

BEAUTY WITH A PURPOSE
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2024

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
Accountants	Blinkhorns 27 Mortimer Street London W1T 3BL

BEAUTY WITH A PURPOSE

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BEAUTY WITH A PURPOSE

TRUSTEES' REPORT

FOR THE YEAR ENDED 30 JUNE 2024

The trustees present their annual report and financial statements for the year ended 30 June 2024.

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:

UK, St Christophers – Candle (child bereavement service). St Christopher's has been providing bereavement counselling to patients' families for over 50 years. Candle Child Bereavement Service extends this support to all children, young people and their families in the south east London area. They also offer a specialist training, advice and consultancy service to schools and other agencies working with children facing bereavement.

Philippines - Tuloy Foundation – Tuloy cares for poor and abandoned children from the streets or from abusive family environments who are 9 to 18 years of age and physically and mentally trainable for skills that will enable them to obtain gainful employment in the future. Currently, they accommodate 300 children. A "head of house" serves as parent overseeing the children – their needs, health, behaviour, studies – and giving them the dose of love and discipline which they sorely need but never had enough of. Children learn respect and kindness as they live with "siblings", the other children. We are incredibly proud of Father Rocky and the Tuloy family for their hard work transforming the lives of so many children.

South Africa - Ilitha Labantu Dorothy Zihlangu – Is a transitional house for abused and battered women and their children. A donation was made to:

- Fix damaged and leaking roof at Dorothy Zihlangu Transitional House after the heavy rains in Cape Town
- Fit a ramp to secure a section of the living room at the Transitional House, to ensure the safety of women and children
- Buy new beds and linen for the Dorothy Zihlangu Transitional House
- Buy Juggle Jim, children's books and some toys for Children at the safe house
- Buy groceries and toiletries for the Transitional House

Mexico - CASA DE JESUS - Women's Rehabilitation I.A.C. is a non-profit institution dedicated to serving adolescents and adult women with addiction problems (alcohol, drugs, and pharmaceuticals). They work for vulnerable women through rehabilitation, developing resilient women who can transcend their families and society offering a four-month residential treatment. The services they provide include individual psychological care, group psychotherapy, general and specialized medical care for addictions, education (primary, secondary, online high school, and continuing education), physical activity, cultural development, productive workshops, dance, and group psychotherapy for the families of the beneficiaries, thus offering comprehensive care for their rehabilitation and reintegration.

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Funds were raised by the Miss England, Miss Northern Ireland, Miss Scotland and Miss Wales contestants through many initiatives including fun runs, Coffee Mornings, and extreme challenges including Sky Dives to name but a few.

INTERNATIONALLY:

Projects from over 120 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:

COUNTRY	BEAUTY WITH A PURPOSE DESCRIPTION
Angola	Miss World Angola 2023, Florinda Jose's Beauty with a Purpose project is "Education Quality for all Children". As part of her project, Florinda has made a significant contribution to improving conditions and quality of life in underprivileged communities. This has included the distribution of food and providing water systems. She also held a Christmas event at a children's shelter which her project supports.
Argentina	Mariela Fuchs, Miss World Argentina 2023's Beauty with a Purpose project, "Aguyjevete" supports children, particularly in rural areas where they have urgent needs. One of the main issues of people living in rural areas is having access to medical care. This is something the project focused on improving for these children and their families. Mariela was able to do this with the support of a medicine company which provides remote health assistance. This meant these rural communities had access to medical assistance without needing to travel. The project ensured patients suffering from chronic diseases received regular monitoring, avoiding complications that could lead to costly hospitalizations. With telemedicine the communities now have access to regular check-ups with doctors giving the possibility of preventing medical emergencies.
Australia	As a scuba diving instructor, Miss World Australia 2023, Kristen Wright is fully trained in first aid and CPR. Her Beauty with a Purpose project, "Educate Resuscitate" aims to integrate this into the high school curriculum. Teaching lifesaving skills has a particularly personal importance to Kristen because she lost a friend during a diving accident. Kristen has conducted seminars in schools and workplaces to spread awareness of lifesaving skills through teaching first aid, CPR, basic water safety and marine ecology.
Bangladesh	"Project Smile" – improves the lives of street children. The project ensures the children receive good food, an education, clothes and medical support.
Belgium	Miss World Belgium 2023, Kedist Deltour's Beauty with a Purpose, "Pelicano" helps children living in poverty. The children receive a hot meal everyday and have all their needs paid for, education, medical etc The project supports these children until they are old enough to earn a living wage. Kedist has held many campaigns to raise money for Pelicano.
Belize	Miss World Belize, Elise-Gayonne Vernon's Beauty with a Purpose project develops sustainable agriculture practices. Elise decided to use her experience as a farmer to tackle hunger. The project focuses on bringing food from farms to tables and investing in sustainable farming. She has been developing sustainable agriculture practices in rural and developing areas. Elise supports organisations such as Dara's Feeding Program, a free lunch program for at risk children and teens. As well as a free meal, the program also offers a safe and supportive environment. Elise frequently donates fresh produce from her farm to the program. Elise recently became a certified beekeeper. This means she can now expand the produce she has available to donate to include honey.
Bolivia	Miss World Bolivia 2022, Fernanda Rivero's Beauty with a Purpose project, Listening with the Heart raises awareness for the deaf community. One of the struggles the deaf community in Bolivia face is the ability to communicate, as very few people know Bolivian Sign Language. Listening with the Heart carries out workshops in schools in Santa Cruz and Beni, teaching the basics of Bolivian Sign Language. Posters are also introduced in the schools to remind the students what they have learnt in the workshops. Fernanda aims to further develop the project by working together with the National Directorate of Bolivian Sign Language and carry out her workshops across the whole of Bolivia.

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FOR THE YEAR ENDED 30 JUNE 2024

