# Hello World

England & Wales · Charity number 1148596

## Details

| | |
|---|---|
| **Other names** | PROJECTS FOR ALL, THE AFRICA COMMUNITY TRUST |
| **Status** | Registered |
| **Legal form** | Trust |
| **Registered** | 2012-08-16 |
| **Register** | View on the Charity Commission register |

## Contact

| | |
|---|---|
| **Address** | Beehive<br>The Barn<br>Kings Newton Hall<br>Main Street<br>Kings Newton<br>Melbourne<br>Derby<br>DE73 8BX |
| **Phone** | 07742411698 |
| **Email** | jo@projecthelloworld.org |
| **Website** | www.projecthelloworld.org |

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## Activities

**Objects:** SUSTAINABLE DEVELOPMENT"DEVELOPMENT WHICH MEETS THE NEEDS OF THE PRESENT WITHOUT COMPROMISING THE ABILITY OF FUTURE GENERATIONS TO MEET THEIR OWN NEEDS". TO PROMOTE SUSTAINABLE DEVELOPMENT FOR THE BENEFIT OF THE PUBLIC BY:(A) THE PRESERVATION, CONSERVATION AND THE PROTECTION OF THE ENVIRONMENT AND THE PRUDENT USE OF RESOURCES;(B) THE RELIEF OF POVERTY AND THE IMPROVEMENT OF THE CONDITIONS OF LIFE IN SOCIALLY AND ECONOMICALLY DISADVANTAGED COMMUNITIES;(C) THE PROMOTION OF SUSTAINABLE MEANS OF ACHIEVING ECONOMIC GROWTH AND REGENERATION.CAPACITY BUILDINGTO DEVELOP THE CAPACITY AND SKILLS OF THE MEMBERS OF THE SOCIALLY AND ECONOMICALLY DISADVANTAGED COMMUNITIES OF AFRICA IN SUCH A WAY THAT THEY ARE BETTER ABLE TO IDENTIFY, AND HELP MEET, THEIR NEEDS AND TO PARTICIPATE MORE FULLY IN SOCIETY. PREVENTION OR RELIEF OF POVERTY FOR THE PUBLIC BENEFITTHE PREVENTION OR RELIEF OF POVERTY [OR FINANCIAL HARDSHIP] ANYWHERE IN THE WORLD BY PROVIDING OR ASSISTING IN THE PROVISION OF EDUCATION, TRAINING, HEALTHCARE PROJECTS AND ALL THE NECESSARY SUPPORT DESIGNED TO ENABLE INDIVIDUALS TO GENERATE A SUSTAINABLE INCOME AND BE SELF-SUFFICIENT.

**Activities:** Hello World initiates and supports projects that provide sustainable development, capacity building, and prevention of relief or poverty. Hello World follows principles of community-led development and respect in addressing critical needs in the developing world.

## Classification

- **How:** Provides Human Resources, Provides Buildings/facilities/open Space, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, The Prevention Or Relief Of Poverty, Overseas Aid/famine Relief, Environment/conservation/heritage, Economic/community Development/employment, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Elderly/old People, The General Public/mankind

## Geography

- Nepal
- Nigeria
- Uganda

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## Finances

| Period end | Income | Expenditure | Assets | Employees |
|---|---|---|---|---|
| 2025-03-31 | £251,240 | £694,960 | - | - |
| 2024-03-31 | £584,590 | £1,239,075 | £534,370 | 5 |
| 2023-03-31 | £1,223,517 | £1,025,243 | £1,188,855 | 5 |
| 2022-03-31 | £1,506,894 | £653,187 | £990,581 | 4 |
| 2021-03-31 | £435,920 | £300,614 | - | - |

## Trustees

| Name | Role | Appointed |
|---|---|---|
| **Marcus William Exall** | Chair | 2019-02-06 |
| Erin Elizabeth Bown-Anderson | | 2024-12-05 |
| Laura Castrillo | | 2024-12-05 |
| Marti Wigder Grimminck | | 2024-12-05 |
| Michael Jensen | | 2024-12-05 |
| Stephen Whitehead | | 2024-05-22 |

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**Hello World**

England & Wales - Charity number 1148596

# Accounts

# Annual Report and Financial Statements for the Year Ended 31 March 2025

**Charity Number: 1148596**

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## Reference and Administrative Details

| | |
|---|---|
| **Chair** | Marcus William Exall |
| **Trustees** | Erin Bown-Anderson<br>Laura Castrillo<br>Marti Grimminick<br>Mike Jensen<br>Stephen Whitehead |
| **Senior Management** | Jo Henderson, Executive Director |
| **Charity Registration Number** | 1148596 |
| **Registered Office** | 28 Digby Crescent<br>Finsbury Park<br>London<br>N4 2HR |
| **Independent Examiner** | Thompson Jenner<br>Chartered Accountants<br>1 Colleton Crescent<br>Exeter<br>Devon<br>EX2 4DG |

## Trustees' Report

The charity is an unincorporated association; its governing documents are its trust deed. The trustees present the Annual Report together with the Financial Statements and Independent Examiner's Report of the charitable organisation for the year ending 31 March 2025. The references and administrative information set out on page 3 form part of this report.

The trustees and officers serving during the year and since the year-end were as follows:

Erin Bown-Anderson (Appointed 05/12/2024)
Laura Castrillo (Appointed 05/12/2024)
Marti Grimminck (Appointed 05/12/2024)
Mike Jensen (Appointed 05/12/2024)
Stephen Whitehead (Appointed 22/05/2024)
Marcus Exall (Appointed 06/02/2019)
Stephanie Bruce (resigned 20/03/2025)
Laura Hartnett (resigned 20/03/2025)
Frances Baawuah (resigned 20/03/2025)
Jonathan Stadlen (resigned 23/05/2024)
Lopa Winters (resigned 05/12/2024)

Chair: Marcus Exall

### Our Aim

Summary of the objectives of the charity set out in its governing document: Hello World initiates and supports projects that provide sustainable development, capacity building, and prevention of relief or poverty. Hello World follows principles of community-led development and respect in addressing critical needs in the developing world.

Summary of the main activities undertaken for the public benefit in relation to these objectives:

- Sustainable development, i.e., "development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (Trust Deed).
- To promote sustainable development for the benefit of the public by: (a) the preservation, conservation and the protection of the environment and the prudent use of resources; (b) the relief of poverty and the improvement of the conditions of life in socially and economically disadvantaged communities; (c) the promotion of sustainable means of achieving economic growth and regeneration.
- Capacity building. To develop the capacity and skills of the members of the socially and economically disadvantaged communities of Africa in such a way that they are better able to identify and help meet their needs and to participate more fully in society.
- Prevention or relief of poverty for the public benefit. The prevention or relief of poverty [or financial hardship] anywhere in the world by providing or assisting in the provision of education, training, healthcare projects and all the necessary support designed to enable individuals to generate a sustainable income and be self-sufficient.

We are confident that we meet the public benefit requirements, having taken into consideration the Charity Commission's guidance.

## Achievements and Activities 1 April 2024 to 31 March 2025

Over the course of the financial year spanning April 2024 to March 2025, Hello World has continued to champion community-centred connectivity solutions that close the digital divide. Our model -*the Hello Hub*- has now been tested, replicated, and scaled across Uganda and Nepal, and more recently shared with partners in Nigeria and Burundi. Through this work, we have seen communities gain the agency, confidence, and digital capacity to design and drive their own development solutions.

Hello World's mission is to close the global digital and education gap by bringing internet access and digital learning opportunities to marginalised communities, enabling them to lead their own social and economic development. Our work is grounded in the belief that when people gain access to the internet, they rapidly begin to use it to educate themselves, build businesses, connect with others, and improve their lives. Every success within a Hub community filters outward, multiplying impact across generations.

The 2024-2025 financial year was a period of strategic evolution and organisational transition, shaped by both opportunity and challenge. The Charity's income for the year was £251,240, reflecting a period of continued delivery and adaptation amid a tightening global funding landscape.

In October 2024, Hello World announced a new strategic focus and operational model designed to increase our reach and sustainability. Building on more than a decade of impact, we set out a plan to decentralise further, enabling more remote communities to lead their own Hello Hub builds and operations, with Hello World taking on a teaching, training, and advisory role. This shift represents a logical and mission-aligned evolution. It is more efficient, both financially and practically, for Hello World to decentralise processes and empower communities to self-seed growth while maintaining a lean, adaptive core team focused on knowledge transfer and technical support.

The Trustees would like to extend their sincere thanks to the Hello World team for their dedication, professionalism, and impact during what has been a particularly challenging year. Despite financial and operational headwinds, the team has continued to deliver our mission with clarity, innovation, and purpose.

Special recognition is extended to Katrin McMillan, Hello World's Founder and CEO. Katrin's enduring vision for community-centred connectivity - long before the "digital divide" became a mainstream global issue - remains at the heart of our organisation's approach and success. At the end of 2024, Katrin transitioned away from the day-to-day operations of Hello World but remains actively involved in supporting fundraising and sharing Hello World's story. Her vision and impact were celebrated in March 2025 at an event hosted by our partner, Saatchi World Services.

## Achievements and Performance

At the end of March 2025, there were 115 Hello Hubs globally, reaching over 140,000 people: Uganda: 85 Hubs; Nepal: 23 Hubs; Nigeria: 5 Hubs; Burundi: 2 Hubs. Each Hub serves an average of 1,250 regular users, providing access to power, hardware, connectivity, and educational content.

## Hello Hub Scale

In early 2025, Hello World delivered 15 new Hubs across Uganda (all school-based, in the Eastern and Central regions), bringing the total to 85 Hubs and over 105,000 regular community users.

In Nepal, five new Hubs were built, including three under the new Chautari ("Hub Lite") model in 2024. The Nepal Hello World team successfully transitioned to a decentralised and independent structure, with our implementing partner, Technology for All, taking on Hello World's operational approach and the Hello Hub model at the end of 2024.

In Nigeria, five new Hubs were built in 2024 through a partnership with the Association for Progressive Communications (APC) and implementing partner CITAD. These Hubs have significantly impacted underserved communities, enhancing access to education, digital tools, and economic opportunity. This scale followed our initial co-build and training in early 2024, demonstrating the scalability and success of Hello World's community-led approach.

In Burundi, two Hubs were built in partnership with CARE International in May 2024. These digital Hubs support CARE's programming and are sustainably managed by community and youth groups, supporting entrepreneurship and digital education.

### Sustainability

We made strong progress towards transitioning existing Hello Hubs to fully independent, community-managed operations. In Uganda, eight Hubs were transitioned by March 2025, and plans are underway to transition the majority of Uganda-based Hubs by the end of 2025.

Community consultation, feedback, and co-design are central to this process. Communities have identified a range of sustainable financial support mechanisms, from community contributions and local fundraising, to revenue generation through activities around the Hub and data voucher sales, or management by a Community-Based Organisation or school.

### Partnerships

We have continued to focus on partnerships and capacity building. In 2024-2025, we established an early-stage partnership with the Uganda Communications Commission and continued to strengthen our partnership with the Association for Progressive Communications (APC). Our Technical Director also contributed to a series of consultations to support the development of a National Community Network Strategy in Nigeria and provided capacity building to community networks to strengthen digital Hub sustainability and management in Nigeria.

### Digital Inclusion and Education Programmes

We continued to deliver, adapt, and expand our digital inclusion and education programmes to enhance digital skills and Hub usage across communities. In 2024-2025, we:

- Delivered the Hub Heroes Library Programme, funded by the Educational Opportunity Foundation, expanding to 25 new communities and reaching 547 primary-aged children, building on the previous year's 420. By March 2025, a further 720 children were enrolled across 31 communities. Children completing the programme improved their literacy and numeracy skills significantly through the Hub Heroes curriculum.

- Trained 353 adults in digital skills across Uganda, increasing their digital confidence and online safety knowledge, with an average 55 per cent improvement from baseline to endline assessments. By the end of March 2025, we were preparing to launch the next phase of this programme, focusing on primary school teachers across school-based Hubs, with the goal of training 200 teachers by mid-2025.
- Delivered innovation training to 85 young people and adults in Northern Uganda, utilising our Hubs and digital access to develop 37 community-based prototypes addressing local challenges.

A 2024 impact study showed that:

- 75 per cent of Hub users use digital tools for learning and education
- 44 per cent use digital tools to earn an income
- 50 per cent completed an online course or training in 2024
- All surveyed reported sharing their digital skills with others – each teaching an average of 12 people, indicating an indirect reach of more than one million individuals

## Plans for the Future

In 2025-2026, Hello World will focus on:

- Transitioning all Hello Hubs in Uganda to full community ownership and management;
- Expanding digital inclusion programmes to deepen local skills, vocational opportunities, and educational outcomes;
- Offering technical training and consultancy services to partners and communities implementing the Hello Hub model independently;
- Continuing to collaborate with development organisations and share our model on an open-access basis.

Our firm intention is to continue strengthening local skills, innovation, and trust, improving the lives of people who deserve to be connected to the rest of the world. As Hello World enters its next phase, we remain proud of what has been achieved and optimistic about what lies ahead.

### Structure, governance and management

The charity is managed by the Board of Trustees, who aim to meet at least 4 times a year.

The governing documents set out the Trustee appointment regime. Day-to-day management is delegated to the Executive Director.

### Financial Review

The attached financial statements show the results for the period and the charity's financial position at the end of the period.

The 2024–2025 financial year was a period of strategic evolution and organisational transition, shaped by both opportunity and challenge. The Charity's income for the year was £251,240, reflecting continued delivery and adaptation amid a tightening global funding landscape. This reduction in income was anticipated: a significant multi-year funding partnership that had enabled Hello World to scale rapidly in Uganda, deepen global partnerships, and refine our model reached its planned conclusion during the year.

As expected, our operational budget and fundraising profile have now normalised to align with current sector conditions and our post-scale consolidation phase. The Organisation has adjusted strategically, focusing on diversified income, targeted programme development, and strengthening long-term sustainability.

The charity relies primarily on donations and grants, which totalled £246,173 for the period. Donations of £111,910 were restricted in use and primarily designated for specific project activities.

Incoming resources during the period were mainly derived from core and project funding for Hello World Hub builds, programme delivery, and operations across Uganda and Nepal. The charity's most significant sources of income included grants from GSR Foundation, the Educational Opportunity Foundation, along with public and private donations.

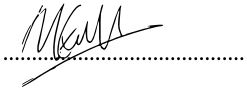
During the period, expenditure was focused on delivering our core digital skills programmes, ensuring that the majority of funds were directed towards Hub construction, community engagement, and ongoing project and programme delivery.

At the end of the period, the charity maintained reserves of £90,650, providing financial sustainability for the upcoming year and flexibility to manage potential risks.

## Policy on Reserves

To ensure the charity's ability to meet its financial obligations when due, Hello World strives to hold a target cash reserve sufficient to fund at least three months of core operations. This target is monitored through a multi-year financial forecast, which is tracked in real-time. The charity regularly reviews its reserves policy to ensure it remains appropriate to its needs and operating environment.

The annual report was approved by the trustees of the charity on 23/12/25 and signed on its behalf by:



Chair of Trustees

# Hello World

## Statement of Trustees' Responsibilities

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

The law applicable to charities requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008, and the provisions of the constitution. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Approved by the trustees of the charity on 23/12/25 and signed on its behalf by:

.....

Trustee

# Hello World

## Independent Examiner's Report to the trustees of Hello World

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

**Responsibilities and basis of report**

As the charity trustees of Hello World you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Hello World's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

Since Hello World's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Association of Chartered Certified Accountants, which is one of the listed bodies.

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

1. accounting records were not kept in respect of Hello World as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

.....
David Tucker ACA FCCA
Association of Chartered Certified Accountants

Thompson Jenner LLP
Chartered Accountants
1 Colleton Crescent
Exeter
Devon
EX2 4DG

Date: 06/01/2026

## Hello World

## Statement of Financial Activities for the Year Ended 31 March 2025

| | Note | Unrestricted funds £ | Restricted funds £ | Total 2025 £ |
|---|---|---|---|---|
| **Income and Endowments from:** | | | | |
| Donations and legacies | 2 | 134,263 | 111,910 | 246,173 |
| Other trading activities | 3 | 2,690 | - | 2,690 |
| Investment income | 4 | 2,377 | - | 2,377 |
| Total income | | 139,330 | 111,910 | 251,240 |
| **Expenditure on:** | | | | |
| Raising funds | 5 | (133,114) | - | (133,114) |
| Charitable activities | 6 | (510,038) | (51,808) | (561,846) |
| Total expenditure | | (643,152) | (51,808) | (694,960) |
| Net (expenditure)/income | | (503,822) | 60,102 | (443,720) |
| Net movement in funds | | (503,822) | 60,102 | (443,720) |
| **Reconciliation of funds** | | | | |
| Total funds brought forward | | 530,745 | 3,625 | 534,370 |
| Total funds carried forward | 16 | 26,923 | 63,727 | 90,650 |

## Hello World

## Statement of Financial Activities for the Year Ended 31 March 2025 (continued)

| | Note | Unrestricted funds £ | Restricted funds £ | Total 2024 £ |
|---|---|---|---|---|
| **Income and Endowments from:** | | | | |
| Donations and legacies | 2 | 454,652 | 105,889 | 560,541 |
| Other trading activities | 3 | 13,397 | - | 13,397 |
| Investment income | 4 | 10,652 | - | 10,652 |
| Total income | | 478,701 | 105,889 | 584,590 |
| **Expenditure on:** | | | | |
| Raising funds | 5 | (254,761) | (63,576) | (318,337) |
| Charitable activities | 6 | (123,309) | (797,429) | (920,738) |
| Total expenditure | | (378,070) | (861,005) | (1,239,075) |
| Net income/(expenditure) | | 100,631 | (755,116) | (654,485) |
| Net movement in funds | | 100,631 | (755,116) | (654,485) |
| **Reconciliation of funds** | | | | |
| Total funds brought forward | | 430,114 | 758,741 | 1,188,855 |
| Total funds carried forward | 16 | 530,745 | 3,625 | 534,370 |

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2024 is shown in note 16.

