

BEAUTY WITH A PURPOSE
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

BEAUTY WITH A PURPOSE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mrs J Morley Mrs K Langlois
Charity number	1142826
Registered office	27 Mortimer Street London W1T 3BL
Independent examiner	Blinkhorns 27 Mortimer Street London W1T 3BL

BEAUTY WITH A PURPOSE

CONTENTS

	Page
Trustees' report	1 - 5
Independent examiner's report	6
Statement of financial activities	7
Balance sheet	8
Notes to the financial statements	9 - 11

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT

FOR THE YEAR ENDED 30 JUNE 2022

The trustees present their annual report and financial statements for the year ended 30 June 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's Trust Deed the Charities Act 2011 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)" (as amended for accounting periods commencing from 1 January 2016)

Objectives and activities

The charity's objects are to promote and protect the health, education and wellbeing of children around the world. The policies adopted in furtherance of these objects are to make grants to organisations fulfilling this purpose and there has been no change in these during the year.

Grants are made at the discretion of the Trustees and are closely linked with the activities of the Miss World winners and the UK contestants in the Miss World contest.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

The UK contestants in the Miss World contest have continued their tireless fundraising for Beauty with a Purpose. This has enabled the charity to enrich the lives of disadvantaged children around the world through grants to organisations including:

South Africa – Renovating Nolusapho Kindergarten to ensure the building was safe to accommodate the many children who attend daily.

Philippines – The Tuloy Foundation, care for poor and abandoned children from the streets or from abusive family environments who are 9 to 18 years of age. The Tuloy foundation take children into their care and train them with skills that will enable them to obtain employment in the future.

Poland – A donation was made to the Ukraine relief effort in Poznan. The people of Poznan helped to provide emergency accommodation, food, supplies and assisted refugees finding temporary homes around Europe.

Ukraine – The White Eagle appeal in the United Kingdom was one of the first emergency relief programs in place to help the people of Ukraine. Loaded lorries were dispatched from the UK containing food, medical equipment, clothes, batteries etc.

South Africa – The Mvezo Welcome Center was devastated in 2022 when it was hit by lightning, which resulted in a fire. A donation was made to rebuild this cultural landmark.

Brazil – An Electroneuromyographer machine was purchased for the Amazon region for Brazil. This machine can diagnose early signs of Leprosy, which is a continued concern in Brazil. Allowing this region to have their own machine will mean the testing will be free, saving many people due to early diagnosis.

Funds were raised by the Miss England, Miss Northern Ireland, Miss Scotland and Miss Wales contestants through many initiatives including self-defence courses, "Make Education A Superpower" fundraising events, fun runs, Coffee Mornings, and extreme challenges including Sky Dives to name but a few.

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

INTERNATIONALLY:

Projects from over 100 countries were completed in the last year in the name of Beauty with a Purpose. For more information, please see. www.beautywithapurpose.com

Below are a few examples of the wonderful works completed by the Miss World contestants:

CZECH REPUBLIC: Karolina launched her own foundation “Step into Life” (Krok do Zivota) which aims to improve the lives of children living in orphanages and support them once they leave. The Step into Life Foundation provides training from professionals in the orphanages, highlighting and addressing issues related to orphanages and legislation. <https://www.youtube.com/watch?v=N06flqn1KTU>

ENGLAND: Rehema’s Beauty with a Purpose project “Phoenix Rising” focuses on educating youth, raising awareness and eradicating the shame surrounding domestic abuse. Using her own experiences, Rehema uses the education of youth to recognize abusive behaviours and understand healthy relationships to save lives of the next generation. Alongside Women’s Aid, Rehema also started workshops in schools and carried out a number of fundraising activities including a bungee jump. <https://www.youtube.com/watch?v=mkDxe5dBTt4>

INDIA: Manasa chose the name “10-9-8” for her Beauty with a Purpose project as 1098 is a child helpline number that is easy to remember yet still unknown to many people. The aim is to facilitate the rescue and rehabilitation of vulnerable children in Manasa’s home state of Telangana where cases of child marriage, forced child labour and sexual abuse are increasing due to Covid. The project is supported by the Police and Telangana Government’s Child Welfare Department. https://www.youtube.com/watch?v=oSMPh2_nO8