Bosnia & Herzegovina	Andjela Gajic, Miss World Bosnia & Herzegovina 2023's Beauty with a Purpose is "Let's Help Together – Volunteer!" Andjela volunteers her time to help others, especially small children.
Botswana	The "Genesis Project" is a developmental program for economically disadvantaged parents in poverty stricken and rural communities. It equips them with the skills and behavioural attributes that are necessary in creating a conducive environment for the development of their children. The program is executed through intimate workshops co-facilitated by psychologists, teachers, paediatricians and social welfare assistants. The project also hosts a developmental program for economically disadvantaged children consisting of introduction to artistry, arts and crafts, learning musical instruments, career education, self-validation and confidence coaching, games and fun. The goal of which is to expose them to a conducive environment and reshape their perspective.
Brazil	Miss World Brazil, Leticia Frota has been an Ambassador for the fight against Hansen's Disease since her election in August 2022. Leticia has been campaigning for the early diagnosis of the disease, which results in free treatment offered by the Brazilian government. She is combatting the prejudice associated with Hansen's Disease and promoting the full inclusion of those affected by it in society. Leticia has participated in international conferences in India and the Vatican, where she was received by Pope Francis.
Bulgaria	Ivana Sabeva, Miss World Bulgaria 2023's Beauty with a Purpose project is "The Independent Woman". Her aim of the project is to become an ambassador of the female entrepreneurship and encourage more and more women to take their life in their hands and start a business of their own. The project aims to close the gender gap, fostering a more equitable and balanced business landscape.
Cameroon	The Julia Samantha Foundation (JUSAFO) is dedicated to promoting mental health, especially among children. The project also raises awareness on depression and suicide and raises money for surgeries for those in need. Most recently, the project also launched an initiative to open school canteens.
Canada	Miss World Canada 2022, Jaime VandenBerg's Beauty with a Purpose project focuses on women empowerment and gender equality. To raise money for her Beauty with a Purpose campaign, Jaime climbed Pico de Orizaba, the highest peak in Mexico. The project also raises awareness for gender-based violence.
Cayman Islands	Miss World Cayman Islands 2023, Leanni Tibbetts Beauty with a Purpose project "Protect Our Future" focuses on sustainability and empowering the youth to be the catalyst for change by providing them with the tools and resources to thrive. Leanni has hosted a School Supply Drive, Women Empowerment Seminar and Mental Health Day. She has advocated for climate resiliency through petitions, campaigns, had discussions with political leaders and attended many peaceful protests and cleanups. Leanni has spoken to thousands of children by visiting schools and attending youth events as a keynote speaker. In total she has raised over CI\$10,000 for various causes and initiatives.
Chile	Miss World Chile 2022, Ambar Zenteno's Beauty with a Purpose project, 'Turquoise Heart' aims to raise awareness and consciousness about hidden disabilities, starting with dysautonomia. Ambar has held events to bring people who suffer from dysautonomia together. Ambar aims to educate the public and involve universities, public figures, and schools in raising awareness about dysautonomia. By recognizing the condition early on, we can provide better care and improve the quality of life for those living with it.
China PR	Xu Kexin, Miss World China 2023's Beauty with a Purpose carries out public welfare activities. She participated in a charity trip to the Daliang Mountain where she distributed aid to the students including food, daily necessities, clothing, books etc Xu spoke to the locals to find out their needs and encourages others to join her charitable campaign.
Colombia	"Seeds of hope around the world" is the Beauty with a Purpose project of Miss World Colombia 2023, Camila Pinzon. As part of her project Camila analyses social issues in society and goes there to directly to help. In Colombia she created long term initiatives to help people affected by social issues such as; children with malnutrition in isolated lands, providing quality education to kids, supporting children with cancer and indigenous communities. In Poland Camila helped victims of the war in Ukraine and raised funds alongside Poland's First Lady, Madame Agata Kornhauser-Duda. In Turkey she helped earthquake survivors alongside the Red Cross. In Kenya she built a school for orphans in need. In France she became a godmother for children seeking asylum in Europe and helping them achieve dreams like visiting Disneyland. Camila has also supported Colombian diaspora living in Europe.

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Costa Rica	Krisly Salas, Miss World Costa Rica 2023's Beauty with a Purpose project is "Cuenta Conmigo". The project offers free talks to address the issue of depression/ anxiety with the help and supervision of psychologists and psychiatrists. It also provides personalized and confidential help to those who are going through depression or anxiety. This help is provided by a team of professionals from the organization. Each month Cuenta Conmigo looks for a foundation or family to donate food and clothes to.
Côte d'Ivoire	"Open Heart" focuses on depression which is a taboo and neglected subject in Africa. The project, founded by Mylene Djihony, Miss World Cote d'Ivoire 2023, is supported by the Ministry of Health. Initially the project works to break the silence surrounding depression by raising awareness among families and young people. Following this, Mylene raised funds to help sufferers and forge partnerships with organizations that provide support for young people.
Croatia	The "Movement is Life" project is a visionary initiative that seeks to impact diverse communities, transcending age, gender, and ability barriers. Grounded in the belief that movement is fundamental to life, the project aims to provide a holistic approach to education and rehabilitation, emphasizing physical, mental, and emotional well-being. For the younger generation, the project envisions organized physical activities tailored to their abilities. Through play and structured learning, children are equipped to overcome obstacles and pursue their goals. Additionally, scholarships are offered, ensuring that financial constraints do not hinder the educational journey of promising individuals.
Curacao	Miss World Curacao 2023, Nashaira Balentien's "Project Awa Omi" – started with beach cleanups and assisting single mothers in finding jobs and managing groceries efficiently. Nashaira has also given motivational speeches to young girls, distributed food to primary schools, and organized campaigns against depression and anxiety. In addition to local efforts, she collaborated with the Red Cross in Equatorial Guinea and conducted workshops for children, teaching them about farming and turning it into a small business.
Czech Republic	"Ed Future Project – Education for a brighter future" is the Beauty with a Purpose project of Krystyna Pyszková, Miss World Czech Republic. Krystyna started with volunteering for many years in Tanzania, promoting quality education, teaching English classes and helping to build a new school. This sparked her passion for education and she decided to start her own foundation in the Czech Republic. This foundation focuses on providing several educational programs not only for children, but also for elderly and mentally disabled people. Krystyna has organized fundraising events to support these activities. She has also provided several classes to empower young teens to see their potential self through emotional awareness, in order to reach their personal goals.
Denmark	A World Without Plastic Pollution – spreads of plastic solution. Johanne has become an ambassador for the Danish environmental organization Plastic Change, which has won the International Environmental Award for documentation and research in plastic pollution and its sources. As part of her project, Johanne regularly organises plastic clean-ups with hiking guilds around Denmark. These plastic clean ups also help to spread awareness of plastic pollution and how much ends up in the environment. Johanne plans to expand the project by holding even larger plastic clean ups in the future and to make more people think about their plastic consumption. She aims to end the use of single use plastic in favour of more sustainable products, packaging and materials.
Dominican Republic	"Education Through Sports" - benefits hundreds of low-income children and youth on a tour throughout the country, through motivational workshops and sports practices. The project empowers our future talents in sport through education. With the firm objective of transforming lives, using these tools to strengthen confidence, determination and focus through sports and cultural activities.
Ecuador	"Descubre tu Potencial (Find your Potential)" is the Beauty with a Purpose of Annie Zambrano, Miss World Ecuador 2023. Annie dedicates her project to helping the children in her community. She carries out English workshops, roleplays, songs and interactive lessons. Through her project, Annie has successfully taught English to 2,000 children. She was able to reduce the gap in the children's education that was generated from the pandemic. The goal of her project is for children to discover their full potential in order to grow up and contribute positivity to Ecuador.

