prioritise their early learning.

To tackle these challenges, AfriKids launched a high-energy Back to School campaign across the 60 communities we support. With trucks equipped with speakers and PA systems, we brought key information directly into villages – engaging parents in three local languages across markets, roadsides, and households. Our Community Child Protection Champions, together with Ghana Education Service staff and District Assembly members, helped identify out-of-school children and raise awareness of the school calendar. Radio broadcasts and interactive call-in sessions amplified the message, addressing parents' concerns about school supplies, enrolment procedures, and preparing their children for the new term.

The impact was extraordinary.



In Builsa South, kindergarten enrolment during the first week rose from 410 last year to 695 this year – a 70% increase. In Binduri, first-day primary school attendance jumped from 900 to 2,472 pupils, a rise of 174%. Among the Fulani/ Fulbe community, a minority, nomadic ethnic group that often experiences discrimination, enrolment climbed from 4 to 15 children – an impressive 275% increase. These outcomes, which surprised even senior Ghana Education Service staff, demonstrated the power of inclusive, community-led outreach in boosting school attendance.



70%

increase in kindergarten
enrolment in Builsa South
(rising from 410 to 695 pupils)

174%

growth in primary school
attendance in Binduri
(rising from 900 to 2,472 pupils)

275%

rise in enrolment for the
semi-nomadic Fulani/Fulbe
community
(rising from 4 to 15 pupils)



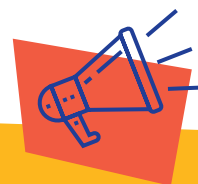
GIRLS STANDING UP IN THEIR COMMUNITY

Throughout the year, students used drama, poetry, and song during community events to highlight the value of education and the ways in which parental behaviour can support children's academic progress. These performances attracted local leaders, chiefs, and community members, whose participation reinforced the importance of the events and their commitment to changing perceptions around education. Through creative expression, children delivered powerful messages about the need for collective action to overcome educational barriers.

Other district-wide events provided platforms for children to speak candidly about the challenges they face in accessing education — such as being required to farm during school hours, lacking school supplies and qualified teachers, and facing corporal punishment. These open dialogues prompted families and local leaders to make specific pledges: to reduce child labour, oppose early and forced marriage, and promote equal access to education for girls. Inspired by these conversations, community leaders committed to protecting and prioritising girls' schooling.

Empowerment clinics were also held in schools, reaching thousands of girls with vital information on early marriage, child labour, and teenage pregnancy. Facilitated by Ghana Education Service, Department of Social Welfare, and Ghana Health Service, the sessions covered menstrual hygiene, contraception, and children's legal rights. Girls also heard motivational talks from successful women from similar backgrounds, encouraging them to stay in school and view education as a path to independence and empowerment.

On October 11th, the International Day of the Girl Child was commemorated with marches and community celebrations championing girls' rights. Members of the Adolescent Sexual and Reproductive Health and Rights (ASRHR) club led street processions, holding placards with messages such as "Empower Girls; Transform Communities," "Girls' Voices Matter," and "Girls Deserve to Be Heard, Not Seen." In the same district, a Grand Durbar of Chiefs brought together traditional leaders, youth, and government officials to reflect on progress and pledge renewed commitments to end harmful practices like early and forced marriage. The day concluded with cultural performances and community-wide pledges to support girls' education.



44,776

community members showed **improved knowledge** and attitudes on socio-cultural practices that are harmful to children

12,654

children can now **accurately explain** how they would report abuse or other safeguarding concerns

371

chiefs, religious leaders, and community leaders worked with us to **change attitudes** around harmful traditional practices



MEET MATILDA, A MOTHER OF FOUR FROM BUILSA SOUTH IN NORTHERN GHANA'S UPPER EAST REGION. PASSIONATE ABOUT GENDER EQUALITY, SHE IS COMMITTED TO ENDING EARLY AND FORCED MARRIAGE IN HER FARMING COMMUNITY..

Matilda knows that early and forced marriage prevents girls from getting an education and denies them of their childhood. But rather than accept it, she's leading change.

Through AfriKids' Community Child Protection Champion training, Matilda gained knowledge and confidence to raise awareness about the risks of early and forced marriage and the importance of education. She learned to identify at-risk children, safeguard their rights, and develop plans tailored to her community's needs.

"Early marriage is no longer tolerated here. Most children now go to school. I'm happy to see this change"

- MATILDA

"I wanted to go to the training so I could help my community," Matilda explains. "By talking openly, we can create change."

After the training, she helped launch regular community meetings to discuss how families can support children to stay in school. The local Chief became an advocate too, joining as a Child Protection Champion.

Thanks to Matilda's courage and leadership, more girls in her community are staying in school—and building brighter futures.

PASTOR JOSEPH WAS BORN WITH A DISABILITY AND, AS A CHILD, WAS LABELLED A "SPIRIT CHILD"—A HARMFUL TRADITIONAL BELIEF THAT LINKS DISABILITIES TO EVIL SPIRITS. FACING REJECTION AND THREATS, HE FLED HIS HOME, A TRAUMATIC EXPERIENCE THAT SHAPED HIS LIFELONG MISSION TO PROTECT OTHERS FROM SIMILAR STIGMA.

Back in his hometown, Pastor Joseph founded a support group for families of children with disabilities, challenging damaging cultural beliefs and creating space for healing and understanding. His leadership helped shift perceptions and gave visibility to the needs of those affected by disability.

When our One Million Smiles programmes began in the district, Pastor Joseph became a vital partner. While early assessments underestimated the issue, he revealed hidden cases like Apiah and Afua—children who had narrowly escaped 'spirit child'-related infanticide. His advocacy not only saved lives but exposed the urgent need to address these practices.

Though often overwhelmed, Pastor Joseph found renewed strength through our One Million Smiles programmes. Equipped with new tools, he now offers therapy, counselling, and support for food security. His work continues to engage chiefs, community leaders, and families, driving progress toward a community where every child is valued. His story is one of courage, compassion, and hope.





CREATING OPPORTUNITY

The major way we build the Opportunity for change is by strengthening the quality of services provided by government agencies – like Ghana Education Service, the Department of Social Welfare, and Ghana Health Service – so those responsible for children are empowered to make a meaningful impact.

OUR TEACHER TRAINING IS A CRUCIAL PART OF THIS, AS TEACHERS NOT ONLY DELIVER DAY-TO-DAY LEARNING, BUT THEY ALSO HAVE AN IMPORTANT PASTORAL ROLE AND CAN SHAPE A LIFE-LONG LOVE OF LEARNING FOR CHILDREN.

At the end of 2024, teachers in kindergarten and primary schools completed their full, three-year course on Play-Based Learning and Child Centered Pedagogies. These trainings have shifted classroom teaching away from chalk and talk memorisations and repetition towards a methodology that focuses on engaging learners positively and in a manner suitable for their age group.

"I have gained a lot of knowledge from this training; how to welcome students, how to arrange my class for effective teaching and learning and I will implement same in the classroom. I thank AfriKids for this."

