

**WHITE RIBBON ALLIANCE UK
DIRECTORS' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

White Ribbon Alliance UK
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White Ribbon Alliance UK
Company Information
For The Year Ended 31 December 2024

Directors

Miss Brigid MCCONVILLE

Mrs Natalie Boxall
Mrs Shenaiya Kharegat
Mrs Elizabeth Mckie
Dr Tonye Wokoma
Mrs Amy Worrall-Thompson

Company Number

07369725

Registered Office

International House 307 Cotton Exchange
Old Hall Street
Liverpool
L3 9LQ

Accountants

TaxAssist Barnstaple
CIMA
36
Bear Street
Barnstaple
Devon
EX32 7BZ

White Ribbon Alliance UK

Company No. 07369725

Directors' Report For The Year Ended 31 December 2024

The directors present their report and the financial statements for the year ended 31 December 2024.

Review of the Business

Trustees' annual report For the year 31 December 2024

The trustees present their report and the unaudited financial statements for the year ended 31 December 2024.

Structure, governance & management

White Ribbon Alliance UK (WRA UK) is a Charitable Incorporated Organisation (CIO), incorporated on 8 September 2010 and registered as a Charity on 15 August 2011. The charity was originally established under a memorandum of association as a non-profit charitable company. However, it was converted to a CIO in July 2024 and is now governed by its constitution which is registered with, and is overseen by, the UK's Charity Commission. The Constitution established the objects and powers of the Charity. All trustees give their time voluntarily and receive no benefits from the Charity. Reasonable and pre-approved expenses are paid by the Charity as required.

Charitable objects

The Objects of the Charity are, for the public benefit, to preserve and protect good health and to advance education, but not exclusively, by providing information, education, services, advocacy and resources relating to safe sexual and reproductive health, primarily for those facing the greatest disadvantage. The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Vision, mission, and goals

WRA UK envisions a world where everyone's right to quality sexual and reproductive healthcare is upheld. Our mission is to advance SRHR through trauma-informed care, safeguarding, and systemic reform. We prioritise ending gender-based violence, promoting gender equity, and ensuring access to rights-based information and services for women, girls, and gender-diverse people. Our work focuses on creating resources, delivering education, leading advocacy campaigns, and building partnerships, all grounded in our Ask Listen Act methodology.

Trustees confirm compliance with Charity Commission guidance on public benefit. All 2024 activities advanced these objectives.

Our 2024 Activities and Achievements

The Board of Trustees confirm compliance with Charity Commission guidance on public benefit. All of our 2024 activities, listed below, advanced these charitable objectives.

Free From Harm (FFH): Training, Tools, and Movement-Building

In 2024, we formally launched freefromharm.co.uk, expanded FFH nationally, and delivered ten full cohorts. The training is a 6-hour course with post-course work required for certification. Alumni spaces and resources supported ongoing engagement.

The 2024 FFH Impact Report showed:

- 100% of participants said the course increased their understanding of the structural causes of obstetric violence.
- 97% believed it should be mandatory for all NHS staff.
- 93% reported they were more confident having difficult conversations with colleagues and service users after the course.
- 91% said they planned to change their day-to-day practice as a result of the training.
- 88% said they would recommend the course to others working in maternity care.
- 74% reported a reduction in feelings of isolation or burnout due to the peer connection built through the course and post-course spaces.

Global Advocacy and Movement Strengthening

In 2024, WRA UK contributed to the broader White Ribbon Alliance (WRA) global advocacy and movement-strengthening efforts, which were supported through external grant funding. This funding enabled the WRA network — including WRA UK — to amplify grassroots demands at global decision-making forums, strengthen community-led advocacy structures, and advance human rights in maternal and reproductive health. Highlights of this collective work included co-coordinating the PMNCH Accountability Breakfast at the UN General Assembly, launching the "On Our Watch" film campaign, participating in public advocacy platforms such as Glastonbury Festival, and securing renewed governmental commitments to women's health rights. WRA UK's role within the global movement helped promote evidence-based, women-led advocacy on the international stage.

EACH Hub: Launching the UK's First Ethical Assisted Conception Platform

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**White Ribbon Alliance UK
Directors' Report (continued)
For The Year Ended 31 December 2024**

Review of the Business - continued

In 2024, we launched the Ethical Assisted Conception Hub (EACH) at www.eachhub.co.uk. Created with National Lottery Community Fund support, EACH is a not-for-profit information hub on donor conception and surrogacy, with a particular focus on LGBTQ+ people and marginalised communities. Through EACH, new partnerships were forged with national-level NGOs; peer-led content, best practice guides for healthcare professionals, and a growing resource library were created, and EACH was shared with a combined audience of over 80,000 via advocacy networks.