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El Salvador	Miss World El Salvador 2023, Andrea Aguilar's Beauty with a Purpose is "camp empowerment for students with special needs". Andrea volunteered on a farming workshop where they planted different vegetables and learnt the importance of crops. She also volunteered in an importance of hygiene workshop and nutrition workshop - the children were taught what a healthy lunchbox looks like.
England	The STEM project - educates the next generation about the different types of engineering, the different industries STEM subjects can lead to and the skills engineering can equip candidates with. Reigning Miss England, Jessica Gagen regularly visits schools across the UK conducting free STEM School Talks, aimed to inspire more children to take interest in the subjects. As an experienced public speaker, Jessica has delivered speeches in both the UK House of Lords and The Royal Aeronautical Society.
Estonia	Adriana Mass, Miss World Estonia 2023's Beauty with a Purpose "USU LAST" (believe the child). Adriana networks with different age groups and visits schools to speak openly about child sexual abuse so that more children are able to reach out for help as soon as possible. The project is supported by with Estonian National Social Insurance Board and international PROMISE Barnahus Network.
Ethiopia	Miss World Ethiopia 2023, Rgat Afewerki Ybrah is passionate about making a difference in the lives of the Mursi, Hammer & Karo Tribes of Southern Ethiopian people. Rgat visited their communities and saw first-hand the challenges they face with education, healthcare, clean water and sanitation. Her project aims to establish education infrastructure, healthcare facilities and ensure access to clean water and sanitation.
Finland	"The Tomorrow Project" – is the Beauty with a Purpose of Adelaide Botty Van Den Bruele, Miss World Finland 2023. Through this project Adelaide aims to help unite everyone and do as much as possible to everything and anyone. This has included raising 3550€ for young adults suffering from cancer. During the Christmas holidays, Adelaide volunteered at a Finnish-American rest home for the elderly for 6 weeks. She also raised over one thousand dollars for the rest home. The next plan for the project is to raise awareness about foster care and the challenges associated with it.
France	"Sisters between generation", the project of Clémence Botino, Miss World France 2023. The first commitment of the project was towards the elders. During the first quarantine in 2020 she created a radio program to make them feel less isolated. Clémence is part of Les Bonnes Fées, which helps women who are suffering from diseases such as cancer. They have created houses in hospitals where women can meet with social-aesthetic therapists and also take part in sessions where they teach them how to do their hair and make-up. Clémence is the godmother of Reve de Gosses. The association fights for inclusion in schools and teaches children tolerance, respect and fraternity. At the end of the school year, in May she threw a big event called the Air Tour in France. Over ten days, there are hundreds of volunteers like pilots, doctors, artists etc who give the children the opportunity to fly a plane. In November 2022 Clémence organised her first charity gala in Guadeloupe to raise some funds for two associations.
Ghana	Miss World Ghana, Miriam Xorlasi's Beauty with a Purpose project is "Learning Disability – The Xorlasi Project". The project aims to identify children with learning disabilities and help them achieve their dreams. The project began in 2022 and enrolled 200 children from three communities. It also trained 50 teachers from these communities on how to teach children with learning disabilities to bring the best out of them. Personalised study items were donated to the children and the teachers to facilitate their teaching and learning experience. The project also addresses the stigmatization these children face, through campaigns.
Gibraltar	Miss Gibraltar, Faith Torres' Beauty with a Purpose project focuses on ocean conservation and the global problem of climate change. She launched a Young Ocean Ambassadors Program which works with young people to empower them with knowledge to consider the importance of our oceans. Faith is also a Youth Ambassador for Aspire – a sustainable built environment conference. Faith has used various platforms to promote nature and marine conservation. She also learnt how to scuba dive so she was able to perform an underwater clean up.

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Greece	The METAMORPHOSIS program is a pioneering care program for people who live on the streets. The first mobile unit with shower and dressing room, was created with the belief that all people deserve to be treated with dignity. As well as a place to shower, they also have access to clean clothes and the opportunity to have a haircut. The aim of the project is to collect the necessary funds to purchase two additional mobile care units for the areas of Crete and Northern Greece.
Guadeloupe	Miss World Guadeloupe, Marie Hatchi's Beauty with a Purpose project is called "the Voice of Minority Children" which promotes French Sign Language. Marie is also part of the association "Marché culturel de Quartier d'Orléans" which promotes children and people from the red zone town. She helped organise markets and summer camps for the association which gave the children the opportunity to learn the importance of recycling and agriculture.
Guatemala	"Moving to Heal" is the Beauty with a Purpose project of Miss World Guatemala 2023, Marcela Miranda. Marcela teaches rhythmic gymnastics classes to girls who have been victims of all types of abuse. The aim is to share a space where they feel safe, free and motivated. Through the different movements they will be able to feel free from pain and fear, at least for a moment.
Guinea	Makia Bamba, Miss World Guinea decided to commit her Beauty with a Purpose to contribute to the fight against global warming. Since the creation of her Foundation called the Makia Foundation for the Environment (MFE) it has developed 10 hectares of land in partnership with the Ministry of Environment and Sustainable Development. They have planted 7,500 plants in 5 administrative regions of Guinea.
Guinea-Bissau	Mirla Freira Dabó, Miss World Guinea Bissau's Beauty with a Purpose "Wha Ragas" contributes to improving conditions of elementary schools. Mirla visits schools to show love and care, she also distributes school supplies. The project provides orphanages with food, clothes and toys.
Guyana	Miss World Guyana 2022, Andrea King's Beauty with a Purpose "Project FLO (Financial Literacy Orientation)" empowers Guyanese youth through financial Literacy. The project educates people about financial literacy and empowers them with the knowledge and skills they require to make informed decisions on managing finance. Project FLO aims to disrupt generational poverty cycles by introducing the knowledge, attitudes, and behaviours needed for a future of financial stability. It is committed to providing young people with the tools and skills they need to make informed financial decisions and build a better future for themselves and their families.
Haiti	"New Beginning" is the Beauty with a Purpose project of Miss World Haiti 2023, Valerie Alcide. The project is designed to facilitate the reintegration of formerly incarcerated women in to society, recognizing the multifaceted challenges encountered during the re-entry phase. The project is committed to offering a holistic and innovative approach to support these women in their efforts to finding their places. The vision is not only to assist in their reintegration, but also to empower them to thrive and become contributing members of their community, because it strongly believe everyone deserves a second chance.
Honduras	Miss World Honduras 2023, Yeslin Almendares' Beauty with a Purpose project is called "Don't Let Anything Stop You". The project was executed in various stages and covered issues of Comprehensive Health, Human Rights, Respect, Equality, Diversity and inclusion of the LGTB population and Women with HIV. The project collaborated with the organization Humans in Action. 480 people from the LGTB and 40 women from the indigenous community benefitted from this project.
Hungary	Hacsi Bogi, Miss World Hungary 2023 is the face of the first country Search and Rescue Service. This organisation leads rescue operations with dogs. They took part in the rescue operation of the earthquake in Turkey in 2023.
India	Sini Shetty's Beauty with a Purpose project Aashayein, 'The Power of Hope' offers training sessions to help people find employment. The project has the support of Teach India, an organisation that works towards educational equity for all children. With their help Sini has been building the perfect curriculum to train those looking for jobs. Aashayein helps people irrespective of their background improve their spoken English, to overcome the most difficult of circumstances, find employment and financial independence.