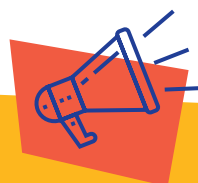
MR. YIDANA –
PRIMARY SCHOOL TEACHER

Over the year, our meetings with District Education Oversight Committees (DEOC) brought to light critical challenges facing education in the region.

Attended by senior Ghana Education Service officials and NGO partners, the discussions focused on persistent teacher shortages, inadequate furniture, poor infrastructure, and low pupil attendance.

To address the teacher deficit, members recommended strengthening ties with regional training colleges. In Ghana, new graduates are often posted far from home, and northern Ghana, with its systemic disadvantages, sees a high turnover of non-local teachers. Linking with northern colleges would encourage local graduates to stay. The education committees also acknowledged the need for better orientation and support for teachers already posted in the region to foster respect, motivation, and retention.

To address furniture shortages, District Education Oversight Committees (DEOC) procured thousands of new desks for schools which would be distributed by the end of the year. They also plan to strengthen local school governing bodies. Building the capacity of groups like the District Education Oversight Committees and the District-Multi-Disciplinary Teams for Child Protection are the cornerstone in ensuring that AfriKids' work is sustainable. District-Multi-Disciplinary Teams are a vital part of the AfriKids programme - establishing coalition groups of representatives from across duty-bearing bodies to work together for greater efficiency and effectiveness. Effective change requires a holistic approach, as classroom-focused efforts can falter when teachers transfer. It is critical any intervention approaches the entire education ecosystem to drive change.



866

teachers trained to improve learning for children aged 5 – 15, driving positive change in education across the region

18,862

children benefitted from enhanced education through improved school management, early years support, STEM clubs, and teacher training

78%

increase in primary school children achieving minimum proficiency in numeracy. Across our supported schools, 2,318 more children now have essential maths skills

65%

increase in primary school children achieving minimum literacy proficiency. Scaled across all primary schools we work in, 2,035 more children are now literate thanks to our intervention

1,002

girls thrived in STEM clubs, gaining skills and confidence to pursue future careers in science and technology



DESPITE EFFORTS TO IMPROVE EARLY CHILDHOOD EDUCATION, CHALLENGES PERSIST IN THE MAMPRUGU MOAGDURI DISTRICT, ESPECIALLY IN REMOTE AREAS. MANY PARENTS STILL DO NOT PRIORITISE SCHOOLING, AND THE DISTRICT FACES SHORTAGES IN INFRASTRUCTURE AND QUALIFIED TEACHERS. THERE IS ALSO NO EARLY YEARS COORDINATOR TO MENTOR EDUCATORS.

Amid these challenges, Miss Mohammed, a dedicated teacher in a remote village, has transformed her kindergarten classroom into a vibrant, engaging space. Through creativity and dedication, her classroom attracts children and fosters a love for learning. Her innovative methods, including games and play-based learning, have boosted students' academic performance and confidence.

Miss Mohammed's impact extends beyond the classroom. Her success has changed community attitudes toward education. Her work is supported by the training she received through AfriKids' Play-Based Learning workshop, and she now mentors other teachers, improving practices across the district.

"My son used to cry about school, but now he wakes up early, excited to go"

- PARENT

Miss Mohammed's story proves that even in under-resourced settings, individual commitment and the right support can drive meaningful change. It underscores the need for systemic investment in early childhood education to ensure every child has the opportunity to thrive.



HOW WE FUNDRAISE



We are deeply grateful to all the generous supporters and partners who together enabled us to raise over £1.5 million in 2024. Together, their support enabled communities to transform their own futures.

Our fundraising activity is thoughtfully planned and budgeted for every year, and we carefully assess the value of all investments we make in raising funds. Our income comes from grants made by institutions, trusts, and foundations or from individuals and groups making personal donations or helping to raise funds by taking part in challenges or activities with schools and community groups.


However, fundraising continues to be extremely challenging and more expensive, with cost-of-living pressure on staff and increased competition for available funding. In 2024, we saw a fall in UK income of approximately £113,000 from 2023. In the UK, we continue to be hit by the decline in grants from statutory sources, trusts, and foundations. This has included a decline in funding from the UK government for international development and a shift in the strategies of many grantmakers towards domestic causes and humanitarian emergencies.



"Over the past five years, we have loved working alongside the AfriKids team.

The work they do to help disadvantaged children is truly amazing. They are brilliant at keeping their supporters up to date with regular reports and are very knowledgeable. We are grateful for our long-standing partnership and successful collaboration. Thank you."

- THE LANSDOWNE EUROPEAN
LONG ONLY MASTER FUND AT
LANSDOWNE PARTNERS



"This is what real leadership looks like.
This community is proof that when a
community decides to invest in its children,
incredible things happen."

TARA WONDRAKZEK,
CEO OF THE MC2H FOUNDATION

OUR COMMITTED FUNDERS AND PARTNERS

Positively, we sustained income from a committed base of individual supporters who together fuel our fight to break the cycle of poverty and ensure every child is safe, in school and learning.

We remain incredibly grateful to players of People's Postcode Lottery. The flexible funding we received through their Postcode Education Trust continues to form the foundations of AfriKids, and enables us to build and adapt programmes that remain responsive to the local communities we serve and the ever-changing environment we operate in. Their trust in us means we can look ahead and invest in operations and fundraising activities to improve efficiencies, build our resilience to risks and help us unlock new funding sources. We are also strengthened by being part of the People's Postcode Lottery family; through them, we've built partnerships and shared learning with peers from other brilliant organisations across the sector.

We were also thrilled to welcome new funders to the AfriKids family. The mc2h Foundation, with a shared focus on the power of parents to create change in their own communities, has joined us with a three-year grant to accelerate our new strategic plans to help more communities rise up and ensure their children's education. We are excited to be working with them and a range of other donors and funders as we develop this new chapter for AfriKids.

In 2018 it cost us 22p to raise every £1, in 2024 it was 24p as fundraising continues to be more expensive. To mitigate these cost increases and as part of our commitment to being locally-led, we are strengthening fundraising capacity and resources in Ghana and as a result project that our UK costs will reduce in 2025.

GLOBAL FUNDRAISING

As part of our commitment to being locally-led, we are continually looking at how we can localise our activities, including fundraising. We've developed a full-time fundraising role in Ghana that is part of our wider fundraising team but focused on in-country opportunities and we are thrilled to increasingly see this focus pay off through increasing income in Ghana. In 2024, our global income (AfriKids UK and AfriKids Ghana) was £2.1m. Of this, 26% will have been secured in-country. This is a significant increase, with only 16% of income secured in-country in 2023.

FUNDRAISING COMPLIANCE AND PRACTICE

AfriKids is registered with the Fundraising Regulator and complies with its Code of Fundraising Practice (the Code) – including risk assessment and due diligence on funding sources and upholding our Safeguarding Policy in relation to fundraising and communications. Our fundraisers receive induction and refresher training in the Code and our policies for good practice.