# Hello World

## (Registration number: 1148596)
## Balance Sheet as at 31 March 2025

| | Note | 2025<br>£ | 2024<br>£ |
|---|---|---|---|
| **Current assets** | | | |
| Debtors | 13 | 2,720 | 5,448 |
| Cash at bank and in hand | 14 | 94,526 | 548,548 |
| | | 97,246 | 553,996 |
| **Creditors: Amounts falling due within one year** | 15 | (6,596) | (19,626) |
| **Net assets** | | 90,650 | 534,370 |
| **Funds of the charity:** | | | |
| **Restricted income funds** | | | |
| Restricted funds | 16 | 63,727 | 3,625 |
| **Unrestricted income funds** | | | |
| Unrestricted funds | | 26,923 | 530,745 |
| **Total funds** | 16 | 90,650 | 534,370 |

The financial statements on pages 11 to 28 were approved by the trustees, and authorised for issue on 23/12/25.. and signed on their behalf by:

.....
Trustee

## Hello World

## Cash Flow Statement for the Year Ended 31 March 2025

| | Note | 2025<br>£ | 2024<br>£ |
|---|---|---|---|
| **Cash flows from operating activities** | | | |
| Net cash expenditure | | (443,720) | (654,485) |
| **Adjustments to cash flows from non-cash items** | | | |
| Investment income | 4 | (2,377) | (10,652) |
| | | (446,097) | (665,137) |
| **Working capital adjustments** | | | |
| Decrease in debtors | 13 | 2,728 | 56,931 |
| Decrease in creditors | 15 | (13,030) | (3,933) |
| Net cash flows from operating activities | | (456,399) | (612,139) |
| **Cash flows from investing activities** | | | |
| Interest receivable and similar income | 4 | 2,377 | 10,652 |
| Net decrease in cash and cash equivalents | | (454,022) | (601,487) |
| Cash and cash equivalents at 1 April | | 548,548 | 1,150,035 |
| Cash and cash equivalents at 31 March | | 94,526 | 548,548 |

All of the cash flows are derived from continuing operations during the above two periods.

# Hello World

## Notes to the Financial Statements for the Year Ended 31 March 2025

### 1 Accounting policies

**Statement of compliance**
The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

**Basis of preparation**
Hello World meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

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

**Judgements**
In the application of the trust's accounting policiess, which are described in this note, the Trustees are required to make judgements, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historically known factors and experience. Therefore, the trustees do not perceive there to be critical areas of judgement or sources of estimation uncertainty in the formulation of the financial statements.

**Income and endowments**
Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

***Donations and legacies***

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured. In the event that a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfulment of those conditions is wholly within the control of the charity and it is probabl that these conditions will be fulfilled in the reporting period.

***Grants receivable***

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

***Deferred income***

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:
- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

***Investment income***

Bank interest is recognised once the interest has been received.

**Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

***Raising funds***

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

***Charitable activities***

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

**Governance costs**

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

**Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

**Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

**Trade creditors**

are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

**Foreign exchange**
Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

Other exchange differences are recognised in the statement of financial activities in the period in which they arise.

**Fund structure**
Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

**Pensions and other post retirement obligations**
The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

**Financial instruments**

***Classification***

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.
Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

***Recognition and measurement***

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

***Impairment***

At the end of each reporting period financial assets measued at amortised cost are assessed for objective evidence of impairment. If an asset is impaired the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in the statement of financial activites.

## 2 Income from donations and legacies

| | Unrestricted funds General £ | Restricted funds £ | Total funds £ |
|---|---|---|---|
| Donations and legacies; | | | |
| Donations from companies, trusts and similar proceeds | 106,027 | 111,910 | 217,937 |
| Donations from individuals | 28,236 | - | 28,236 |
| **Total for 2025** | 134,263 | 111,910 | 246,173 |
| **Total for 2024** | 454,652 | 105,889 | 560,541 |

## 3 Income from other trading activities

| | Unrestricted funds General £ | Total funds £ |
|---|---|---|
| Events income; | | |
| Other events income | 2,690 | 2,690 |
| **Total for 2025** | 2,690 | 2,690 |
| **Total for 2024** | 13,397 | 13,397 |

## 4 Investment income

| | Unrestricted funds General £ | Total funds £ |
|---|---|---|
| Interest receivable and similar income; | | |
| Bank interest receivable | 2,377 | 2,377 |
| **Total for 2025** | 2,377 | 2,377 |
| **Total for 2024** | 10,652 | 10,652 |

## 5 Expenditure on raising funds

| | 2025 | 2024 |
|---|---|---|
| | £ | £ |
| Web development and design | 1,405 | 4,167 |
| Fundraising & communications | 80,224 | 225,512 |
| Governance costs | 4,200 | 3,500 |
| Other administrative costs | 47,285 | 85,158 |
| Total | 133,114 | 318,337 |

£133,114 (2024: £254,761) of the above expenditure relates to unrestricted funds and £nil (2024: £63,576) relates to restricted funds.

## 6 Expenditure on charitable activities

| | 2025 | 2024 |
|---|---|---|
| | £ | £ |
| Hello Hubs - Global | 196,887 | 181,609 |
| *Uganda Operations:* | | |
| Equipment | - | 203,366 |
| Labour | 201,270 | 230,385 |
| Miscellaneous | 98,920 | 178,100 |
| *Nepal Operations:* | | |
| Equipment | 1,686 | 39,547 |
| Labour | 48,415 | 62,044 |
| Miscellaneous | 14,668 | 25,687 |
| Total | 561,846 | 920,738 |

£510,038 (2024: £123,309) of the above expenditure relate to unrestricted funds and £51,808 (2024: £797,429) relate to restricted funds.

## 7 Analysis of governance and support costs

### Governance costs

| | Unrestricted funds General £ | Total funds £ |
|---|---|---|
| Independent examiner fees | | |
| Examination of the financial statements | 4,200 | 4,200 |
| **Total for 2025** | 4,200 | 4,200 |
| **Total for 2024** | 3,500 | 3,500 |

## 8 Net incoming/outgoing resources

Net outgoing resources for the year include:

| | 2025 £ | 2024 £ |
|---|---|---|
| Foreign currency gains | - | (6,872) |

## 9 Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any reimbursed expenses or any other benefits from the charity during the year.

## 10 Staff costs

The aggregate payroll costs were as follows:

| | 2025 £ | 2024 £ |
|---|---|---|
| **Staff costs during the year were:** | | |
| Wages and salaries | 201,527 | 279,254 |
| Social security costs | 18,209 | 27,302 |
| Pension costs | 4,097 | 5,241 |
| | 223,833 | 311,797 |

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year expressed as full time equivalents was as follows:

| | 2025<br>No | 2024<br>No |
|---|---|---|
| Administration | 2 | 3 |
| Management | 2 | 2 |
| | 4 | 5 |

4 (2024 - 5) of the above employees participated in the Defined Contribution Pension Schemes.

The number of employees whose emoluments fell within the following bands was:

| | 2025<br>No | 2024<br>No |
|---|---|---|
| £60,001 - £70,000 | 1 | - |
| £80,001 - £90,000 | - | 2 |

The total employee benefits of the key management personnel of the charity were £115,890 (2024 - £187,902).

**11 Independent examiner's remuneration**

| | 2025<br>£ | 2024<br>£ |
|---|---|---|
| Examination of the financial statements | 4,200 | 3,500 |

## 12 Taxation

The charity is a registered charity and is therefore exempt from taxation.

## 13 Debtors

| | 2025<br>£ | 2024<br>£ |
|---|---|---|
| Accrued income | - | 5,448 |
| Other debtors | 2,720 | - |
| | 2,720 | 5,448 |

## 14 Cash and cash equivalents

| | 2025<br>£ | 2024<br>£ |
|---|---|---|
| Cash on hand | 3,273 | 27,056 |
| Cash at bank | 91,253 | 521,492 |
| | 94,526 | 548,548 |

## 15 Creditors: amounts falling due within one year

| | 2025<br>£ | 2024<br>£ |
|---|---|---|
| Trade creditors | 1,882 | 1,691 |
| Other creditors | - | 2 |
| Pension scheme creditor | 514 | 1,214 |
| Accruals | 4,200 | 16,719 |
| | 6,596 | 19,626 |

## 16 Funds

| | Balance at 1 April 2024 £ | Incoming resources £ | Resources expended £ | Balance at 31 March 2025 £ |
|---|---|---|---|---|
| **Unrestricted funds** | | | | |
| ***General*** | | | | |
| Unrestricted | 530,745 | 139,330 | (643,152) | 26,923 |
| **Restricted funds** | | | | |
| RCRT20 | 2,719 | - | (2,719) | - |
| Coles Medlock | - | 10,000 | (668) | 9,332 |
| APC | - | 2,720 | - | 2,720 |
| St James Place | - | 2,500 | - | 2,500 |
| Andan | - | 9,686 | - | 9,686 |
| Allan & Nesta | - | 20,000 | - | 20,000 |
| 48 Percent | - | 23,446 | (5,079) | 18,367 |
| Educational Opportunity Foundation (BFSS) | - | 29,381 | (28,259) | 1,122 |
| CARE International | 906 | 14,177 | (15,083) | - |
| **Total restricted funds** | 3,625 | 111,910 | (51,808) | 63,727 |
| **Total funds** | 534,370 | 251,240 | (694,960) | 90,650 |

## Notes to the Financial Statements for the Year Ended 31 March 2025 (continued)

| | Balance at 1 April 2023 £ | Incoming resources £ | Resources expended £ | Balance at 31 March 2024 £ |
|---|---|---|---|---|
| **Unrestricted funds** | | | | |
| ***General*** | | | | |
| Unrestricted | 430,114 | 478,701 | (378,070) | 530,745 |
| **Restricted** | | | | |
| RCRT20 | 2,719 | - | - | 2,719 |
| Andan | - | 15,489 | (15,489) | - |
| ABRDN | 108 | - | (108) | - |
| 48 Percent | 12,011 | 9,649 | (21,660) | - |
| ABDN 2 | 626,903 | - | (626,903) | - |
| Marr-Munning | 117,000 | - | (117,000) | - |
| UNHCR | - | 75,303 | (75,303) | - |
| CARE International | - | 5,448 | (4,542) | 906 |
| **Total restricted funds** | 758,741 | 105,889 | (861,005) | 3,625 |
| **Total funds** | 1,188,855 | 584,590 | (1,239,075) | 534,370 |

The specific purposes for which the funds are to be applied are as follows:

MIT Solve - The Andan Prize for Innovation in Refugee Inclusion
Hello World was awarded the Andan Prize for Innovation in Refugee Inclusion via MIT Solve and supported by the Andan Foundation in September 2024. This was a cash prize of $12,500 in recognition of our work to support the digital economic inclusion of refugees in Uganda.

Zendesk
Hello World was awarded the 'Tech for Good Impact Award' in 2024. This was a cash prize of $25,000 in unrestricted support towards Hello World's core operational costs.

48percent.org
Hello World received funding from 48percent.org to deliver digital skills and inclusion training across Hello Hub communities in Uganda.

Allan and Nesta Ferguson Charitable Trust
Hello World received £20,000 in restricted support to deliver a digital literacy and numeracy inclusion programme targeting young learners across Hello Hub communities in Uganda.

Coles Medlock Foundation
£10,000 in restricted support provided to deliver digital skills training to girls across Hello Hub communities.

Educational Opportunity Foundation (formally British & Foreign School Society): May 2024
£29,381 over 12 months in restricted funding to deliver a digital literacy and numeracy inclusion programme targeting young learners across Hello Hub communities in Uganda.

Brian Mercer Trust
£30,000 support provided on an unrestricted basis, supporting Hello World's focus on ongoing operations and expanding reach through community-driven technology initiatives.

St James Place Charitable Foundation
A restricted donation to support and match fund a digital literacy and numeracy inclusion programme targeting young learners across Hello Hub communities in Uganda.

Association Progressive Communications
Funds to support the ongoing capacity building of community organisations in Nigeria to manage and maintain the Hello Hub model sustainably in their communities, following training delivered by Hello World in early 2024.

CARE International
Funds to support efforts to close the digital divide and support training and construction of two Hello Hubs in Burundi in partnership with CARE International and CARE Burundi.

Cobalt Trust
£30,000 support provided on an unrestricted basis, supporting Hello World's focus on ongoing operations and expanding reach through community-driven technology initiatives.

GSR Foundation.
£23,686 provided on an unrestricted basis, supporting Hello World's focus on ongoing operations and expanding reach through community-driven technology initiatives.

RCRT partnered with HW to fund and support the research needed to measure and document - to the best possible standards - the impact Hello Hubs are having in their communities. At the same time, on the practical side, this project has provided vocational skills for girls, various mentoring and training programs and ultimately helped to build and activate new hubs in rural Uganda.

ABDN 2 (Aberdeen Corporate Services Limited)
£750,000 provided on an unrestricted basis, supporting Hello World's focus on engineering, empowerment, sustainability, and expanding reach through community-driven technology initiatives.

Marr-Munning (Marr Munning Trust)
£117,000 over two years to support the development and expansion of Hello World operations in Nepal, including the scaling of digital inclusion programs and community technology hubs.

ABRDN (Standard Life Aberdeen)
These funds were allocated to support Hello World's operations, with the primary goal of constructing 64 new Hello Hubs in underserved communities while also supporting broader organisational activities necessary to achieve this objective.

UNHCR (United Nations High Commissioner for Refugees)
Funds dedicated to creating sustainable access for remote work and online learning for refugees and host community members in Bidibidi refugee camp. The project included the revitalisation of a community centre, establishing a sustainable management structure, and providing digital skills and online safety training.

## 17 Analysis of net assets between funds

| | Unrestricted funds General £ | Restricted funds £ | Total funds at 31 March 2025 £ |
|---|---|---|---|
| Current assets | 33,519 | 63,727 | 97,246 |
| Current liabilities | (6,596) | - | (6,596) |
| Total net assets | 26,923 | 63,727 | 90,650 |

| | Unrestricted funds General £ | Restricted funds £ | Total funds at 31 March 2024 £ |
|---|---|---|---|
| Current assets | 550,371 | 3,625 | 553,996 |
| Current liabilities | (19,626) | - | (19,626) |
| Total net assets | 530,745 | 3,625 | 534,370 |

## 18 Analysis of net funds

| | At 1 April 2024 £ | Financing cash flows £ | At 31 March 2025 £ |
|---|---|---|---|
| Cash at bank and in hand | 548,548 | (454,022) | 94,526 |
| Net debt | 548,548 | (454,022) | 94,526 |

## 19 Related party transactions

There were no related party transactions in the year.

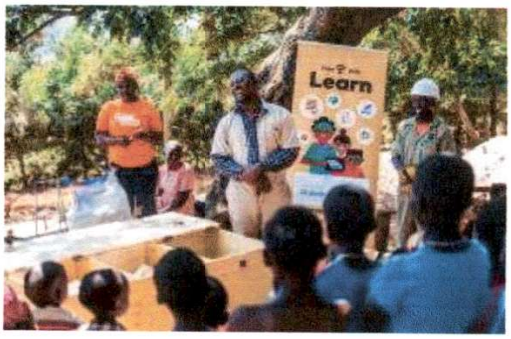
**Hello World**

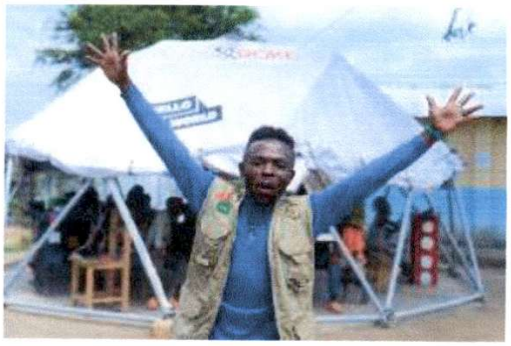
England & Wales - Charity number 1148596

# Accounts

# Annual Report and Financial Statements for the Year Ended 31 March 2024

**Charity Number: 1148596**





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## Reference and Administrative Details

| | |
|---|---|
| **Trustees** | Stephen Whitehead<br>Laura Hartnett<br>Marcus William Exall<br>Frances Baawuah<br>Lopa Winters<br>Stephanie Jane Bruce |
| **Senior Management/Leadership Team** | Katrin McMillan<br>Chief Executive Officer<br><br>Angharad Jones<br>Chief Operating Officer |
| **Charity Registration Number** | 1148596 |
| **Principal Office** | 28 Digby Crescent<br>Finsbury Park<br>London<br>N4 2HR |
| **Independent Examiner** | Thompson Jenner LLP<br>Chartered Accountants<br>1 Colleton Crescent<br>Exeter<br>Devon<br>EX2 4DG |

## Trustees' Report

The charity is an unincorporated association; its governing documents are its trust deed. The trustees present the Annual Report together with the Financial Statements and Auditor's Report of the charitable organisation for the year ending 31 March 2024. The references and administrative information set out on page 1 form part of this report.

### Our Aim

Summary of the objectives of the charity set out in its governing document:

Hello World initiates and supports projects that provide sustainable development, capacity building, and prevention of relief or poverty. Hello World follows principles of community-led development and respect in addressing critical needs in the developing world.