KENYA: Sharon used her experience as a psychology graduate to start her Beauty with a Purpose project “Destigmatizing Mental Healthcare”. For over two years, Sharon has been working with children with neurological and cognitive disorders. Since becoming Miss World Kenya 2021, Sharon has been granted support from the Kenyan government to help normalize conversations around Mental Wellness. Sharon has reached over 130,000 Kenyans while raising awareness on Mental Health care access. <https://www.youtube.com/watch?v=K2iKXDjye6c>

MADAGASCAR: Nellie’s Beauty with a Purpose project “Mananjary” works to eradicate the stigma of twins in ethnic groups. There is a belief in these groups that the acceptance of twins leads to a curse on the whole family so twins are often abandoned by their parents. Nellie is working with town leaders to persuade them to abandon the culture of cursed twins and also met with the Minister of Culture who pledged her support for the implementation of this project. Nellie also provides education and food aid for these children. https://www.youtube.com/watch?v=JbcwJ_AEpc

NEPAL: For her Beauty with a Purpose project “Bridging the Gap”, Namrata took on the task of building a 73-meter bridge in a remote part of Nepal. The bridge connects three villages and will directly benefit 2,804 households and 12,376 people. The completed bridge saves the villagers a two-hour journey which requires them to dangerously cross the river. The construction of the bridge also provided over 200 labourers with employment for five months. <https://www.youtube.com/watch?v=qGldjY3xdOU>

PHILIPPINES: Tracy’s personal story of being brought up by a single mother inspired her to start her Beauty with a Purpose project “Para Kay Nanay: A Single Mother’s Journey to Love”. Tracy started a program to empower all single parents. The program provides training in computer skills and financial training to ensure they have better job opportunities. The program also provided a safe space and community for the single mothers where they can talk about their struggles and feel that they are not alone. <https://www.youtube.com/watch?v=gW6GzzmXTNY>

SOUTH AFRICA: Shudufhadzo launched “The Mindful Movement” as her Beauty with a Purpose project, an online mental wellbeing education. Shudu uses her platform to advocate for mental illnesses and to remove the stigma that surrounds it. Experts joined Shudu each Monday to discuss different topics related to mental well-being. Within months of its launch in February 2021, Mindful Mondays had over 1 million viewers. Shudu used her own experience of bullying as a child to write the children’s book Shudu Find her Magic, which teaches children how to recognize signs of bullying. <https://www.youtube.com/watch?v=9HiixT-5tLk>

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

SRI LANKA: Sade's Beauty with a Purpose project "Think Blue, Go Green" focuses on alienating the mass pollution that intensifies the marine deterioration in many coastal areas such as Negombo, Colombo and Jaffna. Sade works with the organization Pearl Protectors that protects and cleans the coastal areas of Sri Lanka. She also facilitates the rescue of marine life. <https://www.youtube.com/watch?v=CPYMOBCa1AQ>

USA: Shree's Beauty with a Purpose stems from her own experience of having a complete heart block. Her project is "Heart Health: Healing both the physical heart and emotional heart". Shree has travelled to over 100 cities, 34 states and 8 countries with her Beauty with a Purpose project. She also supports other non-profit organisations and causes. She raised 560,000 Indian National Rupees for Covid India Relief funds. The funds were used to feed people in need and will help feed thousands of families for months. <https://www.youtube.com/watch?v=HCPgyvhBoOI>

NORTHERN IRELAND: Anna Leitch's Beauty with a Purpose project "People of the Future" focuses on raising awareness for mental health especially in schools. Anna uses her role as a Teacher to promote a positive mental attitude to life within children. Anna's most recent campaign for mental health is the "Express Yourself" poetry competition with AWARE, the depression charity for Northern Ireland. The purpose of the competition is to encourage children to express their thoughts and feelings through the fun and creative medium of poetry.

MEXICO: Karolina Vidales' Beauty with a Purpose project "Cue Michoacan". Cue Michoacan" is an initiative that supports indigenous children in Michoacan who are subject to abuse, discrimination, poverty and illiteracy. The project started in the region of La Cienega bringing homeless children educational workshops, recreational activities and donating 500 pantries, 470 clothes packages and 230 packages of school supplies and backpacks. Karolina is furthering her Beauty with a Purpose project by raising funds to build bathrooms in Yurecuaro, a disadvantaged community in the north-west of Michoacan, and by reaching the most remote communities in the state.