Our fundraising activities are predominantly carried out by our own staff, supported at times by carefully selected contractors. All individuals involved operate under written agreements and receive training and oversight to ensure full alignment with our values, principles, and policies. We receive donations that are made directly to AfriKids or via select third party platforms, including Enthuse and GlobalGiving, all of which are required to meet our standards, including GDPR and safeguarding.

In 2024, our fundraising activities included:

- Applications to individuals and organisations for funding
- Managing relationships with active donors whilst exploring new supporter networks to secure and retain support from new donors
- Working with individuals and organisations fundraising for AfriKids, e.g. supporting individual fundraising challenges or fundraising initiatives from schools
- Multiple match-funded public appeals to raise donations and support, including through platforms such as The Big Give

We did not carry out any door-to-door, telemarketing or street fundraising.

All of our fundraising activities are underpinned by 'The AfriKids Way', our new set of guiding principles and core values of integrity, unity and impact, launched in 2023. More detail on these can be found on our website here: www.afrikids.org/about-us/the-afrikids-way

Our fundraising team work hard to ensure our supporters have a great experience with us and are kept up to date with the huge difference their donations make to children's lives. We did not receive any complaints about our fundraising activity in 2024, and there were no compliance issues with a voluntary scheme or fundraising standard. We welcome feedback from our donors on how we can continue to improve.

More information on how to do this can be found on our website here: www.afrikids.org/contact-us

FUNDRAISING HIGHLIGHTS



The Power of Community appeal raises £75,000

New and existing supporters came together in December to raise a smashing £75,000 through the Big Give Christmas Appeal. The appeal focused on supporting tomorrow's leaders through the power of education. And thanks to the generosity of our supporters it raised enough to help us support four communities, to prioritise their children's education long term.



People's Postcode Lottery

In 2024, players of People's Postcode Lottery raised £600,000 for AfriKids. This ongoing support of our work has been transformational for AfriKids. It provides the foundations for everything we do to build brighter futures today and in the future.



mc2h Foundation joins the AfriKids family

The mc2h Foundation, with a shared focus on the power of parents to create change in their own communities, has joined us with a three-year grant to accelerate our new strategic focus, Rise Up.

Photo: mc2h Foundation CEO Tara Wondraczek visits a community in northern Ghana on a recent trip with AfriKids





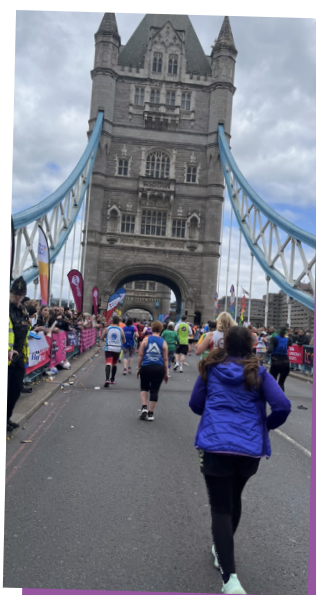
Funder collaboration to ensure no child is left behind

Five dedicated funders have continued their collaboration to ensure 6,100 children who were most at risk of dropping out of school remained safe and in school through our Leave No Child Behind programme. Thanks to the collective support from EQ Foundation, Educational Opportunities Foundation, Gower Street, the Zochonis Charitable Trust and a private philanthropist, the programme saw a remarkable 144% increase from last year of children kept safe and on track to continue their education.

Walk a Mile in My Shoes

Prestigious fashion house Christian Louboutin, in collaboration with Idris and Sabrina Elba, selected AfriKids for a second year to be part of their Walk a Mile in My Shoes: Season III campaign. This year's collection of shoes and bags draws inspiration from traditional African braiding, with 100% of proceeds supporting six charities that promote social equality around the world, including AfriKids.

WAMIMS



London Marathon

A big shout out to Ella K, who completed the 2024 London Marathon for AfriKids raising more than £1,400! Ella has been raising money for us since she was eight years old, supporting the lives of countless children across northern Ghana. We are thrilled to have a number of London Marathon places in 2026 – so watch this space!

JOIN THE MOVEMENT

In 2025, we will be focusing on finding new and exciting ways of funding our programmes. From new investment packages to welcoming prospective individuals and organisations to be part of the AfriKids family, we want to ensure we are doing everything we can to change the future of many more children and communities across northern Ghana.

IT IS IMPORTANT TO US THAT OUR SUPPORTERS CAN GET INVOLVED IN AFRIKIDS' NEXT CHAPTER. IN 2025 YOU COULD HELP US BY:



BRING US ALONG TO ATTEND OR SPEAK

Attending an event aligned with AfriKids' mission or filled with people who are passionate about child rights? We'd love to join you – whether to attend, speak, or share our story.



INTRODUCE US TO NEW SUPPORTERS

Know a company, school, friend or family group that shares our values? Introduce us – we'd love to connect, share our work, and grow our community of support.



CONSIDER LEAVING A LEGACY GIFT

Thinking about the future? By including AfriKids in your will, you can help create lasting change for generations of children to come.



"At Pacha Soap, we believe in creating products from world changing ingredients. Since we direct source raw materials from northern Ghana, it's important to us that we give back to the communities we work with and create regenerative supply chains.

That's why we've chosen to partner with AfriKids. Their deep understanding of the region and commitment to community-led development aligns with our values, especially their work to empower women with opportunities to earn a stable income. By supporting AfriKids, we're helping build stronger, more resilient communities and ensuring our supply chain uplifts the people at its heart."

- ANDY THORNTON, VP IMPACT,
PACHA SOAP CO.



BECOME A COMMUNITY CHAMPION

For the first time ever, we are offering you the opportunity to team up with one of our 60 communities and join their journey as they ensure every child is safe and in school. You'll get to know individuals in the community, receive regular updates on the change you are making, and have the opportunity to visit Ghana yourselves and see the difference your support is creating.

[GET IN TOUCH TO FIND OUT MORE](#)



OPERATING RESPONSIBLY

Driven by our value of Integrity, we strive to do the right thing — not just in what we deliver, but in how we work. We know that operating responsibly is an ongoing journey, and we're committed to learning, listening, and improving as we go.

In 2024, we took further steps to uphold high standards, reduce risk, and ensure that our ways of working reflect the trust placed in us by communities, partners and supporters. We are proud of the progress made — and remain focused on doing better, together.

LOCAL LEADERSHIP AND ACCOUNTABILITY TO COMMUNITIES

- As always, all of our programmes were designed and led by our Ghanaian team, working hand in hand with communities and local stakeholders.
- In Ghana, our campaigning and engagements with communities ensured information was accessible to illiterate people and provided safe spaces and platforms for children's voices to be heard.
- We continued to review and improve our communications policies and practices to ensure inclusive and authentic storytelling and representation, especially shaped by feedback from colleagues and stakeholders in Ghana. Our rebrand incorporated changes to improve accessibility, including considerations around colours and fonts, to help make AfriKids a brand that's open and welcoming to everyone.
- Internally, we worked on fair and transparent pay policies, increasing leadership development opportunities and decision-making processes to promote local ownership and power in strategic decision-making.
- We more proactively engaged members of the Ghanaian diaspora through strategic outreach, events, and partnerships, including collaborating with British-Ghanaian influencer Chanel Boateng, and highlighting the importance of diaspora engagement with locally-led NGOs at the Afro-British Creators Conference. These efforts are raising awareness of our work with key audiences and bringing valuable insights to strengthen our fundraising and community strategies.
- Our shift to more virtual working has strengthened equity and communication across our global team. With improved systems and connectivity, it's become easier and more natural for colleagues in the UK and Ghana to connect, communicate, and contribute equally — helping to build stronger relationships, more inclusive teamwork, and a deeper understanding of AfriKids' work across the board.