Summary of the main activities undertaken for the public benefit in relation to these objectives:

- Sustainable development, i.e., "development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (Trust Deed).
- To promote sustainable development for the benefit of the public by: (a) the preservation, conservation and the protection of the environment and the prudent use of resources; (b) the relief of poverty and the improvement of the conditions of life in socially and economically disadvantaged communities; (c) the promotion of sustainable means of achieving economic growth and regeneration.
- Capacity building. To develop the capacity and skills of the members of the socially and economically disadvantaged communities of Africa in such a way that they are better able to identify and help meet their needs and to participate more fully in society.
- Prevention or relief of poverty for the public benefit. The prevention or relief of poverty [or financial hardship] anywhere in the world by providing or assisting in the provision of education, training, healthcare projects and all the necessary support designed to enable individuals to generate a sustainable income and be self-sufficient.

We are confident that we meet the public benefit requirements, having taken into consideration the Charity Commission's guidance.

### Our mission and Goals

Hello World is a not-for-profit that offers sustainable and replicable solutions to global poverty by bridging the digital divide. Hello World partners with hard-to-reach and marginalised communities in developing countries to co-create Hello Hubs: community-built, solar-powered internet stations that get people online, providing access to world-class educational software and engineering training.

Our vision is *a world where every community has access to the Internet for education and problem-solving. Our mission is to enable hard-to-reach and*

*disconnected communities to connect to the world via our Hello Hubs. We strive to challenge established views about how to deliver aid, connectivity, and education.*

*By partnering with communities from the outset and listening and adapting our support to the needs of the community, they direct their own education, skills-building and problem-solving. This guides all of our work.*

The Charity's strategic plan propels all of our work and evolution, driving forward three goals that continue and build on our past achievements; deepen our impact in the communities where we work; increase our reach by bringing connectivity and power to more communities; and build our operational excellence guided by our values.

**Our values**

- Partnership—We only work with communities that have invited us to partner with them. Our Hello Hubs are built, managed, and maintained by the community.
- Challenge - We challenge traditional attitudes to international aid and education. Our entire approach is community-led, shifting decision-making to the people directly affected. Communities decide how Hello Hubs are used, and which resources or activities will benefit them most.
- Impact - We learn from the communities we partner with. We listen carefully to what works and what doesn't for each community, shaping how we work in the most impactful way.
- Innovative & Replicable - Our engineers tackle real-world problems head-on with brave, innovative designs. We want our designs to be easily replicable by others so that Hello Hubs can scale yet further.

**Our approach**

Hello World currently partners with communities in marginalised areas of Uganda, Nepal, Nigeria, and Burundi. At the end of March 2024, there were 110 Hubs globally (Uganda: 85 Hubs; Nepal: 23 Hubs; Nigeria: 2), reaching over 122,000 people. As of March 2024, plans were well underway to expand to Burundi in May 2024.

One Hello Hub has on average more than 1,250 regular users and provides the power, hardware and software to bring a community online. We work in communities where poverty levels are high and there is a lack of reliable power and affordable connectivity. In many communities we are often delivering an internet connection for the first time. We also prioritise communities where there are high numbers of out-of-school children.

The Hello Hub solution is innovative, scalable, and affordable. Hello Hub hubs are made using off-the-shelf parts, meaning they can be easily and cheaply maintained by the community that builds them. The community adapts hubs to its own context. Hubs have taken the form of geodesic domes, been built alongside services, or even within buildings.

A Hello Hub provides five interrelated elements designed to bring communities online and give children and communities access to world-class education:

- Hardware (8 rugged tablets and Hub infrastructure)
- World-class educational software in local languages
- Engineering training for communities
- Free internet (at the Hub and around the Hub as a Wi-Fi hotspot)
- Solar power

The Internet is provided via our purposeful relationships with local Internet Service Providers and at no cost to the community. Internet Service providers often build point-to-point connections with our support to deliver reliable connectivity. Hubs are a mutual investment as communities contribute resources such as tools, labour, skills and land. Each Hub is built, managed and maintained by the community and Hello Hubs become centres of learning, skills building and problem-solving.

**Achievements and Activities 1 April 2023 to 31 March 2024**

Over the course of the financial year spanning April 2023 to March 2024, our organisation has continued to deliver substantial impact to communities via our Hello Hub model and programmes. It has been our most successful year yet, with more Hubs built and communities connected than ever before. Highlights from this period include:

- 43 new Hello Hubs built in partnership with communities connecting more than 53, 000 people. 28 Hubs were built within primary school grounds, furthering our goals to support education opportunities supported by our Hub infrastructure and digital inclusion programmes.
- New partnerships to deliver training and capacity building in our model and approach. This included expanding the contexts where we work and taking our Hub model to Nigeria and Burundi.
- We continued our focus on connecting refugee communities in Uganda, building 4 Hello Hubs in refugee settlements across Uganda (taking our refugee settlement-located Hubs to a total of 18).
- We also partnered with Uganda's UN Refugee Agency (UNHCR) to refurbish an ICT centre and deliver digital skills training to 80 refugee community members. The centre is now sustainable and independently operating.
- We launched our core digital inclusion and skills programmes across selected Hub communities. Our programmes have significantly impacted and target women and children in particular.
- We also developed and launched a community innovation programme and fellowship, training 6 community fellows and more than 100 community members across 6 communities in Uganda in our newly developed community innovation and community problem-solving curriculum.

- The development of a new scaled-back Hub model in Nepal (the 'Chautari Hub') to reach even more communities with cost-effective and sustainable connectivity solutions adapted to the Nepal context.

**Hello Hubs**

We built 43 Hello Hubs in this period in partnership with communities reaching more than 53, 000 people with free connectivity. In Uganda, we built Hubs across refugee settlements and host communities, and in the East, a region particularly lacking digital infrastructure. We are proud to have delivered many new Hubs on primary school grounds in Uganda. These Hubs offer teachers and students new education and skills-building opportunities and are accessible to the entire community.

**New partnerships**

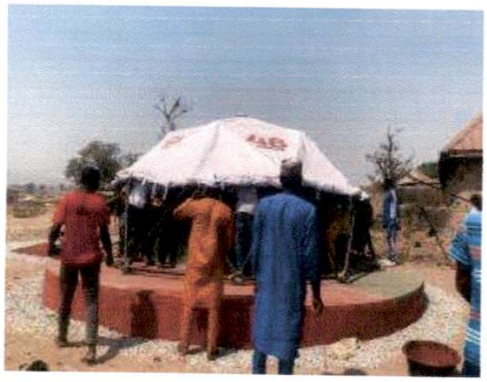
In this period, our efforts focused on developing new partnerships to scale our reach and train partners in our model to connect more marginalised communities. We developed and launched several partner projects during this period, allowing us to take our model to new countries, including Nigeria and Burundi.

*Uganda:* We partnered with UNHCR in Uganda to revitalise a disused ICT centre in Bidibidi refugee settlement. Hello World's experience and local focus ensured that community engagement was at the heart of this process. We also integrated a Hello Hub at the ICT centre. The partnership had a profound impact in a short period of time.

- 80 people completed basic computer skills training, and results show a significant increase in digital skills (on average 47% increase).
- 9 in 10 basic computer skills trainees feel more confident either in their ability to use a computer, seek gainful employment or gain a better understanding of online security risks.
- 95% of all respondents say their quality of life has improved because of the Hello World Hub's service.
- The community was fully engaged in developing a community-led sustainability plan for the ICT centre with the support of Hello World.

*Nigeria:* In January 2024, in partnership with the Association for Progressive Communications (APC), the Centre for Information Technology and Development (CITAD), Tizeti internet and seven local Community Network micro-organisations, Hello World introduced the innovative Hello Hub model to Nigeria. Our team led an intensive training programme for CITAD and representatives from the community organisations to equip participants with the community engagement and engineering skills required to construct Hello Hubs. During training, a Hub was built in Dakwa community on the outskirts of Abuja. Training participants then went on to build a further two Hubs independently following this training.

This partnership launched a new approach to scale for Hello World - training partner organisations in our community-engineering methodology so that they can scale our work and adapt it to suit their own country and community



contexts.

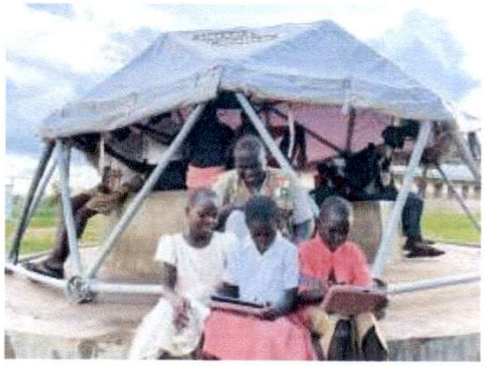
*Burundi:* In early 2024, we developed a partnership with CARE in Burundi that focused on bridging the digital divide in underserved communities. Combining Hello World's expertise in community-led infrastructure and CARE's deep local knowledge, we developed a pilot to train two communities, the CARE team and implementing partners in our model. With 85.4% of Burundi's population currently offline, this initiative is an important step towards reaching last-mile communities with digital infrastructure and digital inclusion programmes.

**During this period, our team worked closely with the CARE country team to prepare for training and Hub deployment in May 2024.**

**Hello World Programmes**

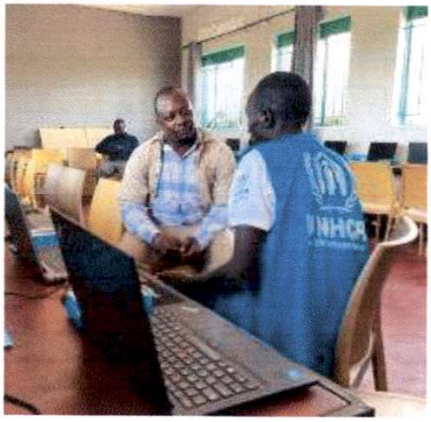
In 2023 Hello World developed and delivered three core programmes to better support digital inclusion and increase the value and accessibility of the Hub in the community.

Our *Hub Heroes* programme focuses on education, specifically literacy and numeracy of young children at the Hub. Across 14 new communities, reaching 420 out-of-school children with literacy and numeracy education, the early results show that 85% of the children increased both their literacy and numeracy skills.



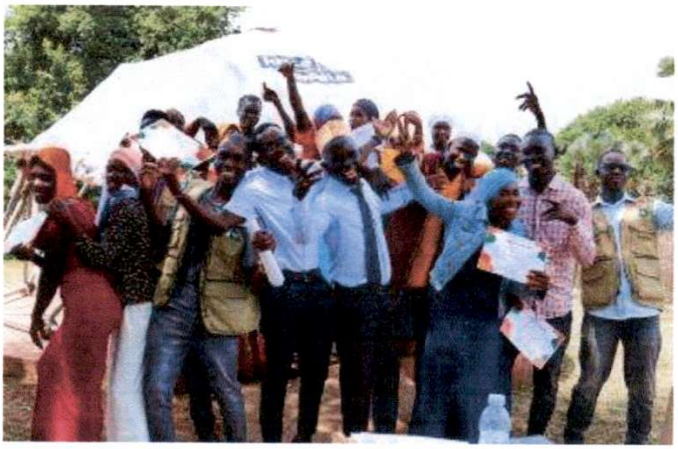
Our *life skills curriculum* equips communities with the skills they need to take full advantage of all the opportunities at the Hub. It was taught by our trained Community Support Officers in 49 communities in 2023, and it reached more than 1,500 young Hub users. The programme teaches confidence, employability skills and awareness of rights.

Our *Digital Skills* course provides an intensive training course focusing on increasing digital literacy in Hub communities, enabling them to participate in the digital world. Endorsed by the UNHCR, it was launched in the Bidibidi refugee settlement. The pilot taught 40 men and 40 women, predominantly refugees from South Sudan, how to type, open an email, search for information online and stay safe on the internet.



We also introduced our *innovation programme* to communities. Through a series of engineering modules, participants take part in a 3-month innovation challenge. They gain hands-on experience and practical skills that will help them critically identify challenges in their communities and design solutions to them.

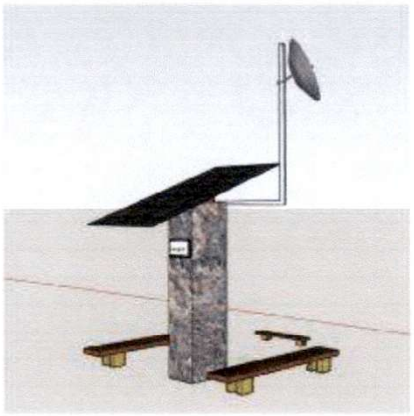
The first cohort of 102 participants just finished, of which 78 people from 6 communities graduated - piloting ideas which tackle environmental, economic and social challenges, making Hub communities more sustainable, generating revenue and providing jobs.



**Chautari Hubs in Nepal**

In February 2024, Hello World launched the first Chautari Hubs. A lighter, nimbler, and simpler take on the typical Hello Hub 2.0, this Hub was cleverly devised by the Nepal team to explore and attract community members who already own devices—named after the Chautari Tree, a symbolic and spiritual meeting point

for travellers and wanderers alike. These new Chautari Hubs become a beacon of connectivity for the community and those passing through it.



**Impact**

We have continued to invest in our community-driven and focused impact assessments with our independent social impact partner 60 Decibels. The social benchmarks produced by 60 Decibels show that Hello World has continued to perform in the top quintiles of impact performance, compared with 1000s of other social change organisations. Traditional monitoring and evaluation work to measure impact that has been pre-defined, testing effectiveness simply against what was expected to happen and not listening to those whose views matter most. We are proud to have collected this data through conversations with Hub users.

We're delighted to see that Hello World is continuing to have a significant effect on the improvement of the quality of life of those who use a hub. Overall, 97% of users say that the hubs are improving their lives through the ability to learn, communicate, entertain and stay connected to the world's body of knowledge. We are equally proud that Hello World Hubs enable over 2 in 5 users to acquire new skills.

**Profile and awards**

Our impactful work has garnered significant attention from major newspapers and TV news outlets, exemplified by the recognition we received here on Ugandan national news. UNHCR Innovation Service also featured our partnership through this news article

We were thrilled to be a part of Jingle Jam in 2023, which is the world's largest charity gaming event. Every year, millions of pounds are raised for selected

charities, and our partnership with them last year helped connect the world of streaming and gaming to positively impact those in need.

Beyond media acknowledgement, we are honoured to have garnered external recognition for our efforts during this period. We are delighted to again have won the Andan Foundation Prize for Innovation in Refugee Inclusion. Supporting refugees is a major focus of our work, which is why we have also pledged to the Connectivity for Refugees Initiative, backed by UNHCR. This is an opportunity to make a real difference in the lives and livelihoods of displaced populations.

**Looking Ahead**

The international development landscape is dynamic and presents both challenges and opportunities. We recognise the need for agility and adaptability to respond effectively to emerging issues and seize opportunities for collaboration and growth. We are guided by a renewed vision and strategic objectives to ensure our work remains effective and sustainable. Our strategic direction and key areas of focus for the coming years include:

- *Scale our partnerships.* We have exciting plans to launch partnerships that will take us to new contexts, and we will continue focusing on refugee connectivity.

- *Training and Our Model.* We will shift our efforts from building Hubs to partnering and training others in our model.

- *Sustainability and Innovation.* We will prioritise sustainability plans for every hub and invest in testing new Hub models at the request of our communities.

- *Programmes.* We will continue to invest in our core programmes across Uganda and Nepal and explore expanding our offerings, with a particular focus on digital inclusion of women and girls.

**Structure, governance and management**

The charity is managed by the Board of Trustees, who aim to meet at least 4 times a year. The trustees who served during the year and to the date of signing of this report are as follows:

Stephen Whitehead [term began 22 May 2024]
Frances Baawuah [term began 6 February 2019]
Laura Harnett [term began 1 November 2019]
Lopa Winters [term began 12 October 2022]
Marcus Exall [term began 6 February 2019]
Stephanie Bruce [term began 8 February 2023]
Jonathan Asante [resigned 22/02/2024]
Thomas Adams [resigned 12/02/2024]
Jonathan Stadlen [resigned 22/05/2024]

The governing documents set out the Trustee appointment regime.

Day-to-day management is delegated to our Chief Executive Office and Chief Operating Officer, whose responsibility is to work to the strategic plan which contains financial and service objectives. Remuneration for key management is set with reference to market rates for similar roles and responsibilities in the charitable sector, taking account of geographical differences.

**Financial Review**

The attached financial statements show the results for the period and the charity's financial position at the end of the period.

The charity relies primarily on donations, which totalled £560,541 for the period. Donations of £105,889 were restricted in use and primarily designated for specific project activities.

Incoming resources during the period were mainly derived from core and project funding for Hello World Hub builds, programme delivery, and operations across Uganda and Nepal. The charity's most significant sources of income included grants from Jingle Jam, UNHCR, and Marr Munning, along with public and private donations.

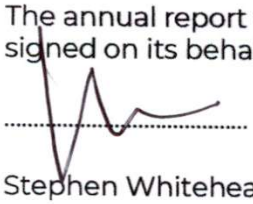
During the period, expenditure was focused on delivering our core programmes, ensuring that the majority of funds were directed towards Hub construction, community engagement, and ongoing project support.

At the end of the period, the charity maintained reserves of £543,722, providing financial sustainability for the upcoming year and flexibility to manage potential risks.

**Policy on Reserves**

To ensure the charity's ability to meet its financial obligations when due, Hello World strives to hold a target cash reserve sufficient to fund at least three months of core operations. This target is monitored through a multi-year financial forecast, which is tracked in real-time. The charity regularly reviews its reserves policy to ensure it remains appropriate to its needs and operating environment.