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FOR THE YEAR ENDED 30 JUNE 2024

Indonesia	Audrey Vanessa, Miss Indonesia 2022 started her project "Break the Silence" because of the concern of the high rate of child sexual abuse in Indonesia. To create a movement against child sexual abuse, Audrey travelled across Indonesia doing a school to school campaign to share knowledge and information with the children to not be afraid to speak up and seek help. The campaign hopes to prevent children being a victim of abuse and let them know where to find professional help if they have been victimized. During her campaign Audrey discovered a girl who had been a victim of sexual abuse by her own uncle. Audrey supported her through the mental recovery process, health checks and law process to get the perpetrator sentenced by the justice authority. The project collaborated with Buddyku app as a platform for victims to report their cases and have a consultation with professional help anonymously.
Iraq	Balsam Ali, Miss World Iraq 2023's Beauty with a Purpose project focuses street children and spreading awareness of their rights to an education and roof over their heads.
Ireland	Miss Ireland 2022, Doctor Ivanna Mc Mahon's Beauty with a Purpose project is Heal the Heart, Educate the mind. As part of her project Ivanna, has carried out talks in schools across Ireland talking about Dyslexia, CPR and the importance of looking after your health and mind. As an Ambassador Dyslexia Association of Ireland, Ivanna spoke at a brief held during Dyslexia Awareness Week to highlight the challenges faced by dyslexic people in Ireland. Senator Tim Lombarfd hosted the briefing for Oireachtas members, political staff and representatives of the teaching unions.
Italy	Miss World Italy 2022, Rebecca Arnone's Beauty with a Purpose project, Riding for Inclusion works to include disabled children through the activity of equestrian tourism. The project was created to allow the children to have an amazing experience close to nature and animals. The project includes organizing various activities such as hippotherapy, outdoor tours and much more. Hippotherapy is a form of assisted therapy with horses that can have a significant impact on the lives of disabled children. Thanks to the unique combination of horse movement, interaction with animals and nature and the careful guidance of an experienced therapist, hippotherapy offers many health and well-being benefits for young patients. Interacting with horses is an emotional form of therapy that can help children develop greater self-awareness and awareness of others. The project also organises guided tours to give the children a unique opportunity to discover different activities and discover the world around them.
Jamaica	Reigning Miss World Jamaica, Shanique Singh's Beauty with a Purpose project initiative is to spread the message of Period Positivity and break the stigma around menstruation. Shanique has visited schools around Jamaica to discuss the physical, mental and emotional symptoms of menstruation. She hopes to normalise menstruation and ensure that the next generation of girls are never ashamed of their menstrual cycle. At each visit, Shanique distributes free sanitary products to all students.
Japan	Miss World Japan, Kana Yamaguchi's Beauty with a Purpose Project focuses on Children's Well-Being and Sports Education. Over the years Kana has been organizing sports events for children and now as Miss Japan she is working with local governments to improve Sports Education. Being passionate about sports herself, Kana is focusing on the sport to help <i>'create a healthy and happy youth community in Japan.'</i> The reason being is that Japan has the ninth highest suicide rate amongst other countries in the world, 15 th highest for men and 4 th highest for women. The main problem the suicide rate is so high is because of the mental health and depression among them. Kana would like to try and change that through her Beauty with a Purpose Project and putting more emphasis on Sports Education among younger people and encouraging them to take up Sports not only to become healthy but also for their over-all wellbeing.
Kazakhstan	Tomiris Kakimova, Miss World Kazakhstan 2023 collaborated with the organisation ASAR UME to collect money which helped three families buy a house. The money raised also provided treatment for one of the daughters who had cancer.

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Kenya	Miss World Kenya 2023, Chantou Kwamboka Beauty with a Purpose Project is spearheading the 'Save a Life' Campaign. An initiative that seeks the support of all Kenyans, Government Departments and Corporate Organisations to help alleviate the effects of hunger and drought. This is not a project, it is a movement. A movement that will drive forward and address the urgent hunger problems of many people across Kenya. The idea is that everyone works together, as a collective effort making a tangible impact and laying the foundation for sustainable solutions to secure the attainment of food for the future.
Korea	Lijin Kim, Miss World Korea 2023's Beauty with a Purpose project "Tree of hope" is a nurturing strength, character and excellence mentoring program. Lijin teaches Pilates and Yoga to young baseball players to improve their strength and mental health.
Lebanon	"Food Bank" is the Beauty with a Purpose project of Miss World Lebanon, Yasmina Zaytoun. With 80% of the population living below the poverty line, Yasmina decided to focus on food insecurity. Over Christmas she launched the "Christmas hot meals" campaign to give a Christmas dinner to families in need. She also held a 48 hour live to collect donations. The project has helped over 5,000 families.
Lesotho	Poelano Mothisi, Miss World Lesotho 2023's Beauty with a Purpose is the "Poelano Ea Basotho Foundation. The project promotes mental health, fostering talent and encouraging inclusive opportunities. It raises awareness on mental health in relation to gender-based violence and sparks discussions that will try to eradicate all types of violence against women. The project equips women with the necessary skills to be independent. They are taught fashion and textile skills to not only alleviate the issue of unemployment, but to help women have their own voice and be able to stand against their oppressors.
Liberia	Upon her crowning as Miss World Liberia 2023, Veralyn Vonleh launched her project "the Smile Care Foundation" to send children to school. The project has sent 100 children to different schools around Liberia. Veralyn's project also tackles the issue of period poverty in Liberia. She promotes good health and address the challenges that young girls face all over Liberia. Veralyn has visited different areas and schools to talk about the important topics of good health, mental health and period poverty. She also distributes sanitary products.
Macau China	Li Mengli, Miss World Macau's Beauty with a Purpose supports children with autism.
Madagascar	Miss World Madagascar, Antsaly Rajoelina's Beauty with a Purpose "Raising Voices" defends and stands up for minors who were victims of sexual abuse. Antsaly visited associations and orphanages to decorate the buildings, provide clothes, meals, gifts and bedsheets. She spoke to the Minister of Communication who gave her a platform to talk about her project. Antsaly has spoken at different events to raise awareness of child sexual abuse. She also visits hospitals where the victims are patients, to talk to the victims and give them hope.
Malaysia	"All for One" is the Beauty with a Purpose of Miss World Malaysia 2023, Wenanita Angang. The project advocates for the autistic community, raises awareness and acceptance. Wenanita decided to combine her passion for art and advocating for the autistic community. She did this by organising art therapy sessions and producing art auctions of incredible paintings by autistic individuals, and organising events like fashions shows and plays which featured and celebrated autistic students. With her project, Wenanita travelled across eight states and engaged with government officials. Through the art auction and other activities the project has raised RM20,000. Wenanita spoke about her project on National TV and radio stations, reaching an audience of half a million.
Malta	Natalia Galea, Miss World Malta 2023's Beauty with a Purpose project is "I for All – Inclusion for All". The project gives visually impaired adults free assistance devices, giving them access to the general curriculum, enabling students to read books and strengthen their vision. She has also supported the "Your Device Your Right" programme which gives free laptops/ tablets to disadvantaged children to improve their education and bridge the digital divide. Inclusion for All gives free counselling sessions in schools to those in need. To date, the project has donated over €15,000 towards those in risk of poverty or social exclusion.