FINANCIAL MANAGEMENT

- Improving financial sustainability is central to our responsible operating strategy. Fundraising conditions remain incredibly tough, but our strategies focus on diversifying income sources to reduce risk, building long-term partnerships that move us away from hand-to-mouth annual budget cycles, to resilient long-term security, and on raising the invaluable unrestricted funding that is so vital to us filling gaps, navigating challenges and protecting the autonomy and ownership that enables us to be community-led and invest in things that make us more efficient and effective at what we do.
- We refreshed the AfriKids brand to better reflect our values, what we do and the power, dignity and diversity of the amazing communities we serve. During its launch, our rebrand increased reach by 100x and generated over 842k impressions, helping to increase awareness and support for our life-changing projects, including with new high-profile advocates like actor, Freema Agyeman.
- Our small UK team — who raise vital funds and support for the brilliant locally-led work of AfriKids Ghana — took the decision to reduce costs by closing our UK office and moving to remote working. With the support of logistics partners providing their services at low or no cost, we shipped all of our furniture and equipment to Ghana, cutting overheads and giving these resources a new life in offices, classrooms and even hospital wards across northern Ghana!
- We were awarded the Platinum Seal award for Transparency by GuideStar and continued to uphold the highest standards in fundraising in compliance with the Fundraising Regulator, Charity Commission and other legal, regulatory and best practice guidelines in the UK and Ghana.
- With improved internet connectivity in Ghana, we migrated our financial accounting systems to the cloud, enhancing accessibility, efficiency, and risk management. We also expanded our finance and fundraising team in Ghana, increasing capacity and local ownership, already reflected in increased income being secured locally.

TRANSPARENCY AND IMPACT REPORTING

- We were selected as the charity partner for JPMorgan Chase's Tech for Good 'Data for Good' hackathon, a twelve-hour event in London. Seventy master's students in data analysis tackled our data challenge: uncovering insights about the impact motivated communities have on children's access to quality basic education. Their findings are now helping to inform our long-term strategic planning.
- Building on this, the firm's 'Force for Good' initiative will be working with us in 2025 to help strengthen our systems and processes to significantly enhance our data management and reporting capabilities.



"AfriKids is simply the most impactful charity we have ever contributed to. They take the time to truly understand what a community needs ensuring a lasting impact"

DI AND TIM, AFRIKIDS SUPPORTERS

ENVIRONMENTAL RESPONSIBILITY

- With extreme weather and climate change increasingly affecting agricultural communities in northern Ghana, we sought ways to help families on our livelihood programmes adapt. Teaming up with specialist partners, we provided training that not only helped low-income families build more climate-resilient livelihoods but also reduced environmental harm through more eco-friendly farming practices, crop diversification, and beekeeping.
- Environmental awareness and climate change education continued as key themes in our Child Rights Clubs and STEM clubs for girls. Many children are now actively creating practical solutions to protect resources in their communities, including inventive water-saving devices, manual ice-based "air conditioners", and even plastic recycling initiatives.
- Workshops teaching girls to create reusable sanitary pads from locally available materials empowered them to manage their menstrual hygiene confidently and attend school regularly, enhancing both educational and health outcomes.
- Operationally, we upheld our commitment to minimising environmental impact, including reducing our carbon footprint in the UK by closing our UK office.

SAFEGUARDING AND CHILD PROTECTION

- Staff and committees with dedicated safeguarding responsibilities maintained our policies and systems in place to keep children safe, and identify areas of improvement. Everyone who worked with us was screened for safeguarding purposes and all staff received training in how to help reduce and manage any risks of harm caused by our work.
- On our programmes, we continued to train and support Child Protection Committees and volunteers, who play an integral role in preventing and responding to child protection issues and incidents. These networks are essential to this important work being sustained after our projects end.
- Girls' Empowerment Clinics and community events directly addressed issues like child marriage, menstruation stigma and corporal punishment, raising awareness and shifting harmful social norms.



LOOKING FORWARD

In 2025, AfriKids will continue to deliver on our mission to ensure the rights of children in northern Ghana.

This will be the final full year of implementing our major education and child protection programmes under our One Million Smiles strategy with 60 communities. These projects are helping to secure real, lasting change for children – from keeping them safe and in school to strengthening family and community systems to uphold their rights. As these programmes approach their completion in 2026, we'll be working hard to ensure their impact is sustained long after we step back, and laying the groundwork for a responsible, community-led exit.

We are also focused on laying the groundwork for scale. With demand for locally-led work like ours growing across Ghana and beyond, we are investing in systems, leadership and partnerships that will enable us to respond

sustainably and effectively. This includes strengthening our evidence base, sharpening our programme design, and exploring funding opportunities to help us reach more children without compromising the quality or integrity of our locally-led model.

Alongside this, we will remain committed to operating responsibly and delivering on our core programmes to protect children and their right to learn, and support families to build brighter futures.

With your continued support, 2025 will be a year of learning, growth, and progress – a step change in AfriKids' journey to ensure every child in northern Ghana can grow up safe, healthy and happy. Thank you for staying with us on the journey.



"AfriKids is well organised and focused. They plan their activities carefully and, through the expertise of their staff, execute them effectively and efficiently. Having visited a number of their interventions in schools, they are clearly having a positive impact."

Working with AfriKids has been very fulfilling. It is always gratifying for donors to see that their grant has had an impact. Over the last few years we have built up a very positive relationship, particularly with AfriKids' staff in Ghana, whom we have visited on a number of occasions."

PAUL MILNER,
TRUSTEE AT THE ZOCHONIS
CHARITABLE TRUST

GOVERNANCE

DEFINITIONS

AfriKids Limited / AfriKids Ltd. / AfriKids UK

The charity registered in England and Wales that fundraises for and supports AfriKids Ghana, and the organisation which this document reviews

AfriKids Ghana

An independent Ghanaian Non-Governmental Organisation which delivers child rights and community development projects in Ghana

AfriKids

The partnership between AfriKids UK and AfriKids Ghana - this term is used when referring to shared ideals, achievements and aspirations

Audit, Risk and Assurance Committee (ARAC)

The Audit, Risk and Assurance Committee is a subcommittee of the UK Board of Trustees of AfriKids UK. ARAC support the Board and the AfriKids UK Chief Executive in their responsibilities for ensuring the adequacy of risk management, internal controls and governance arrangements and that AfriKids' funds are used efficiently and effectively according to the Charity's vision and mission. The Committee will continually review the comprehensiveness of assurances for the Board and CEO and review the reliability and integrity of those assurances.