The annual report was approved by the trustees of the charity on 10/1/2025 and signed on its behalf by:



Stephen Whitehead

Chair of Trustees

## Hello World

### Statement of Trustees' Responsibilities

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

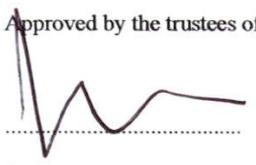
The law applicable to charities requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008, and the provisions of the constitution. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Approved by the trustees of the charity on 10/1/2025. and signed on its behalf by:



.....

Trustee

## Hello World

## Independent Examiner's Report to the trustees of Hello World

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

**Responsibilities and basis of report**

As the charity trustees of Hello World you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Hello World's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

Since Hello World's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Association of Chartered Certified Accountants, which is one of the listed bodies.

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

1. accounting records were not kept in respect of Hello World as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

.....

David Tucker FCCA
Association of Chartered Certified Accountants

Thompson Jenner LLP
Chartered Accountants
1 Colleton Crescent
Exeter
Devon
EX2 4DG

Date: 13 January 2025

## Statement of Financial Activities for the Year Ended 31 March 2024

| | Note | Unrestricted funds £ | Restricted funds £ | Total 2024 £ |
|---|---|---|---|---|
| **Income and Endowments from:** | | | | |
| Donations and legacies | 2 | 454,652 | 105,889 | 560,541 |
| Other trading activities | 3 | 13,397 | - | 13,397 |
| Investment income | 4 | 10,652 | - | 10,652 |
| Total income | | 478,701 | 105,889 | 584,590 |
| **Expenditure on:** | | | | |
| Raising funds | 5 | (254,761) | (63,576) | (318,337) |
| Charitable activities | 6 | (123,309) | (797,429) | (920,738) |
| Total expenditure | | (378,070) | (861,005) | (1,239,075) |
| Net income/(expenditure) | | 100,631 | (755,116) | (654,485) |
| Net movement in funds | | 100,631 | (755,116) | (654,485) |
| **Reconciliation of funds** | | | | |
| Total funds brought forward | | 430,114 | 758,741 | 1,188,855 |
| Total funds carried forward | 16 | 530,745 | 3,625 | 534,370 |

The notes on pages 21 to 33 form an integral part of these financial statements.

## Hello World

## Statement of Financial Activities for the Year Ended 31 March 2024 (continued)

| | Note | Unrestricted funds £ | Restricted funds £ | Total 2023 £ |
|---|---|---|---|---|
| **Income and Endowments from:** | | | | |
| Donations and legacies | 2 | 85,522 | 1,134,283 | 1,219,805 |
| Investment income | 4 | 3,712 | - | 3,712 |
| Total income | | 89,234 | 1,134,283 | 1,223,517 |
| **Expenditure on:** | | | | |
| Raising funds | 5 | (327) | (248,435) | (248,762) |
| Charitable activities | 6 | (79,789) | (696,692) | (776,481) |
| Total expenditure | | (80,116) | (945,127) | (1,025,243) |
| Net income | | 9,118 | 189,156 | 198,274 |
| Gross transfers between funds | | 18,000 | (18,000) | - |
| Net movement in funds | | 27,118 | 171,156 | 198,274 |
| **Reconciliation of funds** | | | | |
| Total funds brought forward | | 402,996 | 587,585 | 990,581 |
| Total funds carried forward | 16 | 430,114 | 758,741 | 1,188,855 |

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2023 is shown in note 16.

## Hello World

## (Registration number: 1148596)
## Balance Sheet as at 31 March 2024

| | Note | 2024 £ | 2023 £ |
|---|---|---|---|
| **Current assets** | | | |
| Debtors | 13 | 5,448 | 62,379 |
| Cash at bank and in hand | 14 | 548,548 | 1,150,035 |
| | | 553,996 | 1,212,414 |
| **Creditors: Amounts falling due within one year** | 15 | (19,626) | (23,559) |
| **Net assets** | | 534,370 | 1,188,855 |
| **Funds of the charity:** | | | |
| **Restricted income funds** | | | |
| Restricted funds | 16 | 3,625 | 758,741 |
| **Unrestricted income funds** | | | |
| Unrestricted funds | | 530,745 | 430,114 |
| **Total funds** | 16 | 534,370 | 1,188,855 |

The financial statements on pages 17 to 33 were approved by the trustees, and authorised for issue on 1/21/2025 and signed on their behalf by:

DocuSigned by:
Stephen Whitehead
88C8966A148C489...
Trustee

## Hello World

## Cash Flow Statement for the Year Ended 31 March 2024

| | Note | 2024 £ | 2023 £ |
|---|---|---|---|
| **Cash flows from operating activities** | | | |
| Net cash (expenditure)/income | | (654,485) | 198,274 |
| **Adjustments to cash flows from non-cash items** | | | |
| Investment income | 4 | (10,652) | (3,712) |
| | | (665,137) | 194,562 |
| **Working capital adjustments** | | | |
| Decrease/(increase) in debtors | 13 | 56,931 | (54,297) |
| (Decrease)/increase in creditors | 15 | (3,933) | 10,424 |
| Net cash flows from operating activities | | (612,139) | 150,689 |
| **Cash flows from investing activities** | | | |
| Interest receivable and similar income | 4 | 10,652 | 3,712 |
| Net (decrease)/increase in cash and cash equivalents | | (601,487) | 154,401 |
| Cash and cash equivalents at 1 April | | 1,150,035 | 995,634 |
| Cash and cash equivalents at 31 March | | 548,548 | 1,150,035 |

All of the cash flows are derived from continuing operations during the above two periods.

## 1 Accounting policies

**Statement of compliance**

The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

**Basis of preparation**

Hello World meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

**Going concern**

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

**Judgements**

In the application of the trust's accounting policiess, which are described in this note, the Trustees are required to make judgements, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historically known factors and experience. Therefore, the trustees do not perceive there to be critical areas of judgement or sources of estimation uncertainty in the formulation of the financial statements.

**Income and endowments**

Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

***Donations and legacies***

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured. In the event that a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfulment of those conditions is wholly within the control of the charity and it is probabl that these conditions will be fulfilled in the reporting period.

***Grants receivable***

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

***Deferred income***

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:
- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

***Investment income***

Bank interest is recognised once the interest has been received.

**Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

***Raising funds***

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

***Charitable activities***

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

**Governance costs**

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

**Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

**Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

**Trade creditors**
are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

**Foreign exchange**
Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

Other exchange differences are recognised in the statement of financial activities in the period in which they arise.

**Fund structure**
Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

**Pensions and other post retirement obligations**
The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

**Financial instruments**

***Classification***

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.
Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

***Recognition and measurement***

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

***Impairment***

At the end of each reporting period financial assets measued at amortised cost are assessed for objective evidence of impairment. If an asset is impaired the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in the statement of financial activites.

## 2 Income from donations and legacies

| | Unrestricted funds General £ | Restricted funds £ | Total funds £ |
|---|---|---|---|
| Donations and legacies; | | | |
| Donations from companies, trusts and similar proceeds | 419,456 | 105,889 | 525,345 |
| Donations from individuals | 35,196 | - | 35,196 |
| **Total for 2024** | 454,652 | 105,889 | 560,541 |
| **Total for 2023** | 85,522 | 1,134,283 | 1,219,805 |

Included within donations received are the following notable donations:

| | 2024 £ | 2023 £ |
|---|---|---|
| Aberdeen Corporate Services | - | 1,000,000 |
| The Marr-Munning Trust | - | 117,000 |
| Merck Family Foundation | - | 39,033 |
| MIT Solve | - | 26,005 |
| 48percent.org | - | 17,283 |
| UNHCR | 75,303 | - |

### 3 Income from other trading activities

| | Unrestricted funds General £ | Total funds £ |
|---|---|---|
| Events income; | | |
| Other events income | 13,397 | 13,397 |
| **Total for 2024** | 13,397 | 13,397 |
| **Total for 2023** | - | - |

### 4 Investment income

| | Unrestricted funds General £ | Total funds £ |
|---|---|---|
| Interest receivable and similar income; | | |
| Bank interest receivable | 10,652 | 10,652 |
| **Total for 2024** | 10,652 | 10,652 |
| **Total for 2023** | 3,712 | 3,712 |

## 5 Expenditure on raising funds

| | 2024 | 2023 |
|---|---|---|
| | £ | £ |
| Web development and design | 4,167 | 28,038 |
| Fundraising & communications | 225,512 | 27,186 |
| Governance costs | 3,500 | 119 |
| Other administrative costs | 85,158 | 193,419 |
| Total | 318,337 | 248,762 |

£254,761 (2023: £327) of the above expenditure relates to unrestricted funds and £63,576 (2023: £248,435) relates to restricted funds.

## 6 Expenditure on charitable activities

| | | 2024 | 2023 |
|---|---|---|---|
| | | £ | £ |
| Hello Hubs - Global | | 181,609 | 28,022 |
| *Uganda Operations:* | | | |
| | Equipment | 203,366 | 218,208 |
| | Labour | 230,385 | 173,122 |
| | Miscellaneous | 178,100 | 249,237 |
| *Nepal Operations:* | | | |
| | Equipment | 39,547 | 1,935 |
| | Labour | 62,044 | 52,776 |
| | Miscellaneous | 25,687 | 44,828 |
| Gaza Operations | | - | 5,021 |
| Other Projects | | - | 3,332 |
| Total | | 920,738 | 776,481 |

£123,309 (2023: £79,789) of the above expenditure relate to unrestricted funds and £797,429 (2023: £696,692) relate to restricted funds.

## 7 Analysis of governance and support costs

**Governance costs**

| | Unrestricted funds General £ | Restricted funds £ | Total funds £ |
|---|---|---|---|
| Independent examiner fees | | | |
| Examination of the financial statements | 3,500 | - | 3,500 |
| **Total for 2024** | 3,500 | - | 3,500 |
| **Total for 2023** | - | 9,126 | 9,126 |

## 8 Net incoming/outgoing resources

Net outgoing/(incoming) resources for the year include:

| | 2024 £ | 2023 £ |
|---|---|---|
| Audit fees | - | 9,000 |
| Foreign currency gains | (6,872) | (5,273) |

## 9 Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any reimbursed expenses or any other benefits from the charity during the year.

## 10 Staff costs

The aggregate payroll costs were as follows:

| | 2024 £ | 2023 £ |
|---|---|---|
| **Staff costs during the year were:** | | |
| Wages and salaries | 279,254 | 188,514 |
| Social security costs | 27,302 | 21,805 |
| Pension costs | 5,241 | 3,544 |
| | 311,797 | 213,863 |

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year expressed as full time equivalents was as follows:

| | 2024<br>No | 2023<br>No |
|---|---|---|
| Administration | 3 | 3 |
| Management | 2 | 2 |
| | 5 | 5 |

5 (2023 - 5) of the above employees participated in the Defined Contribution Pension Schemes.

The number of employees whose emoluments fell within the following bands was:

| | 2024<br>No | 2023<br>No |
|---|---|---|
| £70,001 - £80,000 | - | 1 |
| £80,001 - £90,000 | 2 | - |

The total employee benefits of the key management personnel of the charity were £187,902 (2023 - £142,972).

**11 Independent examiner's remuneration**

| | 2024<br>£ | 2023<br>£ |
|---|---|---|
| Examination of the financial statements | 3,500 | - |

## 12 Taxation

The charity is a registered charity and is therefore exempt from taxation.

## 13 Debtors

| | 2024 | 2023 |
|---|---|---|
| | £ | £ |
| Prepayments | - | 2,895 |
| Accrued income | 5,448 | 59,142 |
| Other debtors | - | 342 |
| | 5,448 | 62,379 |

## 14 Cash and cash equivalents

| | 2024 | 2023 |
|---|---|---|
| | £ | £ |
| Cash on hand | 27,056 | 75,034 |
| Cash at bank | 521,492 | 1,075,001 |
| | 548,548 | 1,150,035 |

## 15 Creditors: amounts falling due within one year

| | 2024 | 2023 |
|---|---|---|
| | £ | £ |
| Trade creditors | 1,691 | - |
| Other taxation and social security | - | 7,672 |
| Other creditors | 2 | - |
| Pension scheme creditor | 1,214 | 1,092 |
| Accruals | 16,719 | 14,795 |
| | 19,626 | 23,559 |

**16 Funds**

| | Balance at 1 April 2023 £ | Incoming resources £ | Resources expended £ | Balance at 31 March 2024 £ |
|---|---|---|---|---|
| **Unrestricted funds** | | | | |
| ***General*** | | | | |
| Unrestricted | 430,114 | 478,701 | (378,070) | 530,745 |
| **Restricted funds** | | | | |
| RCRT20 | 2,719 | - | - | 2,719 |
| ANDAN | - | 15,489 | (15,489) | - |
| ABRDN | 108 | - | (108) | - |
| 48 Percent | 12,011 | 9,649 | (21,660) | - |
| ABDRN 2 | 626,903 | - | (626,903) | - |
| Marr-Munning | 117,000 | - | (117,000) | - |
| UNHCR | - | 75,303 | (75,303) | - |
| Care Burundi | - | 5,448 | (4,542) | 906 |
| **Total restricted funds** | 758,741 | 105,889 | (861,005) | 3,625 |
| **Total funds** | 1,188,855 | 584,590 | (1,239,075) | 534,370 |

## Notes to the Financial Statements for the Year Ended 31 March 2024 (continued)

| | Balance at 1 April 2022 £ | Incoming resources £ | Resources expended £ | Transfers £ | Balance at 31 March 2023 £ |
|---|---|---|---|---|---|
| **Unrestricted funds** | | | | | |
| ***General*** | | | | | |
| Unrestricted | 402,996 | 89,234 | (80,116) | 18,000 | 430,114 |
| **Restricted** | | | | | |
| FCDO | 7,423 | - | (7,423) | - | - |
| RCRT20 | 2,719 | - | - | - | 2,719 |
| ANDAN | 18,000 | - | - | (18,000) | - |
| ABRDN | 552,183 | - | (552,075) | - | 108 |
| nesta | 7,260 | - | (7,260) | - | - |
| 48 Percent | - | 17,283 | (5,272) | - | 12,011 |
| ABDRN 2 | - | 1,000,000 | (373,097) | - | 626,903 |
| Marr-Munning | - | 117,000 | - | - | 117,000 |
| **Total restricted funds** | 587,585 | 1,134,283 | (945,127) | (18,000) | 758,741 |
| **Total funds** | 990,581 | 1,223,517 | (1,025,243) | - | 1,188,855 |

The specific purposes for which the funds are to be applied are as follows:

48 Percent (48percent.org): €20,050 EUR: May 2023
Initial funding to support the Hello World team in training a local team in Gaza to establish Hello Hubs. In November 2023, remaining funds were reallocated to support similar initiatives in Nigeria.

ABDN 2 (Aberdeen Corporate Services Limited): July 2022 - July 2024
£750,000 provided on an unrestricted basis, supporting Hello World's focus on engineering, empowerment, sustainability, and expanding reach through community-driven technology initiatives.

ABRDN (Standard Life Aberdeen): July 2021 and September 2022
One payment of £1,000,000 in July 2021 and an additional £250,000 by September 2022. These funds were allocated to support Hello World's operations, with the primary goal of constructing 64 new Hello Hubs in underserved communities while also supporting the broader organizational activities necessary to achieve this objective.

Care Burundi (Cooperative for Assistance and Relief Everywhere, Inc.):
Funds support efforts to close the digital divide in Burundi, providing education, skill-building, and problem-solving opportunities through Hello World's technology hubs and training programs.

Marr-Munning (Marr Munning Trust): June 2022
£117,000 over two years to support the development and expansion of Hello World operations in Nepal, including the scaling of digital inclusion programs and community technology hubs.

MIT SOLVE (Initiative of MIT) Andan Prize: November 2023
Funds from the Andan Prize for Innovation in Refugee Inclusion, supported by the Andan Foundation, are allocated to support Hello World's solution-related expenses for refugee inclusion projects.

RCRT partnered with HW to fund and support the research needed to measure and document - to the best possible standards - the impact Hello Hubs are having in their communities. At the same time, on the practical side, this project has provided vocational skills for girls, various mentoring and training programs and ultimately helped to build and activate new hubs in rural Uganda.

UNHCR (United Nations High Commissioner for Refugees): $98,191.76
Funds dedicated to creating sustainable access for remote work and online learning for refugees and host community members in Bidibidi refugee camp. The project includes the revitalization of a community center, establishing a sustainable management structure, and providing digital skills and online safety training.

### 17 Analysis of net assets between funds

| | Unrestricted funds General £ | Restricted funds £ | Total funds at 31 March 2024 £ |
|---|---|---|---|
| Current assets | 550,371 | 3,625 | 553,996 |
| Current liabilities | (19,626) | - | (19,626) |
| Total net assets | 530,745 | 3,625 | 534,370 |

| | Unrestricted funds General £ | Restricted funds £ | Total funds at 31 March 2023 £ |
|---|---|---|---|
| Current assets | 444,673 | 767,741 | 1,212,414 |
| Current liabilities | (14,559) | (9,000) | (23,559) |
| Total net assets | 430,114 | 758,741 | 1,188,855 |

### 18 Analysis of net funds

| | At 1 April 2023 £ | Financing cash flows £ | At 31 March 2024 £ |
|---|---|---|---|
| Cash at bank and in hand | 1,150,035 | (601,487) | 548,548 |
| Net debt | 1,150,035 | (601,487) | 548,548 |

### 19 Related party transactions

There were no related party transactions in the year.