Maternity Inequities Scoring Tool (MIST)

In partnership with the University of Southampton, we completed Phase 1 of the Maternity Inequities Scoring Tool (MIST), now renamed IMPACT – Inclusive Maternity Policy Assessment and Change Tool. Activities included two national consultations, co-design of a prototype scoring tool, formation of a working group, and strong partner endorsements. We laid the groundwork for piloting the tool with NHS systems in 2025.

Our plans (2025-2028)

The trustees will continue to seek to best support the objects through fundraising activities and the implementation of operational policies and an effective management structure. The Charity has a firm strategy in place through to the end of 2028, including activities, campaigns, and advocacy projects which plan to pursue over the next three years.

Over the next three years, WRA UK will build on our 2024 achievements by deepening impact, expanding reach, and ensuring programme sustainability.

For Free From Harm, we will expand delivery by training new regional facilitators and train at least 250 healthcare professionals annually. Our goal is to embed Free From Harm into NHS Trust training portfolios and university curricula. We aim to make the programme financially self-sustaining by offering cost-covering delivery to institutions, while retaining accessible routes for individuals, including grant/donor funded scholarship places. The digital platform, alumni community, and post-course certification processes will also be strengthened and expanded.

For the IMPACT Framework, we will complete Phase 2 with the University of Southampton. This includes piloting the policy equity scoring tool across NHS Trusts and commissioning systems, developing an online assessment platform, and expanding engagement with maternity service users, clinicians, and advocates to embed accountability mechanisms at a local level.

Beyond our existing programmes, WRA UK will expand into additional sexual and reproductive health areas including abortion rights, contraception access, perimenopause, menstrual equity, and trauma-informed gynaecological care. We will also develop youth-led advocacy models and regional leadership pathways to foster community-led change.

Finally, we will strengthen our contributions to international movements for sexual and reproductive health rights, sharing knowledge and amplifying grassroots advocacy globally.

Financial Overview

WRA UK is fully funded through September 2025, with a high level of confidence that additional funding for the IMPACT project will be secured by June 2025. Further revenue for late 2025 and 2026 is being pursued through new grant applications and fundraising initiatives.

In 2024, we raised over £15,000 through the Big Give Women & Girls Match Fund and aim to raise £20,000 or more in 2025. Between January and April 2025, WRA UK submitted four grant applications and identified three further opportunities for submission by the end of June, comprising a mixture of WRA-led and partner-led proposals across restricted and unrestricted funding streams.

While there is a risk of cashflow shortfall from October 2025 onwards if new funding is delayed, monthly financial reviews by the Board Chair and Movement Director are in place to provide early warning. Trustees remain confident that sufficient lead time and mitigation measures will protect the charity's operational sustainability.

Directors

The directors who held office during the year were as follows:

Miss Brigid MCCONVILLE			
Mrs Philips Natasha	Resigned	25/10/2024	
Mrs Ritwiza Asthana	Appointed	24/01/2024	Resigned 18/09/2024
Mrs Natalie Boxall	Appointed	24/01/2024	
Mrs Shenaiya Kharegat			
Mrs Elizabeth Mckie			
Dr Tonye Wokoma			
Mrs Amy Worrall-Thompson	Appointed	24/01/2024	

**White Ribbon Alliance UK
Directors' Report (continued)
For The Year Ended 31 December 2024**

Statement of Directors' Responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing the financial statements the directors are required to:

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

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Small Company Rules

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

By order of the board

30/04/2025



Shenaiya Kharegat
Interim Board Chair
White Ribbon Alliance UK

**White Ribbon Alliance UK
Accountant's Report
For The Year Ended 31 December 2024**

Report of the Accountant to the directors of White Ribbon Alliance UK

These financial statements have been prepared in accordance with our terms of engagement and in order to assist you to fulfil your duties under the Companies Acts that relate to preparing the financial statements of the company for the year ended 31 December 2024.

We have prepared these financial statements based on the accounting records, information and explanations provided by you. We do not express any opinion on the financial statements.

On the Balance Sheet you have acknowledged your duties under the prevailing Companies Acts to ensure that the company keeps adequate accounting records and prepares financial statements that give "a true and fair view".

You have determined that the company is exempt from the statutory requirement for an audit for this accounting year. Therefore, the financial statements are unaudited.

The financial statements are provided exclusively to the director for the limited purpose mentioned above, and may not be used or relied upon for any other purpose or by any other person, and we shall not be liable for any other usage or reliance.