Structure

AfriKids Limited is a company limited by guarantee and a charity registered in England and Wales with the Charity Commission. It is governed by Articles of Association. AfriKids Limited was incorporated on the 17 February 2011 and gained charitable status on the 24 March 2011. AfriKids was previously registered as a charitable trust (Registered Charity Number 1093624, registered 30 August 2002), though the trust was dissolved following incorporation of the Charity as a limited company. "AfriKids" generally refers to the partnership between AfriKids Limited (AfriKids UK) and AfriKids Ghana, two legally independent organisations, run by different management teams and governed by different boards of Trustees, but who work in very close partnership towards a shared mission. AfriKids UK, (now AfriKids Limited) was registered as a UK charity in 2002 to support a number of small, locally-run projects in northern Ghana. In 2005, this relationship was formalised with the establishment of AfriKids Ghana, an independent NGO registered in Ghana which manages all of the projects that AfriKids supports.



Trustees

The directors of the charitable company are its Trustees for the purpose of Charity Law and the members of the company limited by guarantee. Throughout this report they are collectively referred to as the Trustees.

The following individuals served as Trustees during the period:

Jason Haines | Chair; Senior Data Protection Officer

Georgie Fienberg | Founder and Trustee

Karim Dhalla | Treasurer

Keith Stone | Trustee

Olivia Jenkins | Trustee

Sandra Teichman | Trustee

Dieudonné Yakubu Ogede | Trustee

All Trustees served for the full year unless otherwise indicated above.

The Trustees meet at least once per quarter to review the activities and direction of the Charity. The day-to-day running of the Charity is delegated to the Chief Executive Officer, who manages a staff team. Individual Trustees maintain an active interest and participation in many of the Charity's activities, which is an important part of ensuring the direction and spirit of the Charity stays true to its original vision, aims and objectives.

Recruitment and appointment of new Trustees

Trustees are appointed through public recruitment, and are recruited up to a maximum of three terms. Each term is three years. This policy was introduced in 2024. The trustees have agreed an exception for the founder. Jason Haines will be leaving the trustee group in 2025.

Related Parties

Details of transactions with related parties are given in note 16 to these accounts.

Pay policy for senior staff

All staff are paid in accordance with a salary scale which is reviewed each year. Benchmarking is performed at least every five years.

Risk Management

The Trustees and the Audit, Risk and Assurance Committee (ARAC) regularly review the risks the Charity faces, and are satisfied that adequate systems are in place to mitigate the Charity's exposure to major risks where possible. Cashflow risk is mitigated by reviewing the funding pipeline for the financial year; monthly review by the management team and quarterly by the Board. AfriKids' Organisational Risk Register is updated and reviewed by the Board of Trustees and the Audit, Risk and Assurance Committee. It is available for public distribution on request.

Public Benefit

AfriKids Limited gives regard to the Charity Commission's guidance on public benefit. AfriKids Limited's public benefit is experienced mainly in northern Ghana, aiming to reach more than 100,000 people who directly benefit from AfriKids' programmes every year, and many more who should benefit from the indirect impact of these interventions.





STATEMENT OF TRUSTEES' RESPONSIBILITIES

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

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for 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 & prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping 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.

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

In so far as the Trustees are aware at the time of approving our Trustees' Annual Report:

- There is no relevant information, being information needed by the auditor in connection with preparing their report, of which the group's auditor is unaware, and
- The Trustees, having made enquiries of fellow directors and the company's auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a Director in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information

This report was approved by the Board of Trustees of AfriKids Limited, as signed and dated below.

Jason Haines

Jason Haines

Chair, Board of Trustees, AfriKids Limited.

24/06/2025

Karim Dhalla

Karim Dhalla

Treasurer, Board of Trustees, AfriKids Limited.

25/06/2025

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES

Opinion

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

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's

ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The Trustees are responsible for the other information. The other information comprises the information the Annual Report, other than the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or

- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- The Trustees were not entitled to take advantage of the small companies exemption from the requirements to prepare a Strategic Report or in preparing the Report of the Trustees.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- results of our enquiries of management, internal audit and the Audit & Risk Committee about their own identification and assessment of the risks of irregularities;
- any matters we identified having obtained and reviewed the entities' documentation of their policies and procedures relating to:
 - identifying, evaluating and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected or alleged fraud;
 - the internal controls established to mitigate risks of fraud or non-compliance with laws and regulations;

- the matters discussed among the audit engagement team including significant component audit teams and involving relevant internal specialists, including tax, valuations, pensions and IT specialists regarding how and where fraud might occur in the financial statements and any potential indicators of fraud.

As a result of these procedures, we considered the opportunities and incentives that may exist within the organisation for fraud and identified the greatest potential for fraud in relation to revenue recognition. In common with all audits under ISAs (UK), we are also required to perform specific procedures to respond to the risk of management override.

We also obtained an understanding of the legal and regulatory frameworks that the entity operates in, focusing on provisions of those laws and regulations that had a direct effect on the determination of material amounts and disclosures in the financial statements. The key laws and regulations we considered in this context included the UK Companies Act and local tax legislation.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which may be fundamental to the entities' ability to operate or to avoid a material penalty.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Auditors' responsibilities for the audit of the financial statements

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Mir Seyed Mokhtassi BSc FCA CTA (Senior Statutory Auditor) for and on behalf of Sterling Partners Limited

Chartered Accountants
Statutory Auditors
2nd Floor, Grove House
774-780 Wilmslow Road
Didsbury
Manchester
Greater Manchester
M20 2DR

Saeid Mokhtassi

24/06/2025

STATEMENT OF FINANCIAL ACTIVITIES

(Incorporating the Income and Expenditure Account) for the year to 31 December 2024

| | | Unrestricted Funds 2024 | Restricted Funds 2024 | Total Funds 2024 | Unrestricted Funds 2023 | Restricted Funds 2023 | Total Funds 2023 |
|--|------|----------------------------|--------------------------|---------------------|----------------------------|--------------------------|---------------------|
| | Note | £ | £ | £ | £ | £ | £ |
| INCOME | | | | | | | |
| Donations & legacies | 2 | 1,060,702 | 478,463 | 1,539,165 | 1,035,449 | 586,892 | 1,622,341 |
| Investment income | 3 | 5,565 | - | 5,565 | 4,156 | - | 4,156 |
| Other income | 4 | 11,019 | - | 11,019 | 11,042 | - | 11,042 |
| Total Income | | 1,077,286 | 478,463 | 1,555,749 | 1,050,647 | 586,892 | 1,637,539 |
| EXPENDITURE | | | | | | | |
| Charitable activities | 5 | 763,889 | 374,537 | 1,138,426 | 826,552 | 692,659 | 1,519,211 |
| Cost of fundraising | 6 | 368,903 | - | 368,903 | 469,894 | - | 469,894 |
| Total expenditure | | 1,132,792 | 374,537 | 1,507,329 | 1,296,446 | 692,659 | 1,989,105 |
| Net income / expenditure before transfers | | (55,506) | 103,926 | 48,420 | (245,799) | (105,767) | (351,566) |
| Gross transfers between funds | 13 | - | - | - | - | - | - |
| Net income / (expenditure) in year and net movement in funds for the year | 9 | (55,506) | 103,926 | 48,420 | (245,799) | (105,767) | (351,566) |
| Total funds brought forward | | 527,778 | 154,207 | 681,985 | 773,562 | 259,975 | 1,033,537 |
| Total funds carried forward | 13 | 472,272 | 258,133 | 730,405 | 527,763 | 154,208 | 681,971 |