**Hello World**

England & Wales - Charity number 1148596

# Accounts

# Annual Report and Financial Statements for the Year Ended 31 March 2023

**Charity Number: 1148596**

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## Reference and Administrative Details

| | |
|---|---|
| **Trustees** | Laura Harnett<br>Marcus William Exall<br>Thomas Henry Adams<br>Frances Baawuah<br>Jonathan Asante<br>Jonathan Stadlen<br>Lopa Winters<br>Stephanie Jane Bruce |
| **Senior Management/Leadership Team** | Katrin McMillan<br>Chief Executive Officer<br><br>Angharad Jones<br>Chief Operating Officer |
| **Charity Registration Number** | 1148596 |
| **Principal Office** | 28 Digby Crescent<br>Finsbury Park<br>London<br>N42HR |
| **Auditor** | Thompson Jenner<br>LLP Statutory Auditors<br>1 Colleton Crescent<br>Exeter<br>Devon<br>EX2 4DG |

## Trustees' Report

The charity is an unincorporated association, its governing documents are its trust deed. The trustees present the Annual Report together with the Financial Statements and Auditor's Report of the charitable organisation for the year ending 31 March 2023. The references and administrative information set out on page 1 form part of this report.

### Our Aim

Summary of the objectives of the charity set out in its governing document:

Hello World initiates and supports projects that provide sustainable development, capacity building, and prevention of relief or poverty. Hello World follows principles of community-led development and respect in addressing critical needs in the developing world.

Summary of the main activities undertaken for the public benefit in relation to these objectives:

- Sustainable development, i.e., "development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (Trust Deed).
- To promote sustainable development for the benefit of the public by: (a) the preservation, conservation and the protection of the environment and the prudent use of resources; (b) the relief of poverty and the improvement of the conditions of life in socially and economically disadvantaged communities; (c) the promotion of sustainable means of achieving economic growth and regeneration.
- Capacity building. To develop the capacity and skills of the members of the socially and economically disadvantaged communities of Africa in such a way that they are better able to identify and help meet their needs and to participate more fully in society.
- Prevention or relief of poverty for the public benefit. The prevention or relief of poverty [or financial hardship] anywhere in the world by providing or assisting in the provision of education, training, healthcare projects and all the necessary support designed to enable individuals to generate a sustainable income and be self-sufficient.

We are confident that we meet the public benefit requirements having taken into consideration the Charity Commission guidance.

### Our mission and Goals

Hello World is a not-for-profit that offers sustainable and replicable solutions to global poverty by bridging the digital divide. Hello World partners with hard-to-reach and marginalised communities in developing countries to co-create Hello Hubs:

community-built, solar-powered internet stations that get people online, providing access to a world-class educational software and engineering training.

Our vision is *a world where every community has access to the internet for education and problem-solving. Our mission is to enable hard-to-reach and disconnected communities to connect to the world via our Hello Hubs. And, we strive to challenge established views about how to deliver aid, connectivity and education.*

*By partnering with communities from the outset and listening and adapting our support to the needs of the community, they direct their own education, skills-building and problem-solving. This guides all of our work.*

The Charity's strategic plan propels all of our work and evolution, driving forward three goals that continue and build on our past achievements; deepen our impact in the communities where we work; increase our reach bringing connectivity and power to more communities; and build our operational excellence guided by our values.

**Our values**

- Partnership - We only work with communities who have invited us to partner with them. Our Hello Hubs are built, managed and maintained by the community
- Challenge - We challenge traditional attitudes to international aid and education. Our entire approach is community-led, shifting decision-making to the people directly affected. Communities decide how Hello Hubs are used and which resources or activities will benefit them most.
- Impact - We learn from the communities we partner with. We listen carefully to what works and what doesn't for each community, shaping how we work in the most impactful way.
- Innovative & Replicable - Our engineers tackle real-world problems head-on with brave innovative designs. We want our designs to be easily replicable by others so that Hello Hubs can scale yet further.

**Our approach**

The Internet offers enormous economic benefits and the potential to change lives, enabling education, life-long learning, communication, and entertainment. It also allows communities to make their voices heard, collaborate with others, access new services and opportunities. We believe that our approach drives development outcomes and alleviates poverty.

Hello World currently partners with communities in marginalised areas of Uganda and Nepal and planning is underway to extend our reach to Nigeria, the Democratic Republic of Congo and the Occupied Palestinian Territory. At the end of March 2022 there were 66 Hubs globally (Uganda: 52 Hubs; Nepal: 14 Hubs) reaching close to 75, 000 people. One Hello Hub has on average more than 1250 regular users and

provides the power, hardware and software to bring a community online. We work in communities where poverty levels are high, there is a lack of reliable power and reliable and affordable connectivity. In many communities we are often delivering an internet connection for the first time. We also prioritise communities where there are high numbers of out of school children.
The Hello Hub solution is innovative, scalable and affordable. Hello Hub hubs are made using off-the-shelf parts, meaning they can be easily and cheaply maintained by the community that builds them. Hubs are adapted by the community to their own context. Hubs have taken the form of geodesic domes, have been built alongside services or even within buildings.

A Hello Hub provides five interrelated elements designed to bring communities online and give children and communities access to world-class education:

- hardware (8 rugged tablets and Hub infrastructure)
- world class educational software in local languages
- engineering training for communities
- Free internet (at the Hub and around the Hub as a wifi hotspot)
- Solar power

The internet is provided via our purposeful relationships with local Internet Service Providers and at no cost to the community. Internet Service providers often build point to point connections with our support to deliver reliable connectivity. Hubs are a mutual investment as communities contribute resources such as tools, labour, skills and land. Each Hub is built, managed and maintained by the community and HelloHubs become centres of learning, skills building and problem-solving.

**Achievements and Activities 1 April 2022 to 31 March 2023**

Over the course of the financial year spanning April 2022 to March 2023, our organization has continued to thrive and make a substantial impact. We are pleased to announce that during this period, the Charity achieved a remarkable milestone, marking its second consecutive year of income exceeding £1 million. Our total income for the 2022-2023 fiscal year reached £1,506,984, reflecting a notable increase of +3.4% compared to the previous year. This achievement underscores the sustained growth, success, and consolidation of our organization as we remain committed to our mission.

Over the past year Hello World has focused our efforts towards delivering our organisational strategy. During this period we have expanded the number of communities we work in and the number of Hubs, effectively managed an Ebola outbreak, grown our teams in Nepal and Uganda, built new partnerships and relationships supporting scale, invested in programmes and in research and development. At the same time we have investing in our own infrastructure and operations.

**Our achievements have included:**

**Uganda: Empowering Communities through 25 New Hubs**

During this reporting period, our organization has made significant strides in Uganda, reaching and impacting communities through the establishment of 25 new Hello Hubs. These hubs have collectively connected over 30,000 new individuals in various regions across the country, including Central, Northern, West Nile, and Western regions. Our primary focus has been on reaching the most vulnerable and marginalized communities in the northern region.

One of our notable achievements was the extension of our services to refugee communities, where we constructed Hello Hubs in Bidibidi refugee settlement and the surrounding areas. In each of these regions, we have been confronted with unique challenges that our Hub model has effectively addressed.

These challenges encompass high poverty and unemployment rates, a lack of livelihood opportunities, limited connectivity infrastructure, or, where available, the need for community members to travel long distances to access it. Additionally, we have tackled issues such as unaffordable internet access, schools lacking digital education resources, a lack of electricity, and poor road networks.

To strengthen our efforts in Uganda, we expanded our core team with the addition of three new Regional Managers. Furthermore, we welcomed two new Trainees to the Hello World Fellowship Program, which is designed to empower female engineers in Uganda. This initiative not only addresses gender disparities in the engineering sector but also serves as an inspiration for women in Hub communities to participate in complex engineering projects during the Hub construction. The dedication and expertise of our team continue to be instrumental in building, maintaining, and making a lasting impact in the communities we serve.

**Nepal: Advancing Digital Skills and Expanding Impact**

During this reporting period, we successfully concluded our FCDO project. The results of our impact assessment underscore the high level of skills attainment achieved through our advanced digital skills training initiatives. This accomplishment reaffirms the value and effectiveness of our programs in the region.

Furthermore, we have secured additional funding that aligns with our ongoing strategy in Nepal. This funding has enabled us to nurture the growth and expansion of our dedicated Nepal team. Alongside this, we will establish eight new Hello Hubs across Nepal, a testament to our commitment to extending digital access and education to underserved communities. This will include a new build in partnership with a number of other organisations at Oyam in April 2023 marking a significant milestone in our efforts.

These achievements not only introduce technological capabilities but also bolster project management skills and team leadership within our Nepalese team. This investment in our team has not only strengthened our projects but also solidified our organization's presence in Nepal. The collaboration between our colleagues in Nepal, Uganda, and the UK has cultivated a wealth of experience and expertise that benefits the entirety of Hello World, amplifying our collective impact on a global scale.

**Impact**

We have continued to invest in our community driven and focused impact assessments with our independent social impact partner 60 decibels. Hello World measures impact by listening year in year out to a (statistically significant and representative) group of our users in each country we work in. This approach focuses on understanding who hub users are, what things may have changed in their lives as a result of the Hubs and whether Hello World has met their expectations in terms of what was promised to be delivered. Listening and understanding how communities use the Hello World Hubs and the value it brings to them shapes future development. It also gives us (and partners) the conviction to roll out Hubs to more communities.. The social benchmarks produced by 60 Decibels show that Hello World has continued to perform in the top quintiles of impact performance, compared with 1000s of other social change organisations.

Traditional monitoring and evaluation works to measure impact that has been pre-defined, testing effectiveness simply against what was expected to happen and not listening to those whose views matter most. We are proud that this data is collected through conversations with Hub users. We listened to over 480 adults and 240 child Hello World Hub users. Making a real difference over time in a community starts with the children so speaking to the younger cohort is crucial to our learning. We're delighted to see that Hello World is continuing to have a significant effect on the improvement of the quality of life of those that use a hub. Overall, 97% of users say that the hubs are improving their lives through the ability to learn, communicate, entertain and stay connected to the world's body of knowledge. We are equally proud that Hello World Hubs are enabling over 2 in 5 users to acquire new skills.

**Partnerships**

In alignment with our strategic objectives aimed at expanding our reach, we made a concerted effort to foster and cultivate new partnerships during this period. We take immense pride in our collaboration with Their World, where we provided invaluable support to the 'Let me learn' campaign. Furthermore, as of the end of March 2023, we were actively engaged in partnership discussions with prominent organisations such as the Association of Progressive Communications and the United Nations High Commissioner for Refugees (UNHCR), among others.

In addition to these high-profile collaborations, we are forging new partnerships with internet service providers and implementation partners in both Gaza and Nigeria. These endeavors reflect our unwavering commitment to partnership development and our dedication to extending our global impact.

**Hub Programmes and Research and Development**

With generous support from our donor abrdn, we have made substantial investments in enhancing the core programs offered in every Hello Hub. This effort has been undertaken in close consultation with the communities we serve, recognizing the critical role of digital literacy, skills, confidence, and tailored community support in bridging the digital divide and fostering meaningful connectivity.

As a result, Hello World has introduced three core programs that will initially be implemented in select regions of Uganda, with plans for expansion into other regions of Uganda and Nepal in 2023-2024:

1. Hub Heroes Library: At each Hello Hub, we've established a library of dedicated literacy and numeracy tablets (in English and local language). This resource will be accessible to children on a weekly basis, with baseline, midway, and endline tests conducted to demonstrate improvements in literacy and numeracy outcomes. Our aim is to reach 420 children within the first 12 months.

2. Basic Computer Skills Training: We are providing basic computer skills training to approximately 450 individuals in the first year. Moreover, we are empowering our regional managers to deliver this training in the second year, thereby building local capacity in digital literacy and leadership skills.

3. Life Skills Training: Our Hub Community Support Officers are delivering life skills training to equip communities with essential skills such as problem-solving, self-esteem, and leadership. Our goal in the first year is to provide this training to nearly 1600 young adults across Uganda.

Additionally, we have made significant investments in research and development aimed at ensuring the long-term sustainability of Hello Hubs. This effort involves community-led problem-solving, innovation, and the cultivation of skills and expertise within Hub communities. Our initial focus has included updating our 'How to Build a Hello Hub' guide to facilitate better replication of our work by partners.

We are also introducing an innovation incubator concept at each Hub, providing a platform for community members to research, design, create, and test technology solutions tailored to their specific Hub needs. Furthermore, we remain dedicated to supporting engineering fellowships, exemplified by the two traineeships for female engineers in Uganda who contributed to building Hello Hubs. These initiatives reflect our commitment to addressing gender disparities in the engineering sector.

Overall, these developments underscore our dedication to expanding digital access, fostering education, and empowering communities for sustainable progress.

**Awards and profile**

Our impactful work has garnered significant attention from major newspapers and TV news outlets, exemplified by the recognition we received here in Uganda. Notably, in September 2022, our initiatives were prominently featured during the UN's Transforming Education Summit. This global education mobilization effort closely aligns with Hello World's mission, and we were honored to have our comprehensive solution for bridging the digital divide championed by the UN.

Furthermore, we actively participated in the UN's 'Let Me Learn' campaign in collaboration with Their World. During this campaign, young Hub users were showcased on UN platforms, passionately discussing the critical importance of universal internet access. These moments in the press play a pivotal role in amplifying the impact we have on individual lives and communities. We are steadfast in our commitment to securing more coverage and exposure in the future.

As part of our efforts to enhance our online presence, we invested in the redevelopment of our website. The result is a more streamlined and intuitively designed homepage, aligned with a new brand tone of voice that places a strong emphasis on the impact we create. Our new website, built using Webflow, offers improved scalability and allows us to incorporate a multitude of calls to action and links on how to support and donate.

Beyond media acknowledgment, we are honored to have garnered external recognition for our efforts during this period. For the second consecutive year, we were honored with the Andan Foundation Andan Prize for Innovation in Refugee Inclusion. Furthermore, Hello World was recognized as the winner in the 'Quality Education for All' category at the .org Impact Awards. We also had the privilege of being named a finalist in the prestigious Fred Morgan Kirby Prize for Scaling Social Impact, underscoring our ongoing commitment to creating positive change on a global scale.

**Future Strategy: Looking Ahead to a More Impactful Future**

At Global Outreach Foundation, we stand at a pivotal juncture in our journey to create a lasting positive impact on communities worldwide. As we navigate through the ever-changing landscape of international development, we are guided by a renewed vision and strategic objectives to ensure our work remains effective and sustainable. This section provides an overview of our strategic direction and key areas of focus for the coming years.

Our Strategic Goals:

1. Expanding Our Reach: Our foremost goal is to extend our reach to underserved communities in new regions. We are committed to identifying areas where our expertise can make a meaningful difference and establishing strong partnerships with local organizations to facilitate our expansion.

2. Enhancing Impact: Building on our past successes, we are determined to deepen our impact by refining our programs and initiatives. We will continue to assess the effectiveness of our interventions and adapt to the evolving needs of the communities we serve.

3. Sustainability and Innovation: Ensuring the sustainability of our projects is paramount. We are exploring innovative funding models and forging strategic alliances with donors, governments, and like-minded organizations to support long-term project sustainability.

Key Strategies:

- Community-Centric Approach: We believe that sustainable change starts with the community. We will actively engage with local stakeholders, listen to their needs, and co-create solutions that empower them to drive their development.

- Data-Driven Decision-Making: We are committed to leveraging data and technology to make informed decisions and track the impact of our programs rigorously. This data-driven approach allows us to allocate resources efficiently and maximize the value of our interventions.

- Capacity Building: We will invest in capacity building, both within our organization and among our partner communities. By providing training and skill development opportunities, we aim to foster self-reliance and empower individuals to lead positive change.

- Advocacy and Awareness: To amplify our impact, we will advocate for policy changes that align with our mission and raise awareness about the challenges faced by the communities we serve. We believe that advocacy plays a crucial role in driving systemic change.

## Challenges and Opportunities

The international development landscape is dynamic and presents both challenges and opportunities. We recognize the need for agility and adaptability to respond effectively to emerging issues and seize opportunities for collaboration and growth.

In conclusion, as we embark on this new phase of our journey, we are inspired by the potential to create lasting change in the lives of those we serve. We remain dedicated to our mission and values, working tirelessly to build a more equitable and sustainable future for all.

## Structure, governance and management

The charity is managed by the Board of Trustees who aim to meet at least 4 times a year. The trustees who served during the year and to the date of signing of this report are as follows:

Thomas Adams
Jonathan Asante [term began 12 October 2022]
Frances Baawuah
Stephanie Bruce [term began 8 February 2023]
Marcus Exall
Laura Harnett
Andrew Kimball [term ended 12 October 2022]
Ceinwen McMillan [term ended 12 October 2022]
Jonathan Stadlen
Lopa Winters [term began 12 October 2022]

The governing documents set out the Trustee appointment regime.

Day-to-day management is delegated to our Chief Executive Office and Chief Operating Officer, whose responsibility is to work to the strategic plan which contains financial and service objectives. Remuneration for key management is set with reference to market rates for similar roles and responsibilities in the charitable sector, taking account of geographical differences.

**Financial Review**

The results for the period and the charity's financial position at the end of the period are shown in the attached financial statements.

The charity relies on donations, which totalled £1,219,805 for the period. Donations of £1,134,283 were restricted in use. Incoming resources during the period have been primarily voluntary donations, including a donation of £1,000,000 by abrdn to continue funding the expansion and growth of Hello World's work.

The charity's most significant sources of income are a variety of core and project funding for Hub builds and operations across Uganda and Nepal.

**Policy on Reserves**

To ensure our ability to meet financial obligations when due, Hello World strives to hold a target cash reserves sufficient to fund at least three months of core operations and maintains a multi-year forecast tracked in real-time to monitor this.

**Disclosure of information to auditor**

Each trustee has taken the required steps to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information. The trustees confirm that there is no relevant information that they know of and of which they know the auditor is unaware.