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Martinique	Unfortunately the island of Martinique is formidable to natural disaster such as hurricanes, earthquakes and landslides. Knowing the right actions to take during these natural disasters can save lives. For this reason Axelle Rene, Miss World Martinique 2023 created a project to teach people how to handle natural disaster. She encouraged young people to climb mount Pelée to raise awareness. Through this climb, she was able to raise funds to distribute emergency kits to vulnerable areas and schools. Axelle also visited schools to raise awareness and identify students who have been a victim of bullying.
Mauritius	Miss Mauritius 2022, Liza Gundowry is 'Sowing seeds of Empowerment' for Beauty with a Purpose. Liza is reducing poverty and hunger by helping underprivileged communities become self-sufficient through growing their own crops. Women's empowerment and children's education are two important aspects of the initiative. In collaboration with FAREI (Food and Agricultural Research and Extension Institute), Liza is teaching theory and practical planting classes to Mauritians.
Mexico	Once Upon a Time is the organisation founded by Miss World Mexico 2023, Alejandra Díaz de León. The project focuses on the dissemination of reading and writing in young people and adults. The project has three areas of attention: <ol style="list-style-type: none"> 1. Promotes reading as a way to improve imagination and cognitive skills in young people and children from marginalized areas in the country. 2. Seeks to disseminate and exalt the talent of developing writers, providing them a space to expose their texts to thousands of people. 3. Is a "call for writers" which are writing contests whose purpose is to discover new talents and promote them. In low-income regions in Mexico, many children do not have access to books. For this reason Alejandra managed a library program, focused in rural schools where they do not have a reading area. She gathered the necessary materials such as literature books, textbooks, encyclopaedias, teaching materials and furniture to create properly equipped areas dedicated to study and reading. The project has delivered over 2,000 books. The project's goal for 2024 is to assist 15 more communities with the library program.
Moldova	Miss World Moldova, Diana Spotarenko's Beauty with a Purpose focuses on helping children. As a psychology student, Diana is an intern at the Fidanzhik rehabilitation center for children with disabilities, where she develops and supports them psychologically. She wants to emphasize the importance of inclusivity and create an understanding that every child has the opportunity to reach their potential, regardless of their characteristics. As a future certified psychologist, Diana plans to open a counselling center for women experiencing domestic violence.
Mongolia	"Nandin" project is the Beauty with a Purpose of Miss World Mongolia 2023, Bolor Bat-Erdene. The main goal of this project is the dissemination of knowledge about personal hygiene, especially the understanding that feminine hygiene products are nothing to be ashamed of. Bolor personally visited different schools to give motivational speeches and educational workshops on personal hygiene. She also paid special attention to the psychological health of teenagers related to menstrual problems. The project not only tries to send the positive message that the need for and use of feminine hygiene products are nothing to be embarrassed about but also attempts to shape respect in young boys towards girls and women
Montenegro	For her Beauty with a Purpose, Miss World Montenegro 2023, Andjela Vukadinovic organized various humanitarian events: <ul style="list-style-type: none"> · A fashion Show was organized in the city of Tivat. €29,000 was raised for JU Children's orphanage and Budi Human Foundation, that helps to raise money for medical treatments. · €15,000 were raised to purchase a digital mammogram for the Tivat Health Center. · A three year scholarship to the University of Donja Gorica was granted to Jovana Radunovic, a girl who lives with a foster family.
Morocco	Miss World Morocco 2023, Sonia Ait Mansour dedicated her Beauty with a Purpose to single mothers who suffer from humiliation and disrespect due to having children outside of marriage. Often their children are refused to go to school and the mothers need support. Sonia used the media to promote the understanding and acceptance of single mothers. She helped the children to register and be accepted in schools, as well as provide them with clothes, diapers, milk and health care. Sonia is also helping these women find employment to ensure they are able to become independent.

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Myanmar	<p>"Empowering Health Together" is the Beauty with a Purpose project of Miss World Myanmar 2023, Yoon Theint Theint Nway. The project is dedicated to improving healthcare in rural areas. She provided medical supplies, essential medical devices and dental health checks ups in different areas. Yoon also organized oral hygiene sessions in schools and villages. Her project has supported people in difficult situations such as the flooding in Bago City.</p>
Namibia	<p>Leoné Renate Van Jaarsveld, Miss World Namibia 2023's Beauty with a Purpose project "Empowering Youth, Nourishing Futures" mission is to sow seeds of sustainability. The project does this by empowering communities and fostering resilience through innovative solutions. Its vision is to build a brighter future for generations to come, by addressing global challenges such as food security and environmental degradation. The project empowers communities through local initiatives to increase food security and to build lasting solutions. These initiatives include:</p> <ul style="list-style-type: none"> Community gardens: to increase access to fresh, healthy food and foster community building. Farmer cooperatives: strengthen collective bargaining, knowledge sharing and market access. Indigenous food systems: offer holistic approaches integrating cultural practices and biodiversity conservation.
Nepal	<p>"Lighting Up Lives" is the economic rehabilitation project of Miss World Nepal 2023, Priyanka Joshi. The project focuses on the economic development of a village in Uppardang Gadi which has very limited, extremely unreliable access to electricity. The project successfully brought electricity to the village, providing electricity to all households and the school. The project renovated the village's school by replacing the roof with insulated zinc panel sheet and applying cement plaster to the interior and exterior of the school building. Priyanka also wanted to ensure the villagers had a source of income. She did this by providing hospitality training so the villagers could set up home stays. They were given training in housekeeping, hygiene, food preparation, upgrading rooms etc. They were also provided with bees and bee hives and trained in bee keeping as another source of income.</p>
Netherlands	<p>Miss World Netherlands, Amber Koelewijn's Beauty with a Purpose is taking a stand against cyber bullying, which over 500 thousand people in the Netherlands aged 15 and above have experienced. She visits schools to raise awareness on the topic and reminds students that what goes online stays online. Her goal is to inspire and support others, and to let them know they are not alone. She creates a space where people can share their insecurities and find strength together.</p>
New Zealand	<p>Miss World New Zealand 2023, Navjout Kaur is an Ambassador for Kids Can. The organisation realised that when the weather was bad less children would attend school as they did not have shoes or raincoats. Kids Can provides over 200 schools with raincoats, shoes, health products and warm meals. In her role as an Ambassador for Kids Can, Najout raises awareness on the issues that Kiwi kids face and raise money for the solutions.</p>
Nicaragua	<p>Mariela Cerros, Miss World Nicaragua 2023's Beauty with a Purpose is "Desafío Emprendedor – Entrepreneurial Challenge". Mariela has worked with different social causes:</p> <ol style="list-style-type: none"> Habitat for Humanity Nicaragua – supporting families in rural communities to have access to decent housing and providing financial education workshops. She distributed hygiene and cleaning kits to those who had been affected by hurricane IOTA and ETA. Mariela was part of the project "Smile without Borders" which supplies rural areas with food baskets, toys, medical care and free dental care to over 400 families. She has created different fundraising campaigns for school supply kits and Christmas gifts.
Nigeria	<p>Ada Eme, Miss World Nigeria's Beauty with a Purpose project "Ada Goes to School" is an initiative to provide scholarship funding to students in disadvantaged communities. Since its inception the project has grown to combat issues that deny children of education, such as period poverty, diseases, natural disasters etc. Schistosomiasis is a disease which affects millions of school children in Africa and there is little or no awareness on the disastrous effects and inaccessibility to treatment. Ada took her project to rural communities where they have zero access to healthcare. The project has treated hundreds of children with schistosomiasis and implemented preventative measures such as portable water and snail control to curb the infection and its spread.</p>