CAYMAN ISLANDS: Rashana Hydes has helped open the first-ever Mental Health Group Home in the Caymans Islands. The facility is an eight-bedroom community group home with a full-time nurse where mental health clients can receive care and support towards independent living. As well as providing a supportive physical space for clients, it will also support families in need. Rashana works with the organisation Loud Silent Voices, a Mental Health Support Group for families and caregivers of those affected by mental illness.

GHANA: Miss World 2011 Beauty with a Purpose winner continues to help children. Stephanie Karikari registered over one thousand children onto the National Health Insurance Scheme (NHIS). This gives the children the opportunity to receive the healthcare that their parents may not be able to afford. Miss World Ghana 2019 launches the Hygienic Woman Project. Rebecca Kwabi is supported by her fellow Miss World sisters at the presentation of her menstrual health program. The first step of the Hygienic Woman's Program is to roll out sensitization programs in 40 schools and to properly manage and end period poverty. Rebecca will then assist neighbouring countries with the launch and implementation of the project.

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POLAND: Miss World Poland 2021 Karolina Bierlawska's Beauty with a Purpose project "Zupa na Pietrynie" supports homeless people. Every Sunday Karolina prepares hot meals, sandwiches, food packages, hot drinks and medical support for around 300 homeless people and those in need. Karolina has furthered her support for the homeless community by organising a pop up COVID-19 vaccination centre.

MALAYSIA: Miss World Malaysia 2021 provides free healthcare. Her Beauty with a Purpose project '4 Them Malaysia' supports the health and nutrition issues of the Orong Asli indigenous community in Malaysia. Dr Lavanya has fundraised to provide this community with food, health and hygiene kits. Dr Lavanya has continued to support underprivileged communities by volunteering her time and using her experience as a Doctor to provide healthcare.

BRAZIL: Miss World Brazil Caroline Teixeira continues with her Beauty with a Purpose project "Don't Forget Leprosy". On 25th January Teixeira took her global Beauty with a Purpose campaign "Don't Forget Leprosy" to the City Hall of Rio Janeiro. The Government joined the campaign with representatives from the Social Assistance and Health departments present. At the event a list of activities were revealed that would take place to continue the fight against leprosy. This includes raising awareness in strategic areas of Rio de Janeiro, such as Praça Saenz Peña, Rocinha, Cinelândia, in addition to the pedestrian malls of Bangu, Madureira, Campo Grande, and Santa Cruz. The Rio de Janeiro City Hall also committed to carrying out a rigid tracking of cases of the disease in the city.

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

ITALY: Miss World Italy 2021 receives prestigious “Premio Eccellenza” award for her Beauty with a Purpose project. Claudia Motta has received recognition for her outstanding work for Beauty with a Purpose and Autism on the Road project. Autism On The Road is a traveling project designed to take adolescents and young adults diagnosed with high-functioning Autism and Asperger's syndrome by the hand, and to accompany them out of the structure of the rehabilitation centre. Another objective of the project is to break down fears and de-construct the stereotypes that surround autism.

Activities organised by Autism on the Road have included a theatre workshop, led by a director and psychotherapist. The theatre and art tools give the children the opportunity to experience creativity and a sense of belonging.

ST LUCIA: Miss World St Lucia 2021, Tyler Theophane's Beauty with a Purpose project “Building on a Legacy of Self Help” focuses on three key areas of intervention: nutrition, education and housing. One of the main goals of the Beauty with a Purpose project was to build a home for Jessica, a single mum of two disabled sons. Jessica and her sons were evicted from their home forcing them to seek refuge with family and friends. In November 2021, Tyler launched a campaign to build a three-bedroom home for Jessica and her sons. The project was supported by the Government of St Lucia and other investors to fund the construction. The new home for Jessica and her sons completed on 15th June 2022.

TRINIDAD AND TOBAGO: Miss World Trinidad and Tobago 2021, Jeanine Brandt continues her Beauty with a Purpose project - The Brandt Beauty Foundation. To date the Foundation has built a house for a family who were living in poor conditions, held nationwide workshops in vocational skills to arm girls with life skills and embarked on a nationwide sanitary drive to provide thousands of sanitary products to underprivileged communities. Another aspect of the project is to provide hydroponic systems for low-income families where they can grow their own produce. Recently Jeanine introduced three hydroponic systems at the Islamic Home for Children in Gasparillo. They planted different variations of lettuce and the children had the chance to participate in planting the seedlings.