27/04/2025

TaxAssist Barnstaple
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36
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White Ribbon Alliance UK
Income and Expenditure Account
For The Year Ended 31 December 2024

	Notes	2024 £	2023 £
TURNOVER		<u>124,126</u>	<u>96,457</u>
GROSS SURPLUS		124,126	96,457
Distribution costs		(70)	-
Administrative expenses		<u>(157,154)</u>	<u>(222,123)</u>
OPERATING DEFICIT		(33,098)	(125,666)
Other interest receivable and similar income		<u>8</u>	<u>198</u>
DEFICIT FOR THE FINANCIAL YEAR		<u><u>(33,090)</u></u>	<u><u>(125,468)</u></u>

The notes on page 8 form part of these financial statements.

White Ribbon Alliance UK
Balance Sheet
As At 31 December 2024

		2024		2023	
	Notes	£	£	£	£
CURRENT ASSETS					
Debtors	4	539		4,771	
Cash at bank and in hand		21,127		49,694	
		21,666		54,465	
Creditors: Amounts Falling Due Within One Year					
	5	(1,051)		(760)	
NET CURRENT ASSETS (LIABILITIES)					
			20,615		53,705
TOTAL ASSETS LESS CURRENT LIABILITIES					
			20,615		53,705
NET ASSETS					
			20,615		53,705
Income and Expenditure Account			20,615		53,705
MEMBERS' FUNDS					
			20,615		53,705

For the year ending 31 December 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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

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

On behalf of the board

30/04/2025

The notes on page 8 form part of these financial statements.

White Ribbon Alliance UK
Notes to the Financial Statements
For The Year Ended 31 December 2024

1. General Information

White Ribbon Alliance UK is a private company, limited by guarantee, incorporated in England & Wales, registered number 07369725. The registered office is International House 307 Cotton Exchange , Old Hall Street , Liverpool , L3 9LQ.

2. Accounting Policies

2.1. Basis of Preparation of Financial Statements

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 102 section 1A Small Entities "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

2.2. Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

Sale of goods

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods has transferred to the buyer. This is usually at the point that the customer has signed for the delivery of the goods.

Rendering of services

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

2.3. Foreign Currencies

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction. Exchange differences are taken into account in arriving at the operating surplus.

3. Average Number of Employees

Average number of employees, including directors, during the year was: 2 (2023:)

4. Debtors

	2024	2023
	£	£
Due within one year		
Other debtors	539	4,771

5. Creditors: Amounts Falling Due Within One Year

	2024	2023
	£	£
Trade creditors	36	208
Bank loans and overdrafts	-	19
Other creditors	1,015	359
Taxation and social security	-	174
	1,051	760

6. Company limited by guarantee

The company is limited by guarantee and has no share capital.

Every member of the company undertakes to contribute to the assets of the company, in the event of a winding up, such an amount as may be required not exceeding £1.

White Ribbon Alliance UK
Detailed Income and Expenditure Account
For The Year Ended 31 December 2024

	2024		2023	
	£	£	£	£
TURNOVER				
Donations & Legacies		12,160		61,716
Grant Funding		97,842		-
Donations & legacies (Restricted)		-		34,741
Commissions		12,150		-
Donation - Beryl Aid		1,441		-
Training Income		533		-
		<u>124,126</u>		<u>96,457</u>
GROSS SURPLUS		124,126		96,457
Distribution Costs				
Foreign exchange deficit	70		-	
		(70)		-
Administrative Expenses				
Wages and salaries	32,410		83,526	
Employers NI	-		7,505	
Employers pensions - defined contributions scheme	2,031		5,191	
Recruitment costs	-		22	
Staff training	242		160	
Staff welfare	-		2,205	
Travel and subsistence expenses	38		-	
Travel expenses	242		12,121	
Rent	-		760	
Computer software costs	1,804		731	
Computer and IT repairs and maintenance	1,101		2,119	
Insurance	562		157	
Printing, postage and stationery	433		204	
Printing	-		3,218	
Event costs	440		-	
Postage	750		-	
Advertising and marketing costs	2,425		2,716	
PR expenses	-		4,355	
Other marketing costs	154		-	
Accountancy fees	3,122		4,156	
Legal fees	1,223		4,769	
Consultancy fees	105,254		57,593	
Delivery Partners	-		29,900	
Subscriptions	434		529	
HR Costs	2,315		-	
Bank charges	303		81	
Other office costs	-		105	
Sundry expenses	204		-	
Gifts (Volunteers)	(387)		-	
Bank Revaluations	2,054		-	
		<u>(157,154)</u>		<u>(222,123)</u>
OPERATING DEFICIT		(33,098)		(125,666)

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White Ribbon Alliance UK
Detailed Income and Expenditure Account (continued)
For The Year Ended 31 December 2024

Other interest receivable and similar income			
Bank interest receivable	<u>8</u>	<u>198</u>	
		8	198
DEFICIT FOR THE FINANCIAL YEAR		<u>(33,090)</u>	<u>(125,468)</u>