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Northern Ireland	Kaitlyn Clarke, Miss Northern Ireland 2023 is an Ambassador for the Northern Ireland Hospice. Kaitlyn visits patients and families receiving respite and end of life care. She donates her time to attend and support charity walks, galas, challenges and events. As a former primary school teacher, her interactive skills with children in this care are a big asset to the visits. She also hosts music events and drama therapy workshops with those that are able.
Norway	The Beauty with a Purpose of Andrea Farias, Miss World Norway 2023 is "Gastroparesis and Feeding Tube awareness". As a former feeding tube user, she has a passion for breaking the negative stigma surrounding this and spreading information. Andrea shares her experience of being a feeding tube user to create a community. This is a community to give children strength and the confidence to keep being themselves and fulfilling their dreams. Her goal is to spread information and give hope to other people living with a chronic illness or feeding tubes.
Panama	"One Breath, One Life" is a Beauty with a Purpose by Kathleen Perez Coffre, Miss World Panama 2023. She focused her project in her province, Bocas del Toro which is formed by 9 main islands and thousands of islets. It is composed of very hard to access areas, especially mountains where the population is formed of indigenous people with a lack of access to healthcare facilities. As a qualified Respiratory Therapist, Kathleen decided to focus on respiratory illnesses. She used her platform to raise awareness about the malpractice of local plantation companies, who carry out aerial fumigation of pesticides in populated places for the sake of profit. The project organizes workshops and trains medical personnel to improve the health of local people.
Paraguay	Dahiana Gatzke, Miss World Paraguay 2023 was motivated to start her project "Way Beyond" "Más Alla" as she has a family member on the spectrum. The mission of the project is to challenge stereotypes, reduce stigma and promote an inclusive environment that supports and values the unique needs of individuals with autism. She envisions a society where all individuals with ASD and their families have equal opportunities in all aspects of life. The project holds workshops, supported by volunteers, professionals and experts to develop social skills for children with ASD
Peru	For 10 years Lucia Arellano, Miss World Peru has volunteered with "Semillitas de Belén" which reinforces education in vulnerable areas of Loreto. This experience sparked her to start her Beauty with a Purpose project "Lights of Hope". The project aims to improve the lives of children in Belén and Peru. The first task is to build a home stay where children and their families will be able to access services such as food, education and productive workshops for parents.
Philippines	Miss World Philippines, Gwendolyne Fourniol's Beauty with a Purpose project, "Bridge the Gap Build the Future" aims to create opportunities for young Filipinos through the power of education by providing resources to children. Gwendolyne raised funds to acquire learning resources and build a learning hub for ERDA (Educational Research and Development Assistance Foundation) in Baseco. This caters to the youth of Baseco, an impoverished area in Manila.
Poland	Instead of dedicating herself to one specific cause for her Beauty with a Purpose, Miss World Poland, Krystyna Sokołowska decided to help others where she could. Her project supported Ukrainian refugees who arrived in Poland and faced uncertain future. She opened her home to a mother and her daughter who were seeking refuge, offering them a safe place and assistance during their time of need. Krystyna committed to positively impacting young lives by organizing recurring programs for children, providing them with a semblance of routine and optimism amidst trying circumstances. Each month, she volunteers in RIO EDU CENTRUM to provide a ray of hope to those in need. Krystyna spearheaded fundraising efforts for a young boy named Milanek, who is battling lymphoblastic leukemia. Thanks to the funds raised, Milanek's condition has significantly improved, bringing hope and relief to his family. She also organized a charity ball and auction to fund the construction of protected housing and a specialized center for individuals with disabilities.

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Portugal	Miss World Portugal, Catarina Ferreira's Beauty with a Purpose project "Crafts with Stories" supports individuals in a vulnerable condition and social exclusion. The main mission is to sow a new life and opportunity through personal and professional development. The project hosts workshops of empowerment and self-esteem, discussions about social topics adapted to their needs, shares thoughts and positive energy. It connects people through music therapy, breaking down barriers and promoting inclusivity through creativity. Catarina uses her platform to raise awareness about social inclusion to promote understanding. She also raises awareness for the fight against cancer, participated in food collections and visited local institutions to listen and interact with their members.
Puerto Rico	"Eco Life – The Value of thrifting and the three R's" is the Beauty with a Purpose project of Elena Riviera, Miss World Puerto Rico 2023. After learning from her environmental science teacher what happens to trash, Elena decided to dedicate her project to educating others on this subject. She visits schools and gives a clear perspective of what really happens to our trash. Her mission is to educate people, especially children on how to reduce, reuse and recycle. She used the children's book the Girl and the manatee to visit schools and talk to them in an interactive manor the importance of recycling and picking up our trash. She has also organized activities in the community to donate second hand clothing and volunteered with an organization which provides second hand prom dresses.
Romania	Ada Maria Ileana, Miss World Romania 2023 is the founder of "Investors in Dreams". The project provides young girls in orphanages with professional training in the beauty field, encouraging them to stay in school and offering them career opportunities. Ada organised two editions of the Together for Girls and Women charity fashion show. Over 30 designers and 50 models took part to raise funds for her campaign to end menstrual poverty in Romania. Ada also advocates for access to quality education through public speeches, media interviews and social media posts.
Scotland	As Miss Scotland 2023, Chelsie Allision made it her mission to raise awareness for as many charities as possible. The charity she chose to focus on was the Highland Hospice, which aims to support people, their families and carers living with advanced and life shortening illness. This is the only provider of specialist palliative care in the highlands.
Senegal	After learning of the tragic loss of 11 babies in a fire at the Mame Dabakh hospital, Fatou Lo, Miss World Senegal launched her project "Goree Gate". The aim of the project is to provide incubators, modern medical equipment, and strengthen the capacity of the medical staff through continuous professional training. The goal is to create better-equipped maternity wards, where every baby will have a fair chance of survival.
Serbia	Miss World Serbia, Anja Radić's <i>Beauty with a Purpose project, Beauty is all around us aims to prevent bullying in schools and supports children who experience violence</i> . The project holds special workshops for school children aged 7-15. Instead of lectures about what is bad and using the word violence or punishment of bullies, the emphasis is placed on the good things that we should nurture in children. During these workshops, Anja talks to the children like a friend, plays with them and they write something on the theme of friendship. Anja also uses her social networks to promote camaraderie, respect, tolerance, support, companionship and mutual love. <i>The project is supported by the Ministry of Education of the Republic of Serbia, school psychologists, educators and the media.</i>
Sierra Leone	Daizy Abdulai, Miss World Sierra Leone 2023's Beauty with a Purpose project is "Self-knowledge – Capturing Albinism". Daizy visits children in the community with albinism to talk to them about their challenges. These include name calling, harassment, domestic violence and stigmatization which often leads to isolation and depression. The project is a call to action, to stop excluding these children and start including their ideas.
Singapore	Miss World Singapore, Oh Wei Qi's Beauty with a Purpose project is "Empowering Art", As an art educator, she teaches kids to express their emotions and resolve their thoughts. Oh uses art as a way to build connections, character, empathy and warmth. She is not only a teacher for the kids but also their supporter. Her goal is to build an art education centre where she can have a bigger platform to inspire more people