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities

BALANCE SHEET

as at 31 December 2024

| | | 2024 | 2023 |
|--|-------|----------------|----------------|
| | Note | £ | £ |
| FIXED ASSETS | | | |
| Tangible Assets | 10 | 5,740 | 15,736 |
| TOTAL FIXED ASSETS | | 5,740 | 15,736 |
| CURRENT ASSETS | | | |
| Debtors | 11 | 67,632 | 74,162 |
| Cash at bank and in hand | | 671,152 | 608,251 |
| TOTAL CURRENT ASSETS | | 738,784 | 682,413 |
| CURRENT LIABILITIES | | | |
| Creditors: amounts falling due within one year | 12 | (14,120) | (16,178) |
| NET CURRENT ASSETS | | 724,664 | 666,235 |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | 730,405 | 681,971 |
| THE FUNDS OF THE CHARITY | | | |
| Restricted Funds | | 258,133 | 154,208 |
| Unrestricted Funds | | 472,272 | 527,763 |
| TOTAL FUNDS | 13,14 | 730,405 | 681,971 |

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and with the Financial Reporting Standard 102 SORP (effective) January 2019.

Approved by the Board on

and signed on their behalf by:

Jason Haines

Jason Haines

Chair, Board of Trustees, AfriKids Limited.

24/06/2025

Karim Dhalla

Karim Dhalla

Treasurer, Board of Trustees, AfriKids Limited.

25/06/2025

STATEMENT OF CASH FLOWS

for the year to 31 December 2024

| | 2024 | 2023 |
|--|-----------|-----------|
| Note | £ | £ |
| CASH FLOWS FROM OPERATING ACTIVITIES | | |
| Net cash provided by operating activities | 19 40,295 | (363,847) |
| CASH FLOWS FROM INVESTING ACTIVITIES | | |
| Interest income | 5,565 | 4,156 |
| (Purchase) / Disposal of tangible fixed assets | 17,041 | (846) |
| Net cash provided by (used in) investing activities | 22,606 | 3,310 |
| Increase (decrease) in cash and cash equivalents in the year | 62,901 | (360,537) |
| Cash and cash equivalents at the beginning of the reporting period | 608,251 | 968,788 |
| Cash and cash equivalents at the end of the reporting period | 671,152 | 608,251 |

NOTES TO THE ACCOUNTS

for the year ending 31 December 2024

1. Principle accounting policies

The principle accounting policies adopted in the preparation of the financial statements are set out below.

(a) Basis of accounting and preparation

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements comply and 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) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The financial statements are presented in sterling (£) which is also the functional currency for the company.

The financial statements are prepared under the historical cost convention, modified to include certain items at fair value.

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

The address of the principal office is given on the information on page 1 of these financial statements. The nature of the charity's operations and principal activities are set out on page 2.

(b) Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

(c) Reconciliation with previous generally accepted accounting practice

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS102 and the Charities SORP FRS 102 a restatement of comparative items was needed. No restatements were required. The transition date was 1 January 2015.

The transition to FRS 102 has had no impact on the fund balances.

(d) Incoming resources

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

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.

(e) Incoming resources (cont.)

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

Interest income is recognised using the effective interest method.

(f) Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred, and includes any VAT which cannot be recovered by the charity.

- i Expenditure on Charitable activities comprises those costs incurred on projects undertaken in pursuance of the charitable aims of the company.
- ii Fund raising incorporates the salaries, direct expenditure and overhead costs of the staff who undertake fundraising work.
- iii Governance costs are those costs incurred in the management of the charity's assets, organisation and compliance functions.
- iv Support costs are those costs incurred by the company in support of its main charitable activities and projects. Where costs cannot be directly attributed, they have been allocated to activities on a basis consistent with the use of resources.
- v The value of services provided by volunteers has not been included in these accounts.

(g) Fund accounting

- i Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.
- ii Restricted funds are subject to specific conditions imposed by the donor as to how they may be used.

(h) Tangible fixed assets and depreciation

Tangible fixed assets costing over £500 (including any incidental expenses of acquisition) are capitalised. Depreciation is provided at rates calculated to write off the cost on a reducing balance basis over their expected useful economic life. The rate of depreciation is 20% per annum for all assets.

(i) 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.

(j) Foreign currency

Foreign currency is purchased in on a monthly basis for electronic transfer to Ghana, valued at the spot rate. Forward contracts may also be taken out where the exchange rate is favourable and these are drawn down over the course of the financial year at the contract rate such that all funds are completely drawn down by the end of the year.

(k) Debtors and Creditors receivable / payable within one year

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

(l) 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.

(m) Operating leases

Rentals applicable to operating leases are charged to the SOFA over the period in which the cost is incurred.

(n) Taxation

The company is a registered charity and is therefore entitled to the exemptions from corporation tax afforded by section 505 of the Income and Corporation Taxes Act 1988. Accordingly, there is no corporation tax charge in these financial statements.

(o) Judgements and Key sources of estimation uncertainty

Accounting estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The following judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies that have had the most significant effect on amounts recognised in the financial statements:

Useful economic lives of tangible assets

The annual depreciation charge for tangible assets is sensitive to changes in the estimated useful economic lives and residual values of the assets. The useful economic lives and residual values are re-assessed annually. They are amended when necessary to reflect current estimates, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See note 10 for the carrying amount of the tangible fixed assets, and note 1(g) for the useful economic lives for each class of assets.

Pro bono and gifts in kind

Where possible the donor of the service is asked to provide details of the rate that they would charge for the service provided to the charity free of charge. Where this information is not provided, the estimated market rate based on other providers of this service is used. There are no key assumptions concerning the future and other key sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

2. Voluntary income

| | 2024 | 2023 |
|------------------|------------------|------------------|
| | £ | £ |
| Grants | 1,020,585 | 1,047,835 |
| Donations | 518,580 | 574,506 |
| | 1,539,165 | 1,622,341 |

Total voluntary income for the year was £1,539,165 (2023: £1,622,341) of which £478,463 (2023: £586,892) was restricted and £1,060,702 (2023: £1,035,449) was unrestricted.

Gifts in Kind

| | 2024 | 2023 |
|---|---------------|---------------|
| | £ | £ |
| Fundraising & Marketing Services | 7,158 | 7,946 |
| Charitable activities | 14,519 | - |
| Consultancy | - | 5,476 |
| Goods & Services | 3,500 | 475 |
| | 25,177 | 13,897 |

Government funding

No government funding was received in 2024 (2023: £nil)

3. Investment income

All of the charity's investment income of £5,565 (2023: £4,156) arises from money held in interest bearing deposit accounts and was unrestricted (2023 - unrestricted).