The annual report was approved by the trustees of the charity on 9/29/2023 and signed on its behalf by:

DocuSigned by:
Tom Adams
901D936BD883481...
Tom Adams

Trustee

## Hello World

## Statement of Trustees' Responsibilities

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

The law applicable to charities requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008, and the provisions of the constitution. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Approved by the trustees of the charity on 9/29/2023 and signed on its behalf by:

DocuSigned by:
Tom Adams
Tom Adams

Trustee

## Hello World

## Independent Auditor's Report to the Members of Hello World

**Opinion**

We have audited the financial statements of Hello World (the 'charity') for the year ended 31 March 2023, which comprise the Statement of Financial Activities, Balance Sheet, Cash Flow Statement, and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is United Kingdom Accounting Standards, comprising Charities SORP - FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and applicable law (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

**Basis for opinion**

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

**Conclusions relating to going concern**

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue.

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

**Other information**

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Independent Auditor's Report to the Members of Hello World (continued)

**Matters on which we are required to report by exception**

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

We have nothing to report in respect of the following matters where the Charities (Accounts and Report) Regulations 2008 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

**Responsibilities of trustees**

As explained more fully in the Statement of Trustees' Responsibilities (set out on page 9), the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

**Auditor Responsibilities for the audit of the financial statements**

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

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

**The extent to which the audit was considered capable of detecting irregularities including fraud**

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the company through discussions with directors and other management, and from our commercial knowledge and experience of the charities sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Charities Act 2011, taxation legislation, data protection, anti-bribery, employment, environmental, and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management, reviewing licenses, certificates and relevant correspondence including the inspection of legal correspondence; and

## Independent Auditor's Report to the Members of Hello World (continued)

- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC, relevant regulators and the company's legal advisors.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

**Use of our report**

This report is made solely to the charity trustees, as a body, in accordance with section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the trustees those matters we are required to state to trustees in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

## Independent Auditor's Report to the Members of Hello World (continued)

Thompson Jenner LLP

.....

David Tucker (Senior Statutory Auditor)
For and on behalf of Thompson Jenner LLP, Statutory Auditor

1 Colleton Crescent
Exeter
Devon
EX2 4DG

Date: 29 September 2023

## Hello World

## Statement of Financial Activities for the Year Ended 31 March 2023

| | Note | Unrestricted funds £ | Restricted funds £ | Total 2023 £ |
|---|---|---|---|---|
| **Income and Endowments from:** | | | | |
| Donations and legacies | 2 | 85,522 | 1,134,283 | 1,219,805 |
| Investment income | 4 | 3,712 | - | 3,712 |
| Total income | | 89,234 | 1,134,283 | 1,223,517 |
| **Expenditure on:** | | | | |
| Raising funds | 5 | (327) | (248,435) | (248,762) |
| Charitable activities | 6 | (79,789) | (696,692) | (776,481) |
| Total expenditure | | (80,116) | (945,127) | (1,025,243) |
| Net income | | 9,118 | 189,156 | 198,274 |
| Gross transfers between funds | | 18,000 | (18,000) | - |
| Net movement in funds | | 27,118 | 171,156 | 198,274 |
| **Reconciliation of funds** | | | | |
| Total funds brought forward | | 402,996 | 587,585 | 990,581 |
| Total funds carried forward | 14 | 430,114 | 758,741 | 1,188,855 |

| | Note | Unrestricted funds £ | Restricted funds £ | Total 2022 £ |
|---|---|---|---|---|
| **Income and Endowments from:** | | | | |
| Donations and legacies | | 340,337 | 1,116,606 | 1,456,943 |
| Other trading activities | | 50,000 | - | 50,000 |
| Investment income | 4 | (48) | - | (48) |
| Total income | | 390,289 | 1,116,606 | 1,506,895 |
| **Expenditure on:** | | | | |
| Raising funds | 5 | (42,988) | (130,355) | (173,343) |
| Charitable activities | 6 | (35,343) | (444,502) | (479,845) |
| Total expenditure | | (78,331) | (574,857) | (653,188) |
| Net income | | 311,958 | 541,749 | 853,707 |
| Net movement in funds | | 311,958 | 541,749 | 853,707 |
| **Reconciliation of funds** | | | | |
| Total funds brought forward | | 91,038 | 45,836 | 136,874 |
| Total funds carried forward | 14 | 402,996 | 587,585 | 990,581 |

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2022 is shown in note 14.

## Hello World

## (Registration number: 1148596)
## Balance Sheet as at 31 March 2023

| | Note | 2023 £ | 2022 £ |
|---|---|---|---|
| **Current assets** | | | |
| Debtors | 11 | 62,379 | 8,082 |
| Cash at bank and in hand | 12 | 1,150,035 | 995,634 |
| | | 1,212,414 | 1,003,716 |
| **Creditors: Amounts falling due within one year** | 13 | (23,559) | (13,135) |
| **Net assets** | | 1,188,855 | 990,581 |
| **Funds of the charity:** | | | |
| **Restricted income funds** | | | |
| Restricted funds | 14 | 758,741 | 587,585 |
| **Unrestricted income funds** | | | |
| Unrestricted funds | | 430,114 | 402,996 |
| **Total funds** | 14 | 1,188,855 | 990,581 |

The financial statements on pages 14 to 27 were approved by the trustees, and authorised for issue on 9/29/2023 .....and signed on their behalf by:

DocuSigned by:
Tom Adams
9010936BD883481...

Trustee Tom Adams

## Hello World

## Cash Flow Statement for the Year Ended 31 March 2023

| | Note | 2023<br>£ | 2022<br>£ |
|---|---|---|---|
| **Cash flows from operating activities** | | | |
| Net cash income | | 198,274 | 853,707 |
| **Adjustments to cash flows from non-cash items** | | | |
| Investment income | 4 | (3,712) | 48 |
| | | 194,562 | 853,755 |
| **Working capital adjustments** | | | |
| (Increase)/decrease in debtors | 11 | (54,297) | 10,696 |
| Increase in creditors | 13 | 10,424 | 5,699 |
| Net cash flows from operating activities | | 150,689 | 870,150 |
| **Cash flows from investing activities** | | | |
| Interest receivable and similar income | 4 | 3,712 | (48) |
| Net increase in cash and cash equivalents | | 154,401 | 870,102 |
| Cash and cash equivalents at 1 April | | 995,634 | 125,532 |
| Cash and cash equivalents at 31 March | | 1,150,035 | 995,634 |

All of the cash flows are derived from continuing operations during the above two periods.

## Notes to the Financial Statements for the Year Ended 31 March 2023

### 1 Accounting policies

**Statement of compliance**
The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

**Basis of preparation**
Hello World meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

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

**Judgements**
In the application of the trust's accounting policiess, which are described in this note, the Trustees are required to make judgements, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historically known factors and experience. Therefore, the trustees do not perceive there to be critical areas of judgement or sources of estimation uncertainty in the formulation of the financial statements.

**Income and endowments**
Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

***Donations and legacies***

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured. In the event that a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfulment of those conditions is wholly within the control of the charity and it is probabl that these conditions will be fulfilled in the reporting period.

***Grants receivable***

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

***Deferred income***

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:
- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

*Investment income*

Bank interest is recognised once the interest has been received.

**Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

*Raising funds*

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

*Charitable activities*

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

**Governance costs**

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

**Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

**Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

**Foreign exchange**

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

Other exchange differences are recognised in the statement of financial activities in the period in which they arise.

**Fund structure**

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

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

**Pensions and other post retirement obligations**

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

**Financial instruments**

***Classification***

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.
Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

***Recognition and measurement***

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

***Impairment***

At the end of each reporting period financial assets measued at amortised cost are assessed for objective evidence of impairment. If an asset is impaired the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in the statement of financial activites.

## 2 Income from donations and legacies

| | Unrestricted funds General £ | Restricted funds £ | Total funds £ |
|---|---|---|---|
| Donations and legacies; | | | |
| Donations from companies, trusts and similar proceeds | 73,317 | 1,134,283 | 1,207,600 |
| Donations from individuals | 11,842 | - | 11,842 |
| Gift aid reclaimed | 363 | - | 363 |
| **Total for 2023** | 85,522 | 1,134,283 | 1,219,805 |
| **Total for 2022** | 340,337 | 1,116,606 | 1,456,943 |

Included within donations received are the following notable donations:

| | 2023 £ |
|---|---|
| Aberdeen Corporate Services | 1,000,000 |
| The Marr-Munning Trust | 117,000 |
| Merck Family Foundation | 39,033 |
| MIT Solve | 26,005 |
| 48percent.org | 17,283 |

### 3 Income from other trading activities

| | Unrestricted funds General £ | Total funds £ |
|---|---|---|
| **Total for 2023** | - | - |
| **Total for 2022** | 50,000 | 50,000 |

### 4 Investment income

| | Unrestricted funds General £ | Total funds £ |
|---|---|---|
| Interest receivable and similar income; | | |
| Bank interest receivable | 3,712 | 3,712 |
| **Total for 2023** | 3,712 | 3,712 |
| **Total for 2022** | (48) | (48) |

### 5 Expenditure on raising funds

| | 2023 £ | 2022 £ |
|---|---|---|
| Web development and design | 28,038 | 28,826 |
| Fundraising & communications | 27,186 | 3,089 |
| Governance costs | 119 | 7,600 |
| Other administrative costs | 193,419 | 133,828 |
| Total | 248,762 | 173,343 |

## 6 Expenditure on charitable activities

| | | 2023 | 2022 |
|---|---|---|---|
| | | £ | £ |
| Hello Hubs - Global | | 28,022 | 36,688 |
| *Uganda Operations:* | | | |
| | Equipment | 218,208 | 164,520 |
| | Labour | 173,122 | 98,471 |
| | Miscellaneous | 249,237 | 118,607 |
| *Nepal Operations:* | | | |
| | Equipment | 1,935 | 14,663 |
| | Labour | 52,776 | 19,058 |
| | Miscellaneous | 44,828 | 24,847 |
| Gaza Operations | | 5,021 | - |
| Other Projects | | 3,332 | 2,991 |
| Total | | 776,481 | 479,845 |

## 7 Net incoming/outgoing resources

Net incoming resources for the year include:

| | 2023 | 2022 |
|---|---|---|
| | £ | £ |
| Audit fees | 9,000 | 9,000 |
| Foreign currency gains | (5,273) | (40) |

## 8 Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any reimbursed expenses or any other benefits from the charity during the year.

## 9 Staff costs

The aggregate payroll costs were as follows:

| | 2023 | 2022 |
|---|---|---|
| | £ | £ |
| **Staff costs during the year were:** | | |
| Wages and salaries | 188,514 | 109,070 |
| Social security costs | 21,805 | 11,402 |
| Pension costs | 3,544 | 2,258 |
| | 213,863 | 122,730 |

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year expressed as full time equivalents was as follows:

| | 2023<br>No | 2022<br>No |
|---|---|---|
| Administration | 3 | 2 |
| Management | 2 | 1 |
| | 5 | 3 |

5 (2022 - 3) of the above employees participated in the Defined Contribution Pension Schemes.

The number of employees whose emoluments fell within the following bands was:

| | 2023<br>No | 2022<br>No |
|---|---|---|
| £70,001 - £80,000 | 1 | 1 |

The total employee benefits of the key management personnel of the charity were £142,972 (2022 - £70,642).

## 10 Taxation

The charity is a registered charity and is therefore exempt from taxation.

## 11 Debtors

| | 2023 £ | 2022 £ |
|---|---|---|
| Prepayments | 2,895 | 2,494 |
| Accrued income | 59,142 | 4,401 |
| Other debtors | 342 | 1,187 |
| | 62,379 | 8,082 |

## 12 Cash and cash equivalents

| | 2023 £ | 2022 £ |
|---|---|---|
| Cash on hand | 75,034 | 10,392 |
| Cash at bank | 1,075,001 | 985,242 |
| | 1,150,035 | 995,634 |

## 13 Creditors: amounts falling due within one year

| | 2023 £ | 2022 £ |
|---|---|---|
| Other taxation and social security | 7,672 | - |
| Pension scheme creditor | 1,092 | - |
| Accruals | 14,795 | 13,135 |
| | 23,559 | 13,135 |

## Notes to the Financial Statements for the Year Ended 31 March 2023 (continued)

### 14 Funds

| | Balance at 1 April 2022 £ | Incoming resources £ | Resources expended £ | Transfers £ | Balance at 31 March 2023 £ |
|---|---|---|---|---|---|
| **Unrestricted funds** | | | | | |
| ***General*** | | | | | |
| Unrestricted | 402,996 | 89,234 | (80,116) | 18,000 | 430,114 |
| **Restricted funds** | | | | | |
| FCDO | 7,423 | - | (7,423) | - | - |
| rcrt20 | 2,719 | - | - | - | 2,719 |
| andan | 18,000 | - | - | (18,000) | - |
| abrdn | 552,183 | - | (552,075) | - | 108 |
| nesta | 7,260 | - | (7,260) | - | - |
| 48percent | - | 17,283 | (5,272) | - | 12,011 |
| abrdn2 | - | 1,000,000 | (373,097) | - | 626,903 |
| Marr-Munning | - | 117,000 | - | - | 117,000 |
| **Total restricted funds** | 587,585 | 1,134,283 | (945,127) | (18,000) | 758,741 |
| **Total funds** | 990,581 | 1,223,517 | (1,025,243) | - | 1,188,855 |

## Notes to the Financial Statements for the Year Ended 31 March 2023 (continued)

| | Balance at 1 April 2021 £ | Incoming resources £ | Resources expended £ | Balance at 31 March 2022 £ |
|---|---|---|---|---|
| **Unrestricted funds** | | | | |
| ***General*** | | | | |
| Unrestricted | 91,038 | 390,289 | (78,331) | 402,996 |
| **Restricted** | | | | |
| FCDO | 29,946 | - | (22,523) | 7,423 |
| rcrt20 | 2,719 | - | - | 2,719 |
| souter | 3,000 | - | (3,000) | - |
| Lions Club | 200 | - | (200) | - |
| St James onetabs | 2,500 | - | (2,500) | - |
| Stebbings | 4,691 | - | (4,691) | - |
| Southall | 2,780 | - | (2,780) | - |
| Jephcott | - | 10,000 | (10,000) | - |
| PLR | - | 10,000 | (10,000) | - |
| Didymus | - | 5,000 | (5,000) | - |
| Merck | - | 17,199 | (17,199) | - |
| Rathbone | - | 1,000 | (1,000) | - |
| Tenacre | - | 35,407 | (35,407) | - |
| andan | - | 18,000 | - | 18,000 |
| abrdn | - | 1,000,000 | (447,817) | 552,183 |
| nesta | - | 20,000 | (12,740) | 7,260 |
| **Total restricted funds** | 45,836 | 1,116,606 | (574,857) | 587,585 |
| **Total funds** | 136,874 | 1,506,895 | (653,188) | 990,581 |

A transfer has been made from restricted to unrestricted funds as, upon investigation, it was determined that the terms of the funding agreement suggest that the funding is unrestricted in nature, rather than restricted as initially thought.

**15 Analysis of net assets between funds**

| | Unrestricted funds General £ | Restricted funds £ | Total funds at 31 March 2023 £ |
|---|---|---|---|
| Current assets | 444,673 | 767,741 | 1,212,414 |
| Current liabilities | (14,559) | (9,000) | (23,559) |
| Total net assets | 430,114 | 758,741 | 1,188,855 |

## Notes to the Financial Statements for the Year Ended 31 March 2023 (continued)

| | Unrestricted funds General | Restricted funds | Total funds at 31 March 2022 |
|---|---|---|---|
| | £ | £ | £ |
| Current assets | 416,131 | 587,585 | 1,003,716 |
| Current liabilities | (13,135) | - | (13,135) |
| Total net assets | 402,996 | 587,585 | 990,581 |

### 16 Analysis of net funds

| | At 1 April 2022 | Financing cash flows | At 31 March 2023 |
|---|---|---|---|
| | £ | £ | £ |
| Cash at bank and in hand | 995,634 | 154,401 | 1,150,035 |
| Net debt | 995,634 | 154,401 | 1,150,035 |

### 17 Related party transactions

There were no related party transactions in the year.

**Hello World**

England & Wales - Charity number 1148596

# Accounts

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# Annual Report and Financial Statements for the Year Ended 31 March 2022

Charity Number: 1148596

DocuSign Envelope ID: 87656EB6-FE14-43FE-91DC-016FA8567F11

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Advisers: 3
Officers: 3
Charity Registration Number: 3
Registered Office: 3
Independent Examiner: 4

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# Reference and Administrative Details

**Trustees:**

Thomas Henry Adams
Jonathan Asante [term began 12 October 2022]
Frances Baawuah
Marcus William Exall
Laura Harnett
Andrew Kimball [term ended 12 October 2022]
Jonathan Stadlen
Ceinwen McMillan [term ended 12 October 2022]
Robert Schulze [term ended 16 Jun 2021]
Lopa Winters [term began 12 October 2022]

**Advisers:**

Sugata Mitra, Education Technology
Lane Merrifield, Education Technology
Surina Marula MBE, Charitable Operations
Anna Southgate, Development

**Officers:**

Katrin McMillan, Chief Executive Officer
Angharad Jones, Chief Operating Officer

**Charity Registration Number:**

1148596

**Registered Office:**

28 Digby Crescent,
Finsbury Park,
London.
N42HR

**Auditors:**

Moore Kingston Smith

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# Trustees' Report - 1st April 2021 to 31st March 2022

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 31 March 2022.