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Slovakia	<p>"The greatest gift you can give is your time" is the Beauty with a Purpose project of Sophia Hrivňáková, Miss World Slovakia. Sophia has donated her time to many causes:</p> <ul style="list-style-type: none"> · She supported "Integration shines for all children equally", the largest sports-charity event in Slovakia. · She Volunteered as a model in a fashion show organized by FAWCO foundation. · She distributed Christmas dinners and donated St Nicholas packages to kindergartens. · She joined forces with APPA, a non-profit which offers support and guidance to disabled individuals and their families. · She helped launch APPKA – the first mobile app in Slovakia dedicated to assisting people.
Slovenia	<p>Vida Milivojša, Miss World Slovenia's project "Spreading IIC (inclusiveness, innovation and connectivity)" goal is to include all groups in society. She launched this project as many people with disabilities are excluded from the world in welfare centres. The project creates a support network consisting of qualified individuals, to help them with everyday tasks. They train people with special needs with the skills they need to lead independent lives and helping them overcome integration fears. Boosting self-confidence is an important step to integrating them into society. They do this by providing workshops and public speaking training. Members of the project crafted Vida's dress for Miss World to show off their skills. The project aims to organize various events to bring together different organizations and to connect various vulnerable groups. One of these events was attended by Nataša Pirc Musar, the President of Slovenia to emphasise the need to include all individuals in to society.</p>
Somalia	<p>Bahja Mohamoud, Miss World Somalia 2023's Beauty with a Purpose project is "Teleheath in Somalia". The project is coordinated with Caafi, the only female led Somali organisation that assists people to gain access to medical services through cheap mobile technology devices. Bahja fundraised, mentored, cooked and donated to Somali children's home in a bid to empower and inspire the younger children.</p>
South Africa	<p>Unemployed youth is a daunting challenge South Africa faces. Not due to the lack of potential or aspiration but is instead a consequence of numerous formidable barriers, including poverty, vulnerability and the absence of guidance. Dr Claude Mashego, Miss World South Africa 2023 launched the Young Eagles Program, an initiative founded upon the belief that mentorship and guidance can be transformative forces in young lives. The activities are designed to help them discover their true purpose and encourage positive decision-making. All the activities focus on helping the participants improve their social and interpersonal skills, self-esteem, identity and vision for the future. The program facilitates preparation for college, exploring career possibilities, basic financial knowledge and meeting successful and key industry players for coaching.</p>
South Sudan	<p>Miss World South Sudan 2023, Arek Akot's Beauty with a Purpose project, "Ending Early Child Marriage" focuses on the deep rooted issues of child marriage. Arek aims to highlight the dark reality which many girls face around the world and advocate for change. She does this by raising awareness, supporting organizations which are dedicated to supporting this cause, and empowering young girls with education and opportunities.</p>
Spain	<p>Paula Pérez, Miss World Spain 2022's Beauty with a Purpose project SPES (standing for suicide prevention, education and social inclusion, uses her experience and knowledge as a Doctor to improve the lives of others.</p> <p>Paula has collaborated with different non-profit organisations such as Little Wish Foundation and Kuki association. She visits sick children in hospital who dream of meeting a princess or fictional character. Paula dresses up as a character to visit the children, play with them and take gifts. This takes the children out of context of being in hospital. Another aspect of Paula's Beauty with a Purpose project is suicide prevention. She has visited different schools to give talks on anti-bullying and mental health. She teaches the children the importance of building healthy coping mechanisms to take care of their mental health.</p>

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Sri Lanka	<p>SCHOLARS (Empowering students from underprivileged communities, via providing scholarships) is the Beauty with a Purpose project of Kavindi Nethmini, Miss World Sri Lanka 2023.</p> <p>S - Sustaining dreams through financial help. C - Creating opportunities for underprivileged youth. H - Helping students achieve their academic goals. O - Offering a chance for a brighter future. L - Lifting the burden of education costs. A - Assisting those in need. R - Removing financial barriers. S - Supporting scholars from all backgrounds.</p>
Sweden	<p>In Sweden there is a queue of asylum seekers who want to learn Swedish and enter into the Swedish school system at SFI (Swedish for immigrants). Stina Norlander, Miss World Sweden 2023, created a YouTube Channel called "Swedish for Everyone". The purpose was to make sure that people from all around the world, who came to Sweden could feel welcomed. She translates English words and symbols into Swedish using pictures and sign language. The channel welcomes diversity and raises awareness about language barriers. Stina also fundraised to provide Christmas gifts with school supplies to over 50 children living in asylum accommodation.</p>
Tanzania	<p>Halima Kopwe, Miss World Tanzania 2023's Beauty with a Purpose project "My Blood My Generation" is a project aimed at improving the health of pregnant women and children in Tanzania and reducing maternal and child mortality rates. The main focus is on addressing the issue of maternal mortality caused by postpartum haemorrhage due to a shortage of safe blood. The project involves raising awareness about the importance of blood donation and organizing donation events in partnership with the national blood donation center and other stakeholders. Additionally, the project aims to raise funds to provide hospitals with medical equipment and supplies for safe delivery, as well as to offer health insurance to children in need. Furthermore, the project has partnered with Licks Pharmacy to provide medicine that increases blood volume for pregnant women in rural areas.</p> <p>Halima also partnered with CCBRT hospital to reach women with high risk pregnancies and ensure that they have safe deliveries and give birth to healthy babies.</p>
Thailand	<p>Miss World Thailand 2023, Tharina Botes' Beauty with a Purpose project is "Good Guardians". Using donated food, the project cooks food which is distributed to different underprivileged communities. Tharina is also raising funds to buy scholarships to give children access to an education. The goal of the project is to uplift people and make sure everyone has the opportunity to live a good life.</p>
Togo	<p>After growing up in an environment where the education of young girls was not a priority, Chiméne Moladja, Miss World Togo 2023 made this the focus of her Beauty with a Purpose project. Chiméne undertook the construction of a market in her native village to support the local economy. The objective was to facilitate the financial empowerment of women to enable them to have the financial means to send their daughters to school. The project is invested in the education of young girls and providing opportunities for a promising future.</p>
Trinidad & Tobago	<p>An advocate for mental health, Aché Abrahams, Miss World Trinidad & Tobago 2023 has developed the "Invisible Scar" project, having visited schools and promoting workshops to discuss it. She's also the Youth Mental Health ambassador for the NGO Kids in Need. Miss World Trinidad & Tobago fights to destigmatize the topic, with open conversations with the young generation. The safe space initiative continued virtually via her "Be Mindful" podcast. Aché also assisted with the reopening and financing of the La Seiva Village Homework Centre, to provide a support system for the children of her community.</p>
Tunisia	<p>"Illuminated Futures: A Journey of Hope and Inspiration" is the Beauty with a Purpose project of Miss World Tunisia 2023, Imen Mehrzi. The project nurtures the minds of young children, by fostering a sense of purpose and igniting their aspirations. She started with schools in rural areas. Most of the students were unaware of the professions beyond the limited scope they had been exposed to. Imen brought together professionals from different fields; a doctor, an engineer, a graphic designer, an actor an agriculturalist, a musician, a stylist, a university professor and an athlete. These professionals provided engaging workshops for the children to unlock their vast potential. This initiative not only inspires them to dream big but also stands as a promising solution to address the pressing issue of school dropout among children in Tunisia. Imen's goal is to take her project to every school in Tunisia.</p>