4. Other Income

This is primarily funds raised by Let's Read!, a group of retired UK teachers for a small literacy programme working with AfriKids in target communities. Funds raised in 2024 amounted to £9,889 (2023: £10,992). Other income in this category includes bank interest.

5. Charitable activities cost

| | 2024 | 2023 |
|--|------------------|------------------|
| | £ | £ |
| Grants to AfriKids Ghana | 934,667 | 1,222,650 |
| Staff Costs | 84,466 | 125,334 |
| Programme Costs Directly Paid for from the UK | 5,134 | 65,085 |
| Gifts in Kind | 15,351 | 1,245 |
| Monitoring & Evaluation Expenses | 27,263 | 8,343 |
| Support Costs (see note 7) | 55,280 | 66,050 |
| Governance Costs (see note 7) | 16,266 | 20,828 |
| | 1,138,426 | 1,509,535 |

Spend on Charitable Activities by Service Area

| | | |
|-------------------------|------------------|------------------|
| Education | 690,128 | 742,494 |
| Child Protection | 392,756 | 410,299 |
| Health | 39,276 | 335,914 |
| Governance Costs | 16,266 | 20,828 |
| | 1,138,426 | 1,509,535 |

Total expenditure on charitable activities was £1,138,426 (2023: 1,509,535) of which £374,537 (2023: £692,659) was restricted and £771,417 (2023: £816,876) was unrestricted.

6. Fundraising costs

| | 2024 | 2023 |
|----------------------------|----------------|----------------|
| | £ | £ |
| Staff Costs | 201,222 | 278,669 |
| Gifts in Kind | 7,158 | 7,946 |
| Direct Costs | 28,831 | 32,299 |
| Support Costs (see note 7) | 131,692 | 150,980 |
| | 368,903 | 469,894 |

Total expenditure on fundraising was £368,903 (2023: £469,894), of which all was unrestricted (2023: all unrestricted).

7. Support costs

Support costs are those that are incurred by the charity in support of, but cannot be directly attributed to, its main activities. AfriKids remains a small charity with minimal overheads and as such the support costs consist of only two broad elements; general office costs, and management staff time that cannot be directly attributed to direct charitable activities or fundraising. These costs have then been allocated across fundraising and charitable activities based on the staff time spent on each of these two areas. Governance costs are all attributed to charitable activities.

Support costs have been analysed as:

| | Charitable Activities | Cost of Fundraising | Total Support Costs | Total 2023 |
|--|-----------------------|---------------------|---------------------|----------------|
| | £ | £ | £ | £ |
| Staff Costs | 18,828 | 44,852 | 63,680 | 99,816 |
| Premises Costs | 11,354 | 27,047 | 38,401 | 49,297 |
| Financial Management | 11,269 | 26,845 | 38,114 | 26,625 |
| Gifts in Kind | 185 | 441 | 626 | 1,743 |
| Other Support Costs | 13,645 | 32,506 | 46,152 | 40,088 |
| Total Support (exc. governance) | 55,280 | 131,692 | 186,973 | 217,569 |
| Governance - Staff Costs | 6,420 | - | 6,420 | 10,769 |
| Governance - Gifts in Kind | 63 | - | 63 | 107 |
| Governance - Other Costs | 9,783 | - | 9,783 | 9,952 |
| Total Governance | 16,266 | - | 16,266 | 20,828 |
| Total Support Costs | 71,546 | 131,692 | 203,239 | 238,397 |

8. Total Staff costs

| | 2024 | 2023 |
|---|----------------|----------------|
| | £ | £ |
| Wages & Salaries | 300,912 | 450,215 |
| Social Security Costs | 24,147 | 37,433 |
| Pension Plan Contributions | 30,729 | 35,793 |
| | 355,788 | 523,441 |
| Avg. number of employees during the year | 6 | 11 |

8. Total staff costs (cont.)

1 member of staff received emoluments of over £60,000 (2023: 2).

The key management personnel of the charity, comprise the trustees, the Chief Executive Officer, and the Chief Operating Officer. The total employee benefits of the key management personnel of the charity were £132,722 (2023: £186,513).

9. Net income (expenditure) for the year

| | 2024 | 2023 |
|---------------------------------------|--------|--------|
| | £ | £ |
| This is stated after charging: | | |
| Depreciation | 612 | 3,722 |
| Auditors Remuneration | 6,510 | 6,510 |
| Payments under Operating Leases | 26,847 | 43,865 |

10. Fixed assets

| | Computers & Office Equipment |
|----------------------------|------------------------------|
| | £ |
| Cost | |
| At 1 January 2024 | 24,327 |
| Additions in Year | 4,190 |
| Disposals in Year | (21,231) |
| At 31 December 2024 | 7,286 |
| Depreciation | |
| At 1 January 2024 | 8,591 |
| Additions in Year | 612 |
| Disposals in Year | (7,657) |
| At 31 December 2024 | 1,546 |
| Net Book Value | |
| At December 31 2024 | 5,740 |
| <i>At December 31 2023</i> | <i>15,736</i> |

11. Debtors: amounts falling due within one year

| | 2024 | 2023 |
|--------------------------------|----------------|---------------|
| | £ | £ |
| Prepayments and Accrued Income | 2,765 | 14,211 |
| Refundable Deposits | - | 11,113 |
| Other Debtors (inc. Gift Aid) | 64,867 | 48,838 |
| | 67, 632 | 74,162 |

12. Creditors: amounts falling due within one year

| | 2024 | 2023 |
|--------------------------------------|---------------|---------------|
| | £ | £ |
| Trade Creditors | 4,328 | 6,689 |
| Accruals & Other Current Liabilities | 9,792 | 9,489 |
| | 14,120 | 16,178 |

13. Movement in funds

| | At 1 January 2024 | Income | Expenditure | Transfers In / (Out) | At 31 December 2024 |
|---------------------------------------|----------------------|------------------|--------------------|-------------------------|------------------------|
| | £ | £ | £ | £ | £ |
| Restricted Funds | | | | | |
| AfriKids Medical Centre (AFMC) | 700 | - | - | - | 700 |
| Child Protection | - | 82,413 | (80,000) | - | 2,413 |
| Education | 101,499 | 278,742 | (182,585) | - | 197,656 |
| GAS Partnership | 132 | - | - | - | 132 |
| Kassena Nankana Area Programme (KNAP) | 327 | 9,913 | (10,241) | - | (1) |
| Operation Mango Tree | 100 | 422 | (406) | - | 116 |
| Play++ | 22,743 | - | (13,654) | - | 9,089 |
| Transforming Futures | 12,164 | - | (11,885) | - | 279 |
| Ghana Programme Management & Support | 12,341 | 12,288 | (24,629) | - | - |
| Operation Smiles | - | 21,318 | (13,054) | - | 8,264 |
| UK Support Costs | 3,016 | 26,855 | (31,136) | - | (1,265) |
| Let's Read! | 1,186 | 8,703 | (6,947) | - | 2,942 |
| Rise Up | - | 37,808 | - | - | 37,808 |
| Total Restricted Funds | 154,208 | 478,462 | (374,537) | - | 258,133 |
| Total Unrestricted Funds | 527,777 | 1,077,287 | (1,132,793) | - | 472,272 |
| Total Funds | 681,985 | 1,555,749 | (1,507,330) | - | 730,405 |

The Trustees Report explains under Activities and Achievements in 2024 the nature of the programme work carried out on each of the funds listed above with 2 exceptions.