**Structure, Governance and Management**

*Description of the charity's trusts*

Type of governing document: Trust Deed dated 20 February 2012, as amended on 10 Jan 2013 and 6 Feb 2019

How the charity is constituted: Charitable Trust

Trustee selection methods: appointed by Trustee

**Objects and Aims**

Summary of the objectives of the charity set out in its governing document:

Hello World initiates and supports projects that provide sustainable development, capacity building, and prevention of relief or poverty. Hello World follows principles of community-led development and respect in addressing critical needs in the developing world.

Summary of the main activities undertaken for the public benefit in relation to these objectives:

- Sustainable development, i.e., "development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (Trust Deed).
- To promote sustainable development for the benefit of the public by: (a) the preservation, conservation and the protection of the environment and the prudent use of resources; (b) the relief of poverty and the improvement of the conditions of life in socially and economically disadvantaged communities; (c) the promotion of sustainable means of achieving economic growth and regeneration.
- Capacity building. To develop the capacity and skills of the members of the socially and economically disadvantaged communities of Africa in such a way that they are better able to identify and help meet their needs and to participate more fully in society.

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- Prevention or relief of poverty for the public benefit. The prevention or relief of poverty [or financial hardship] anywhere in the world by providing or assisting in the provision of education, training, healthcare projects and all the necessary support designed to enable individuals to generate a sustainable income and be self-sufficient.

In setting our objectives and planning our activities, our trustees have given careful consideration of the Charity Commission's guidance on public benefit.

**Culture and Protections:**

We are an equal opportunity organisation committed to a working environment free from discrimination on the grounds of colour, race, ethnicity, religion, sex, sexual orientation or disability. We will make reasonable adjustments to meet the needs of staff or pupils who are or become disabled.

**Achievements and Performance**

Hello World partners work with hard-to-reach communities in developing countries to create Hello Hubs: community-built, solar-powered internet Hubs that get people online and give children access to a world-class education. Our driving purpose is to allow every community to break the poverty cycle.

Hello World's work arose from the belief in the power of self-directed learning for children, catalysed by an internet connection. We work to reach out-of-school children and those most impacted by the digital divide.

Hello World currently supports communities in Uganda and Nepal.

**Vision:**

*A world where every community has access to the internet for education and problem-solving.*

**Mission:**

Our mission is to enable hard-to-reach and disconnected communities to connect to the world via our Hello Hubs.

We also strive to challenge established views about how to deliver international aid and education. We work with communities from the outset and listen and adapt our support to the community's needs so that they direct their own education, skills-building and problem-solving.

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**Our approach**

Hello World currently partners with communities in marginalised areas of Uganda and Nepal to connect them to the internet and provide access to world-class ed tech. We do this by building Hello Hubs - solar-powered, internet-enabled structures built by the community and fitted with eight tablets, each loaded with world-class educational software. Free wi-fi is provided via our purposeful relationships with Internet Service Providers.

One Hello Hub can reach more than 1250 people and provides the power, hardware and software to bring a community online, connecting them to a new world of education, skills, entertainment and economic opportunity. We are community driven from the outset, and every community builds and maintains a Hub.

Each Hello Hub and community is supported by a Community Support Officer (CSO). In addition to offering communities the power, hardware and software to get online, Hubs become centres of learning, skills building and problem-solving. Countless projects arise from each Hub.

Hello Hub hubs are made using off-the-shelf parts, meaning they can be easily and cheaply maintained by the community that builds them. Hello World offers training and assistance to leave behind the skills to maintain and repair the Hub.

## Activities (1st April 2021 to 31st March 2022)

Hello World closes the year in our strongest ever position. The prior reporting period highlighted a period of reflection and consolidation owing to the impact of COVID-19 on operations and scale. The Charity has built on this during the current reporting period and has continued to grow financially, in impact and size.

Funding from the UK Government's Foreign and Commonwealth Office (FCDO) (received just prior to the beginning of this reporting period) supported the organisation in consolidating our governance processes and operations, positioning Hello World to scale and expand in 2021.

The Charity built its operational footprint, maintained and sustained the quality of our work and impact with communities and laid the groundwork to advance our strategy into 2022.

A significant achievement in this reporting period was securing funding from abrdn in July 2021. In addition to supporting 64 new Uganda Hub builds over two years, our partnership with abrdn allowed our team to grow and consolidate in Uganda and elevated our external communications.

The year also saw our operations in Nepal consolidate, securing a new leadership team towards the end of the reporting period. This growth and capacity supports our focus on testing and demonstrating our model outside Uganda and further developing evidence supporting scale globally.

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As a testament to the success of the period, Hello World was a recipient of several awards and funds that have expanded our profile and reach externally.

## Our Future

At the end of March 2022, Hello World is in a position to continue to scale across Uganda and Nepal, to double down on our impact assessment and efforts to maintain and strengthen the impact of each Hub across the 41 communities where we currently work. We are also well-positioned to build new relationships and partnerships to expand our reach. Plans and funding are in place to scale to 107 Hubs by the end of 2023, connecting almost 120,000 people to life-changing internet.

Hello World is committed to growing strategically and smartly. Impact measurement and listening to communities in our day-to-day operations are central to the Charity's way of working and partnership commitments. External impact evaluation continues to guide our work and drive meaningful and positive change in the lives of Hub users and communities. The increase in profile, funding and scale of operations during the reporting period informed a process to develop a new three-year strategy for the organisation. A draft was finalised in March 2022 (and subsequently approved by the board of trustees). The strategy will be publicly launched as part of a planned website refresh in 2022 and centres around three goals: Goal 1: Deepen our impact in the communities where we work; Goal 2: Increase our reach and Goal 3: Build our operational excellence, guided by our values. The trustees believe the strategy sets the path of the organisation for the years ahead.

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## Scale and Growing Operations

Throughout the reporting period, Hello World remained operational. National lockdowns, border closures and monsoon season in Nepal impacted timelines in certain locations; however, this was managed effectively by the teams who refocused efforts on community engagement and support around existing Hubs.

At the end of March 2021, 23 Hubs were operating across Nepal and Uganda. During the reporting period, our Hello Hub footprint almost doubled to 41 Hubs, serving more than 42 000 people across these communities. 5 FCDO funded Hubs were built in Nepal, 13 in Uganda - 5 in Nakivale refugee settlement and 8 in the western region of Uganda. Uganda Hubs nearly doubled in this period to 27.

Hello World's staffing footprint remains global and adaptive. We continued to prioritise working via implementing partners, establishing staffing and leadership structures in the countries where we operate, and transitioning to a de-centralised senior leadership structure. For example, Hello World's Uganda lead was appointed as Uganda Country Director and now has oversight over Nepal's project team. Transformational funding from abrdn supported the expansion of the Uganda country team to employ new team members across operations, projects and engineering while expanding the Community Support Officer network and establishing a network of regional managers across Uganda. Expanding the Uganda team provides the workforce to build with two separate teams at any time, doubling the capacity to build the 64 abrdn funded Hubs.

By March 2022, we had increased our employment in Uganda by more than 200 per cent (with 13 employees), and the CSO network stood at 30.

Efforts have focused on aligning Nepal operations with our Ugandan operations and recruiting a larger, more flexible team. Recruitment of a new Team Leader, Project and Technology lead was in the final stages at the end of this reporting period.

*Uganda Country Manager Fiona Komugisha*

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# Impact

Impact measurement is central to Hello World's work. Working in partnership with communities, our impact measurement is community driven. Hello World regularly collects feedback from communities via our CSOs and adjusts how we work. We prioritise rigorous social impact surveys via a partnership with 60Decibels.

60decibels uses quantitative and qualitative research methods to ask tens of thousands of beneficiaries across hundreds of social change organisations to judge, based on their own lived experience, the materiality of the impact those organisations make on their lives. Hello World is consistently in the top quintile of 60Decibels's rankings in terms of their overall benchmarking and against both the technology and education-related peers to Hello World.

Hello World surveys Hub users annually, and our January 2022 survey results continue to demonstrate our work's significant impact on Hub users and the surrounding communities' lives.

Our 2022 survey results show that Hello Hubs are built in areas with little access to reasonable alternatives. In Nepal, just 8% of Hub users felt they had access to a reasonable alternative, while in Uganda, this figure was only 5%.

It is clear that Hubs improve people's lives, with 97% of Ugandan Hub users and 89% of those in Nepal saying that their lives had either improved or significantly improved because of the Hub.

Hub users are upskilling as Hubs are used to learn new things and skills and finding information that individual Hub users find useful. 81% of people in Uganda and 47% in Nepal had used the Hub to learn something new. People are also growing confident using their Hello Hub to find relevant resources and know how to seek out educational materials. 99% of Ugandans and 87% Nepali Hub users felt confident or very confident using the Hub to find new information.

Detractors commonly reference wanting still faster speeds and more Hubs, suggesting that the service is highly valued and in great demand.

# Funding and Awards

Two key funding relationships supported Hello World's scale, impact and operational excellence in 2021/22. Hello World was also the recipient of a number of significant prizes and awards throughout 2021/22. These prizes highlight our impact, innovation and potential and have also enhanced our profile and networks.

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**abrdn partnership**

*Stephen Bird, abrdn CEO and Katrin McMillan, Hello World CEO and Founder*

On July 5th 2021, Hello World was awarded a two-year fund of £1 million by Scottish investment and asset management firm abrdn. Funding focused on project work in Uganda and building 64 new Hello Hubs. This funding represented transformational investment to support scale.

This funding allowed us to grow our team in Uganda, and as of the end of March 2022, 9 abrdn Hello Hubs have been completed, with two more scheduled for completion in early April 2022.

The partnership also supported launching a two-way mentoring programme between Hello World Community Support Officers and abrdn colleagues. Twenty-four mentoring pairs spent over 72 hours discussing topics such as computer skills, confidence, public speaking and employability. The programme received positive feedback from both abrdn and CSOs.

**FCDO Support:**

Hello World received funding from the Small Charities Challenge Fund (SCCF) grants programme of the FCDO in February 2021. The funding includes a match funding contribution. The grant has allowed us to reach remote and isolated communities in the Helambu Province of Nepal and offer a programme of software and hardware

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training within these communities and the surrounding areas. Building work began in April 2021, and 5 hubs were completed by January 2022.

**MIT Solve**

Hello World was selected from a list of thousands to be a part of MIT's SOLVE initiative, where leading social impact organisations tackling some of the world's most pressing problems get together to share ideas and networks.

**Andan Foundation and Hewlett-Packard awards.**

During the official launch of the MIT Solver cohort, Hello World was announced as the sole winner of the Andan Foundation Prize for Innovation in Refugee Inclusion and joint winner of the HP prize for advancing digital equity. Hello World achieved a total prize fund of $100,000 for these awards.

In March 2022, the Andan foundation furthered its commitment to Hello World by donating 60,000 swiss francs to support three additional Hello Hub builds in refugee settlements in Uganda.

**Goldman Sachs Analyst Prize**

A team of analysts entered the sixth annual Goldman Sachs Gives Analyst Impact Fund Competition, presenting Hello World to an assembled panel of Goldman Sachs affiliates and executives. The team reached the final round and finished second, securing a grant of £74,000 to Hello World.

## Technology and Engineering

Hello World prioritises innovation and, when appropriate, uses technology to solve problems, but we do so in ways that are in harmony with the community's aspirations. Our approach means that we remain agile and responsive, and as a result, Hello Hubs act as a launchpad for countless activities and programmes.

Over the period, Hello World undertook the following technical improvements and assessments:

- Invested in a review led by an edtech expert to assess educational content available on Hello Hub tablets, we worked with an ed-tech expert. The review allowed us to refocus and reduce the number of apps available to gain a greater understanding.
- Our engineering team rolled out a new tablet management system 'Esper'. This software enables us to capture a range of passive data on usage, add new apps, and update software remotely as improvements become available. This remote system is invaluable as Hub volume scales.

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- Hub design was updated in Uganda to improve safety and usage and add power monitoring, including a remote diagnosis function.

*Engineering work at the Dhapsung Hub in Nepal (photo by Johnny Fenn)*

## Projects

Countless projects arise at each Hello Hub and within communities following Hello Hub usage. Hello World also develops specialist projects to respond to community needs or advance our Hub model's uptake globally.

In Uganda, all Community Support Officers were trained in a life skills programme which they teach to groups of young people at the Hubs in the appropriate language. Teachers in Nepal took part in software and hardware training led by the Nepal team. Hello World Community Support Officers in Uganda all took part in a mentoring partnership with abrdn. Many Hub communities also deliver their own programmes, including hairdressing courses, debating clubs and cooking activities.

**Hub Heroes**

Based on community feedback, we expanded our Hub Heroes programme in Uganda. Small tablets are now bought locally and programmed with additional

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software to the onecourse from onebillion, including applications from Curious Learning, which is set in local languages. These small tablets, dedicated to early-stage literacy and numeracy, were given out to families in Kampala to use at home and to Hubs in Nakivale to be used by groups of young learners coming to the Hub. Response from parents was particularly positive on this; in particular, many parents said their children were better prepared to return to school following COVID lockdowns.

**How to Build a Hello Hub**

Hello World published the How to Build a Hello Hub Guide in August 2021. This guide details all information needed to build a Hub, from community meeting agendas to costed kit lists to complex engineering diagrams and forming relationships with internet service providers. Over 50 individuals and organisations have signed up to use the guide. We provided this for free to small NGOs and community members and asked for donations from larger organisations.

**My Hello Hub**

Hello World also launched the Hub community-owned website www.myhellohub.org. This site functions as a community noticeboard, providing information for any Hub community member on who their community support officer is, information about what is happening at their Hub and links to learning resources. This site also features data about each Hello Hub, including statistics on app usage, total internet usage and the amount of time spent at the Hub.

**Engineering Fellowship**

In order to address the gender disparity in applications for engineering roles at Hello World in Uganda, we launched a fellowship programme; this saw two female fellows spend six months with the Uganda team on Hub Builds, learning how to teach communities how to build a Hello Hub.

## Hello World in the Public Eye

Hello World has continued to lead the conversation surrounding the digital divide, making the case for urgent action and highlighting the essential link between connectivity and education. Our social media impressions, engagement and followers have risen across all channels.

We have also made use of external communications opportunities through our partners and projects. At the end of March 2022, we announced we were the lead sponsor in The Day's inaugural global young journalist of the year award, supporting the race and gender award. Hello World Judges will sit alongside Tina Fey in selecting winners from 10 categories, all of which will be open to children and youths using Hello Hubs to access the internet.

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Our Hub building project supported by the FCDO has been featured on their website using photos taken during the first two builds by Johnny Fenn. The photo story Harnessing the power of tech to connect remote communities in Nepal and transform outlooks provides context and explanation of Hello World's work to an audience interested in policy and government action.

News of our partnership with abrdn also presented our work to a finance audience looking for news on the group's rebrand. Our partnership was announced as part of their change of company name. We have seen significant social media attention from across the abrdn team, with regular reporting on our partnership and its progress on their internal site.

## Financial Review

The results for the period and the charity's financial position at the end of the period are shown in the attached financial statements.

The charity relies on donations, which totalled £1,456,943 for the period, up substantially from the previous year.

Donations totalling £1,116,606 were restricted in use.

Incoming resources during this period have been primarily voluntary donations, and grants, including a donation of £1,000,000 by abrdn to fund an expansion of Hello Hubs work in Uganda and an additional payment of £50,000 for sponsorship rights to the Hello World logo for advertising and media purposes in the UK.

The Charity's most significant sources of income are a variety of core and project funding for Hub builds and operations across Uganda and Nepal.

**Policy on reserves:**
Policy on reserves: To ensure our ability to meet financial obligations when due, Hello World strives to hold a target cash reserve sufficient to fund at least three months of core operations and maintains a multi-year forward forecast tracked in real-time.

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## INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF HELLO WORLD

### Opinion

We have audited the financial statements of Hello World for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2022, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

### Basis for opinion

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

### Conclusions relating to going concern

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

### Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

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**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we required for our audit.

**Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement set out on page 27, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

**Auditor's Responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

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

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charity's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.

- Conclude on the appropriateness of the trustees use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such

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disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud**

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charity.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charity and considered that the most significant are [the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council]

- We obtained an understanding of how the charity complies with these requirements by discussions with management and those charged with governance.

- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.

- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.

- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

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**Other matters which we are required to address**

The corresponding figures in the financial statements of Hello World were not audited as the charitable company did not require an audit under the Charities Act 2011 in the prior year.