Financial review

This charity reserves have fallen compared to 2021 due to less income from fundraising being obtained. However, the level of reserves does remain healthy and running costs are kept to a minimum. The current level of reserves will allow the charity to fund projects currently being worked on.

The charity's reserves are £263,382 (2021: £322,793).

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

The trustees has assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Structure, governance and management

The governing document of the charity is a Trust deed dated 8 June 2011.

The trustees who served during the year and up to the date of signature of the financial statements were:

Mrs J Morley

Mrs K Langlois

Trustees are nominated by the Chair of Trustees. Each new Trustee will be offered guidance as to their responsibilities from the other Trustees and referred to the official guidelines on the Charities Commission website.

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED) *FOR THE YEAR ENDED 30 JUNE 2022*

The Trustees' report was approved by the Board of Trustees.

Mrs J Morley
Trustee

27 April 2023

BEAUTY WITH A PURPOSE

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF BEAUTY WITH A PURPOSE

I report on the financial statements of the charity for the year ended 30 June 2022, which are set out on pages 7 to 11.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

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

- (i) examine the financial statements under section 145 of the 2011 Act;
- (ii) to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- (iii) to state whether particular matters have come to my attention.

Basis of independent examiner's report

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

Independent examiner's statement

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

- (a) which gives me reasonable cause to believe that in any material respect the requirements:
 - (i) to keep accounting records in accordance with section 130 of the 2011 Act; and
 - (ii) to prepare financial statements which accord with the accounting records and comply with the accounting requirements of the 2011 Act;have not been met or
- (b) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.

D M Cramer FCA

Blinkhorns
27 Mortimer Street
London
W1T 3BL

Dated: 27 April 2023

BEAUTY WITH A PURPOSE

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2022

	Notes	Unrestricted funds 2022 £	Unrestricted funds 2021 £
<u>Income from:</u>			
Donations and legacies	2	32,129	16,669
Investments	3	78	26
		<hr/>	<hr/>
Total income		32,207	16,695
		<hr/>	<hr/>
<u>Expenditure on:</u>			
Charitable activities	4	91,618	38,307
		<hr/>	<hr/>
Net expenditure for the year/ Net movement in funds		(59,411)	(21,612)
Fund balances at 1 July 2021		322,793	344,405
		<hr/>	<hr/>
Fund balances at 30 June 2022		263,382	322,793
		<hr/>	<hr/>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

BEAUTY WITH A PURPOSE

BALANCE SHEET

AS AT 30 JUNE 2022

	Notes	2022 £	£	2021 £	£
Current assets					
Cash at bank and in hand		263,382		322,793	
		<u> </u>		<u> </u>	
Net current assets			263,382		322,793
			<u> </u>		<u> </u>
Income funds					
Unrestricted funds			263,382		322,793
			<u> </u>		<u> </u>
			263,382		322,793
			<u> </u>		<u> </u>

The financial statements were approved by the Trustees on 27 April 2023

Mrs J Morley
Trustee

BEAUTY WITH A PURPOSE

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

1 Accounting policies

Charity information

Beauty With A Purpose is a charity governed by a Trust Deed dated 8th June 2011. The registered office is 27 Mortimer Street, London, W1T 3BL.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's [governing document], the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The accounts are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The accounts have been prepared under the historical cost convention. The accounts present a true and fair view and no changes have been made to the principal accounting policies adopted below.

1.2 Going concern

At the time of approving the accounts, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the accounts.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

1.4 Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1.5 Resources expended

Costs are accounted for when they are incurred, with irrecoverable VAT being charged as a cost against the relevant activity.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

BEAUTY WITH A PURPOSE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2022

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

2 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2022 £	2021 £
Donations and gifts	32,129	16,669

3 Investments

	Unrestricted funds	Unrestricted funds
	2022 £	2021 £
Interest receivable	78	26

4 Grants payable

	2022 £	2021 £
Grants to institutions:		
To promote and protect the health of children	70,075	7,894
To promote and protect the education of children	21,542	30,413
	91,617	38,307

BEAUTY WITH A PURPOSE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2022

5 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

6 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
Total	- ==	- ==

There were no employees whose annual remuneration was more than £60,000.

7 Related party transactions

There were no disclosable related party transactions during the year (2021 - none).