The Ghana Programme Management and Support fund relates to funds that must be spent on the AfriKids Ghana programme with the exact use at the discretion of the Board of AfriKids Ghana.

The UK support costs fund represents the restricted income received by AfriKids to be spent by / on the UK staff team in supporting the programmes of AfriKids Ghana to which the restricted funds listed above relate.

The transfer between funds relates to the funds received for use on either of these projects and initially split evenly, but with one project requiring more funding than the other we have moved the funds to reflect that need.

In the Trustees' opinion, there are sufficient resources held to enable each fund to be applied in accordance with the restrictions imposed by donors.

14. Analysis of net assets between funds

| | Unrestricted Funds | Restricted Funds | Total Funds |
|---------------------------------------|-----------------------|---------------------|----------------|
| | £ | £ | £ |
| Fixed Assets | 5,740 | - | 5,740 |
| Current Assets | 480,651 | 258,133 | 738,784 |
| Current Liabilities | (14,120) | - | (14,120) |
| Net Assets at 31 December 2024 | 472, 272 | 258,133 | 730,405 |

15. Related parties

AfriKids Limited works closely with AfriKids Ghana, a separate company registered in Ghana. The relationship manifests itself in two distinct areas; directly funding programmes, and building staff capacity to enable AfriKids Ghana to continue to deliver the highest quality programmes. During the year AfriKids Limited granted £934,665 (2023: £1,222,650) to AfriKids Ghana. During the year AfriKids Limited received donations from trustees and their related parties totalling £41,924 (2023: £35,997).

16. Trustee's remuneration and expenses

The charity did not pay to its trustees any remuneration or reimbursement of expenses during the year.

17. Operating lease commitments

A two year office lease was signed in 2022 running until April 2024, with a 6 month break clause. This lease was terminated in 2024

| | 2024 | 2023 |
|----------------------------|----------|---------------|
| | £ | £ |
| Less than one year | - | 22,782 |
| Between two and five years | - | - |
| | - | 22,782 |

18. Company limited by guarantee

AfriKids is a company limited by guarantee and therefore has no share capital. The liability of the guarantors, who are the members, is limited to £10 each.

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

| | 2024 | 2023 |
|--|---------------|------------------|
| | £ | £ |
| Net Movement in Funds | 48,420 | (351,566) |
| Add Back Depreciation Charge | 612 | 3,722 |
| Loss on Disposal of Fixed Assets | (13,574) | - |
| Deduct Interest Income Shown in Investing Activities | (5,565) | (4,156) |
| Decrease (increase) in Debtors | 6,530 | 18,067 |
| Increase (decrease) in Creditors | (2,058) | (29,914) |
| Net Cash Used in Operating Activities | 34,365 | (363,847) |



"Supporting AfriKids has been a truly uplifting and rewarding experience. I have seen the transformative difference which my donations have made to the lives of disadvantaged children through regular reports, individual case studies and conversations with their in-country team.

Seeing children thrive with the help of education has shown me the tremendous difference I can help make to whole communities by even small donations, when these are channelled via wonderful caring and enthusiastic staff, who listen and respond to local needs, empowering entire communities to create lasting change. I am proud to feel part of the AfriKids family."

- JOHNNIE, AFRIKIDS SUPPORTER

ACKNOWLEDGEMENTS

Thank you to all who helped power AfriKids' work in 2024.
Your support made so much possible for children and communities
across northern Ghana – and we're excited for what's ahead.

WITH SPECIAL THANKS TO THE FOLLOWING INDIVIDUALS:

Freema Agyeman
Paul Akwaboah
Emily Barker & Kees van Duyn
Boctor Family
Robert Brittain
Michael and Stella Carroll
Baroness Lynda Chalker of Wallasey
Cohen Family
Carole Cohen
Roy and Jackie Colbran
Tim Conduit
Prof. Susan Corby
Karim Dhalla
Idris and Sabrina Elba
Fienberg Family
Marilynne and Michael Fienberg

Jessica Fostekew
Hannah Frame
Jason Haines
John and Catherine Hickman
Fiona Humphrey
Olivia Jenkins
Johnnie Johnson
John Kemp
Lisa and Nick Kent
Ella Kiely
Paul and Diana Leonard
Matthews Family
Adam and Rebecca Middleton
Megan Morgan
Martin Ott
Jim and Tessa Rice

Matthias Russwurm
Jude Saldanha
June Sarpong OBE
Sandra Scheerer
Di and Tim Sewell
Michael and Kate Sneddon
Spencer Family
Keith Stone
Andy Townend
John Ward
Linda Wayoe
Simon and Erika Wooller
Dieudonnee Yakubu Ogede

AND ORGANISATIONS:

Africa Express Line (AEL)
Ape Inc Ltd
CITAC Africa Ltd
EA Foundation
Educational Opportunity Foundation
Eolis Ghana Ltd
EQ Foundation
Gower Street
Huler
Ingredient Films
Iyanu Foundation
Jacobs Foundation

JPMorganChase's Tech for Social Good
Lansdowne European Long Only Master Fund
Limited
mc2h Foundation
Medicor Foundation Liechtenstein
Olu Olu Foods
EvalAgent
Pacha Soap Co.
People's Postcode Lottery
Portico Logistics
RELX
Sir Ernest Cassel Educational Trust

Sommer Trust
The Cauda Trust
The Martin and Eugenia Ephson Educational
Trust
The Pat Newman Memorial Trust
The Ruddock Foundation for the Arts
The Zochonis Charitable Trust
Transit Fruits
Waste to Wonder

AND KEY PARTNERS IN GHANA:

Associates for Change
BookAid International
CARE International
CK Tedam University
Complementary Education Agency (CEA)
Department for Social Welfare
District/Municipal Assemblies for Mamprugu
Moagduri, Builsa South & Binduri

Ghana Education Service
Ghana Health Service
HopelnEveryMile
Imagine Worldwide
KGL Foundation
Ministry of Gender, Children & Social
Protection
ORIGIS Ghana

Participatory Development Alliance
Right To Play Ghana
Sabre Education
STAR-Ghana Foundation
University for Development Studies
VVOB Education for Development
West Africa Civil Society Institute





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[facebook.com/afrikids](https://www.facebook.com/afrikids)

ABOUT AFRIKIDS

AfriKids is a partnership between a UK charity and an independent Ghanaian NGO, working together to deliver award-winning, locally-led programmes that support communities in northern Ghana to ensure their children's rights - helping thrive now, and as the leaders of tomorrow.