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Turkey	Nursena Say, Miss World Turkey 2023's Beauty with a Purpose is "Healing hearts, Building Futures: Empowering Young Survivors." Nursena has been actively involved in various humanitarian organizations in Turkey, including IFRC, Red Cross, Cancer Fighters Association, TOG (Community Volunteers Foundation) and KAMER Foundation (Women's Center Foundation). She has managed workshops and aid campaigns in collaboration with these organizations. Following the devastating earthquake in Turkey, Nursena embarked on various projects to support those affected, specifically the well-being and education of children. She used her skills as an architect to design housing for earthquake-affected regions, aiming to provide safe and sustainable shelter for those in need. Nursena is also dedicated to creating sterile play and education areas for children battling cancer, ensuring they have a nurturing environment to heal and thrive.
Uganda	Hannah Tumukunde, Miss World Uganda 2023 used her personal experience to help other girls in her village. She comes from a community which supports forced marriages, fortunately Hannah has a father who ensured all his daughters received an education and advocates against childhood marriages. Hannah is launching the first secondary school in her home village. She also visited schools to give career talks, raise awareness for menstrual hygiene and encourage students to stay in school. She advises parents to believe and motivate their daughter's dreams and aspirations.
Ukraine	"We're Strong, We're Ukrainian" is the Beauty with a Purpose project by Sofiia Shamiia, Miss World Ukraine 2023. Due to the war, Sofiia received official volunteer status to help children affected by war and families without homes. As an artist, Sofiia understands the healing power of art. That's why she started art therapy with children to heal their emotional wounds. She also organized a charity auction, the funds raised supported the Mriya educational and rehabilitation center for children in Lviv, and the organization Frontline Medics for Ukrainian hospital workers. Sofiia organized a celebration for young patients in Okhmadet Children's Hospital, some of who are undergoing rehabilitation or treatment due to war-related injuries.
United States	After losing her best friend to Cystic Fibrosis, Victoria Disorbo, Miss World America 2023 partnered with the Cystic Fibrosis Foundation to raise awareness of this condition. Victoria raises funds and awareness through speaking engagements, fundraisers and the distribution of educational children's books which she authored. Through these efforts, Victoria has raised over 400,000 USD positively impacting thousands with cystic fibrosis. She also serves as the international ambassador for Angels for Humanity, participating in medical missions and contributing to the construction of a school in Haiti.
Uruguay	Miss World Uruguay 2023, Tatiana Luna's Beauty with a Purpose project "Impacto Educación" (Education Impact) is inspired by her personal story.
Venezuela	Driven by her commitment to promoting emotional education in schools, Ariagny created the psycho educational project "Bright Lives" to make emotional health a fundamental pillar in the education and development of the future of children and young people in Venezuela. The project has been implemented in three stages: <ul style="list-style-type: none"> Emotional education workshops, where students in the last year of primary school are taught awareness, life skills and how to regulate their emotions. Workshops for parents in respectful and emotional parenting. Train teachers in all levels of education to integrate emotional education into the classroom. Bright lives has impacted more than 700 school children.
Vietnam	Miss World Vietnam 2023, Huynh Phuong created the non-profit fashion brand "YAKO by MaiPhuong". She designs t-shirts made from environmentally friendly materials that are creative and trendy. 100% of the profits used for charity projects. The project has raised over 100,000USD. Primarily the profits are used to support urgent cases, individuals with serious illnesses and families in difficult circumstances. With the profits Mai Phuong has built a kitchen for a rural school and collaborated with Hospital 1 in Ho Chi Minh City to organize free medical checks for over 400 underprivileged children. She has also donated 15 bicycles in 3 provinces to help children with transportation to school.

BEAUTY WITH A PURPOSE

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Wales	"Darcey for Diversity" is the Beauty with a Purpose initiative by Darcey Corria, Miss Wales 2022. The project celebrates diversity and equality in Wales. Darcey has worked alongside the Welsh Government to influence the South Wales police anti-racism delivery plan to eliminate racism in Wales by 2030. She also launched the first ever Afro Hair Academy in Wales and has taught guides, rainbows and brownies how to celebrate all skin colours.
Zimbabwe	Food security is the focus of Nokutenda's Beauty with a Purpose project. Her advocacy was spurred by witnessing hunger first hand. She raised money to provide food and seeds to 100 households. With the help of her mother, Nokutenda taught the local women sustainable agriculture so they can create their own food.

Financial Review

This charity's reserves have increased compared to 2023. 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 £267,859 (2023: £264,403).

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 months' 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 have 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.

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

Mrs J Morley

Trustee

29 April 2025

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 2024, which are set out on pages 18 to 22.

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: 29 April 2025

BEAUTY WITH A PURPOSE

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2024

	Notes	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Income from:			
Donations and legacies	2	49,396	22,143
Investments	3	4,389	1,909
Total income		53,785	24,052
Expenditure on:			
Charitable activities	4	50,329	23,031
Total expenditure		50,329	23,031
Net income and movement in funds		3,456	1,021
Reconciliation of funds:			
Fund balances at 1 July 2023		264,403	263,382
Fund balances at 30 June 2024		267,859	264,403

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 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Cash at bank and in hand		267,859		264,403	
		<u> </u>		<u> </u>	
Net current assets			267,859		264,403
			<u> </u>		<u> </u>
The funds of the charity					
Unrestricted funds	8		267,859		264,403
			<u> </u>		<u> </u>
			267,859		264,403
			<u> </u>		<u> </u>

The financial statements were approved by the trustees on 29 April 2025

Mrs J Morley
Trustee

BEAUTY WITH A PURPOSE

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2024

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 2024

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 Income from donations and legacies

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and gifts	49,396	22,143

3 Income from investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Interest receivable	4,389	1,909

4 Grants payable

	2024 £	2023 £
Grants to institutions:		
To promote and protect the health of children	5,000	13,343
To promote and protect the education of children	16,823	9,116
To promote and protect the education and health of children	28,138	-
Other	-	-
	49,961	22,459

-

5 Trustees

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

BEAUTY WITH A PURPOSE

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2024

6 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
Total	-	-

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

7 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

8 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 July 2023 £	Incoming resources £	Resources expended £	At 30 June 2024 £
General funds	264,403	53,785	(50,329)	267,859
Previous year:	At 1 July 2022 £	Incoming resources £	Resources expended £	At 30 June 2023 £
General funds	263,382	24,052	(23,031)	264,403

9 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).