**Use of our report**

This report is made solely to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charity and charity's trustees as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

4 January 2023

Ian Matthews
Statutory auditor

Betchworth House
57-65 Station Road
Redhill
Surrey
RH1 1DL

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006

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# Financial Results for the Year ended 31 March 2022

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| (£) Receipts and Payments | Twelve Months Ending 31 Mar 2021 | | | Twelve Months Ending 31 Mar 2022 | | |
|---|---|---|---|---|---|---|
| | unrestrict | restricted | TOTAL | unrestrict | restricted | TOTAL |
| **Incoming resources:** | | | | | | |
| Personal Giving | 63,747 | - | 63,747 | 15,478 | - | 15,478 |
| Institutional Giving | 95,974 | 187,014 | 282,988 | 321,426 | 1,116,606 | 1,438,032 |
| Government | - | 50,000 | 50,000 | | | |
| Events | 38,929 | 500 | 39,429 | 3,433 | - | 3,433 |
| Hello World Donations | 198,650 | 237,514 | 436,164 | 340,337 | 1,116,606 | 1,456,943 |
| Other, Fees | - 243 | | - 243 | - 48 | | - 48 |
| Sponsorship Income | - | - | - | 50,000 | | 50,000 |
| | 198,407 | 237,514 | 435,921 | 390,289 | 1,116,606 | 1,506,895 |
| **Spending on Charitable activities:** | | | | | | |
| *Hello Hubs - Global* | | | 57,186 | | | 36,688 |
| *Uganda Operations* | | | | | | |
| *Equipment* | | | 8,059 | | | 164,520 |
| *Labor* | | | 43,757 | | | 98,471 |
| *Misc* | | | 32,307 | | | 118,607 |
| *Nepal Operations* | | | | | | |
| *Equipment* | | | 16,054 | | | 14,663 |
| *Labor* | | | 4,000 | | | 19,058 |
| *Misc* | | | 4,776 | | | 24,847 |
| *Other Projects* | | | 6,309 | | | 2,990 |
| | 81,323 | 91,125 | 172,448 | 35,343 | 444,501 | 479,844 |
| **Cost of generating voluntary inc:** | | | | | | |
| Web development & design | | | 4,660 | | | 28,826 |
| Fund Raising & communications | | | 2,100 | | | 3,089 |
| Governance costs | | | | | | 7,600 |
| Other Admin | | | 121,406 | | | 133,827 |
| | 34,803 | 93,364 | 128,166 | 42,987 | 130,355 | 173,342 |
| **Net incoming/outgoing resources** | **82,281** | **53,025** | **135,306** | **311,959** | **541,750** | **853,709** |

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## Balance Sheet

| | unrestrict | restricted | 31-Mar-21 | unrestrict | restricted | 31-Mar-22 |
|---|---|---|---|---|---|---|
| **Assets** | | | | | | |
| Cash in bank | 54,597 | 45,836 | 100,433 | 397,657 | 587,585 | 985,242 |
| Funds in Uganda | 1,056 | | 1,056 | 9,028 | | 9,028 |
| Funds in Nepal | 24,044 | | 24,044 | 672 | | 672 |
| Cash in hand | 0 | | 0 | 692 | | 692 |
| Accruals & Prepayments | 17,222 | | 17,222 | 6,895 | | 6,895 |
| Gift Aid, expected | 1,556 | | 1,556 | 1,187 | | 1,187 |
| | 98,475 | 45,836 | 144,311 | 416,131 | 587,585 | 1,003,716 |
| **Liabilities** | | | | | | |
| Accrued expenses | 7,436 | | 7,436 | 13,135 | | 13,135 |
| | 7,436 | | 7,436 | 13,135 | | 13,135 |
| **Net Worth** | 91,039 | 45,836 | 136,875 | 402,996 | 587,585 | 990,581 |

## Cash Flow Statement

| | | | | | | |
|---|---|---|---|---|---|---|
| Starting Cash | 7,362 | - 7,188 | 174 | 79,695 | 45,837 | 125,532 |
| Net in (out) from operations | 82,281 | 53,025 | 135,306 | 311,958 | 541,749 | 853,707 |
| Gift Aid: (expected) received | - 1,426 | | - 1,426 | 368 | | 368 |
| Assets accrued | - 15,958 | | - 15,958 | 10,327 | | 10,327 |
| Liabilities accrued (paid out) | 7,436 | | 7,436 | 5,699 | | 5,699 |
| Ending Cash | 79,695 | 45,837 | 125,532 | 408,048 | 587,585 | 995,634 |

Approved by the Board of Trustees of Hello World on 4/01/202 and signed on behalf of the charity's trustees by: Tom Adams

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# Hello World
# Notes to the financial statements for the Annual Period ended 31 March 2022

**Note 1 Reporting entity**

Hello World, a charitable trust based in London, is dedicated to closing the global education deficit in developing countries and crisis areas with sustainable community-sponsored solutions, leveraging internet technology and self-organized learning to supplement or fill in for traditional classroom approaches. Hello World follows principles of community-led development and respect in addressing critical needs in the developing world.

Hello World was registered (#1148596) on 16 Aug 2012 under the name Africa Community Trust with the Charity Commission, regulator of charities in England and Wales, operating after 2013 as Projects For All. The charity changed its name to Hello World in 2018, reflecting a decision to focus on the Hello World hub project.

KATRIN MCMILLAN
28 Digby Crescent
London N4 2HR
UK
https://www.projecthelloworld.org/

**Note 2 Date of authorization**

The financial statements of Hello World for the twelve month period ended 31 March 2022 were authorised for issue by the trustees on 4 January 2023, and signed off on by Moore Kingston Smith on 4 January 2023. The fee for the audit was £7,500 plus VAT.

**Note 3 Statement of accounting policies**

**Statement of compliance and basis of preparation**

3.1 These accounts have been prepared in accordance with: (i) Accounting and Reporting by Charities - Statement of Recommended Practice (SORP 2019); (ii) the Financial Reporting Standard (FRS 102); and (iii) the Charities Act.

3.2 They are presented in GBP rounded to the nearest pound. Although each number presented is accurate to the nearest pound, this rounding results in an occasional apparent minor discrepancy in a sum.

**Significant accounting policies**

3.3 Transactions in foreign currencies are recognized at the actual exchange rate realized, or, if that is not applicable, the posted rate of exchange at the date of the transaction.

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**Incoming Resources**

3.4 Incoming resources are recognized in the Statement of Financial Activities (SoFA) once (i) Hello World becomes entitled to the resources, (ii) the trustees are virtually certain they will receive the resources, and (iii) the monetary value can be measured reliably.

3.5 Incoming resources with related expenditure are both reported gross in the SoFA.

3.6 Tax reclaims are included in the SoFA at the same time as the gift to which they relate.

3.7 The value of voluntary help is not included in these accounts.

3.8 Donations totaling £1,116,606 were restricted in use.

**Assets and Liabilities**

3.9 Cash consists of checking and savings accounts at Metro Bank and HSBC and amounts held in-country on our behalf by partners in Uganda and Nepal.

3.10 Liabilities are recognized as soon as there is a legal or constructive obligation committing Hello World to pay out resources

**Note 4 Incoming resources**

Incoming resources during this period have been voluntary donations and grants received on-line or directly by wire transfer into the charity's bank account, including a donation of £1,000,000 by abrdn to fund an expansion of Hello Hubs work in Uganda and a payment of £50,000 for sponsorship rights to the Hello World logo for advertising and media purposes in the UK.

**Note 5 Trustees' expenses and related party transactions**

None of the trustees have been paid any remuneration, incurred any reimbursed expense, or received any employee benefits or any other benefits from an employment with the charity or a related entity. One former trustee, Katrin McMillan, was a paid employee. Two trustees during the period are related to Katrin McMillan: Ceinwen McMillan and Tom Adams. Tom Adams is chief strategy officer of 60 Decibels Inc., a leading end-to-end impact measurement company, to which we paid £13,587 during the fiscal year for impact analysis of Hello Hubs in Uganda.

**Note 6 Allocation of Expense**

The primary allocation of expense in these accounts involves allocating a portion of staff costs to direct charitable spending in support of field operations in Uganda and Nepal and is determined by management judgement. Expenses incurred on projects funded by restricted donations are charged against the balance in those restricted accounts.

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**Note 7 Restricted funds**

The movements in restricted funds during the year were:

RESTRICTED FUNDS AS OF 31 MARCH 2022

| | Starting Balance | Receipts (less fees) | Payments | Ending Balance |
|---|---|---|---|---|
| Hello Hubs | £45,836 | £1,116,606 | £574,857 | £587,585 |

Restricted receipts for building hubs included £1,086,606 for Uganda and £30,000 for Nepal. Restricted spending on hubs included £519,122 for Uganda and £55,735 for Nepal.

**Note 8 Operations outside England and Wales**

Hello World operated in three countries outside England and Wales during the fiscal year: Nepal, Nigeria and Uganda. Local spending by the charity in those countries totaled £355,687 or 55% of total spending; funds were transferred using the regulated banking system (98%), cash (1%) and money service businesses (1%).

**Note 9 Staff Costs**

Hello World staff included three paid employees. Total payroll expense was £194,491 or 30% of total spending. Employer's national insurance costs and pension costs accounted for 7% of payroll expense. One employee received compensation in excess of £60,000; no employee received compensation in excess of £70,000.

| | 2021 | 2022 |
|---|---|---|
| Gross Pay | 109,070 | 110,233 |
| Social Security Costs | 11,402 | 11,551 |
| Pension | 2,258 | 2,215 |
| | 122,730 | 123,999 |

**Note 10 Other Assets and Liabilities**

Other assets and liabilities consist of:

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| OTHER ASSETS | 2021 | 2022 |
|---|---|---|
| Gift Aid Receivable | 1,556 | 1,187 |
| Accrued Income & Prepayments | 17,222 | 6,895 |
| | 18,778 | 8,082 |

| OTHER LIABILITIES | 2021 | 2022 |
|---|---|---|
| Other Creditors | 591 | 566 |
| PAYE Creditor | 3,109 | 3,409 |
| Accruals | 3,736 | 9,160 |
| | 7,436 | 13,135 |

## Note 11 Other Developments

Hello World contributed €580 to ON A MISSION, a Swiss non-profit organization, for sustainable reforestation projects to offset carbon emissions from fiscal 2022 operations.

## Note 12 Going Concern and Future Prospects

The trustees of Hello World consider the organization a viable going concern. Net worth was approximately £846,162 as of 31 October 4022. Moreover, existing anticipated revenues should fund the charity well into the 2024-2025 fiscal year.

## Discussion of Results

### Annual Fiscal Period Ending 31 March 2021

Incoming resources were primarily donations from 13 corporate donors totaling £282,987; over 70 private donors totaling £63,747; a grant from the Foreign, Commonwealth & Development Office of the UK government; and fund-raising campaigns, principally one with BBC Radio Four, for £39,429. The total of £436,163, including £3,620 of tax gift aid, was a 46% increase from prior year. Four institutional donors accounted for 64% of donations.

Expenditures totaled £300,614, a 24.5% decrease from prior year, reflecting a pause in the building of hubs.

Net Worth increased from £1,568 to £136,874, including funds donated for hub builds in Uganda and Nepal.

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**Annual Fiscal Period Ending 31 March 2022**

Incoming resources of £1,456,943 represent a 234% increase from prior year and were primarily donations from 14 corporate donors totaling £1,438,032; over 40 private donors totaling £15,478; and fund-raising campaigns or platforms for £3,433. The total of £436,163, including £3,620 of tax gift aid, was a 46% increase from prior year. One institutional donor accounted for 72% of donations.

Expenditures totaled £653,187, a 117.3% increase from prior year, reflecting active hub building in Uganda and Nepal after a pause during COVID restrictions.

Net Worth increased from £136,874 to £990,581, including as yet unspent donations for hub builds in Uganda.

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# Section A Structure, Governance and Management

**Description of the charity's trusts:**

Type of governing document: Trust Deed dated 20 February 2012, as amended on 10 Jan 2013 and 6 Feb 2019.

How the charity is constituted: Charitable Trust
Trustee selection methods: appointed by Trustees

**Trustees' Responsibilities**
The Trustees are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial period which give a true and fair view of the state of the affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Declaration**

The Trustees declare that they have approved the Trustees' Annual Report above.

Signed on behalf of the charity's trustees.

Signature:

DocuSigned by:
Tom Adams
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Tom Adams

**Hello World**

England & Wales - Charity number 1148596

# Accounts

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# Trustees' Annual Report 2020/2021

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# Summary of activity 2020/21

Following our largest year of growth to date in 2019/20 Hello World entered 2020/21 in a strong operational and financial position. This put us in good stead to weather the storm of uncertainty brought on by COVID-19. While no reflection on the year can be complete without a discussion of COVID and it's inevitable impact on our work, 2020/21 has, in many ways, made the case for Hello World even more powerfully. We ended the year reputationally, operationally and financially better off and looking forward to new Hub builds, beginning in April 2021..

2020/21 saw significant public facing campaigns, including a **BBC Radio 4 Charity appeal,** voiced by actor, author and broadcaster Stephen Fry, along with several print media pieces that also generated income from new donors. Significantly, Hello World was also approved by **DFID** (now the FCDO) for a Small Charities Challenge Fund Grant, to help build new Hubs in Nepal - a significant vote of confidence.

While Hub building was made impossible by global lockdowns for much of the year, Hello World continued to have a life changing - and indeed life saving - impact. As lockdown in Uganda created food shortages in the country, we organised a successful **Emergency Hunger Campaign**, raising enough money to deliver over 15,000 meals. Our 'lockdown-proof' **Hub Heroes** project also allowed children to continue to learn while schools were closed, and we worked with communities to deliver local training, including with **Women In Tech Uganda** (Witu), teaching tech and life skills to women and girls.

## COVID-19

Despite a squeeze on available funding, Hello World has addressed the COVID crisis head on. In many ways, 2020 has been the year that proved our model. Everyone, from UNICEF to Michelle Obama, has been talking about the injustice of the digital divide. Approximately 40% of the world's population do not have access to the internet leaving them unable to learn during school closures. Digital inequality has proved a problem the world over and shown us that internet connections should not be considered a luxury - rather they are essential to bridging the education gap. We have heard impressive stories from our Hubs - students continuing their coursework and research, businesses starting, savings and loans groups starting up and people teaching themselves how to make soap to help protect their village. Above all the ability to stay informed and up to date in a crisis can quite literally save lives.

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Within the squeezed funding environment and the restrictions on movement and border crossings we have been unable to build as planned. We have stayed with our Hub communities and learned a great deal about them, and how our projects work. In April, much of Uganda locked down. As a result the world food programme cut provision to many refugee settlements including Nakivale where we have several Hubs. Our Food Campaign provided essential support to Hub Communities in Nakivale, Fort Portal and Kampala where no food was provided at all, despite livelihoods being lost overnight. In addition Hubs have been made compliant with local COVID regulations, all having been fitted with soap and water stations to facilitate handwashing.

## HELLO WORLD IN THE NEWS

On the 3rd of May 2020 Hello World's appeal was broadcast to the nation on **BBC Radio 4**, with Stephen Fry telling the story of Hello Hub user Jackline and her family. You can listen to the appeal here and hear Stephen Fry talk about why he supports Hello World here. The appeal raised £30,741, almost entirely from new donors, several of whom continue to support Hello World on a monthly basis. Personal thank you cards were distributed to donors who had shared their contact information with the BBC.

We have also had press in several national and international publications many of which have garnered new donors.

The Hindu
Four Goods
BBC Radio 4
Global {M}
Purposely Podcast
Aftenposten Innsikt
Kehitys Utveckling

We also published several profiles of work being carried out at Hello Hubs, as well as thought pieces by Founder and CEO Katrin McMillan, Project Coordinator Anna Sutton, and Friends of Hello World.

Refugee Week 15th June - 21st June 2020 by Osama Qashoo
Black Lives Matter - Silence is not Solidarity
Fulfilling the Promise of the Internet by Katrin McMillan
How to Be a more Effective Philanthropist by Katrin McMillan
The Hub, a Place to Escape by Anna Sutton
Opening New Doors with Web Development Training by Bob Martin Karugaba

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Creating Village Newsrooms by Bernard Kahwa, CEO and Co-founder Media 4 Community empowerment
Life Skills and Computer Literacy, Training the Trainer with WiTU
A lesson in Creativity - learning photography at a Hello Hub - Nigel; Hello World supporter

## HELLO WORLD UGANDA

Our growing network of Hub locations across Uganda can be seen here. https://www.google.com/maps/d/u/0/edit?mid=1qYAt6gR4OBNyNz7P5moF7naWK9LOlHG4&ll=0.1425445711575466%2C30.732665915016355&z=7

Following the building of 14 Hubs in Uganda in 2019/20, we spent this year adding value to existing Hubs whilst adapting to the challenges of COVID, both within our team and at the Hubs. We ensured that Hubs were safe spaces to be with hand-washing facilities, health information and social distancing. We worked with Hub communities to design projects that would improve their experience at the Hub. In addition to the programmes mentioned below we piloted many small projects to understand what worked at the Hubs including media training, a photography course and savings groups.

We invested in impact measurement, conducting UWEZO educational testing at Hubs in Kampala and 60 Decibels phone surveys across all of the Hubs.

In this time we also began work on myhellohub.org. Our Ugandan Lead Engineer is in the process of designing a website for Hub communities which would work as a community noticeboard and resource bank for Hub users.

We also spent time refining and documenting our build process, making improvements to equipment, designs and instructions. We worked with communities to maintain their Hubs, at the same time learning how to improve the design so that the equipment would be more durable.

In preparation for scale, we established a wider network of community support officers as we learnt that their increased presence at the Hubs improved usage.

Hello World Uganda continued partnerships with local expert organisations;

- Roke Telkom: our Internet Service Provider (ISP) providing pro-bono internet connectivity and wifi signal to every Hello Hub in Uganda.
- Imagine Her: our implementing partner in Uganda

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- Partnership with each beneficiary community to provide land/space where the Hello Hub is built as well as contributing locally available building materials such as bricks, sand, stones and cement.

During COVID, Hubs became a lifeline for many families. Parents were downloading school materials for the children at the Hub where they could not afford WiFi and university students who had been sent home because of the pandemic were able to attend university lectures online. Once COVID restrictions were lifted, community support officers began new sessions to support their communities at the Hubs including a new programme called Hub Skills.

## UGANDAN TV ADVERT WITH ROKE

In partnership with Roke Telkom, our ISP, we broadcast a television advert on NBSTV, a mainstream television channel in Uganda. This was an opportunity both for the communities in which we work to display their Hello Hubs to the rest of the country, but also stimulated interest amongst Ugandan industry specialists.

## HUB HEROES

We continued our Hub Heroes programme, delivering onetabs to a further 80 families, totalling 180 families participating in the programme and averaging 900 children with access to a onetab. You can read stories from some of the participants here.

Hub Heroes is designed to improve literacy and numeracy in the community and encourage women to participate and make use of their local Hello Hubs. Encouragingly, we have also seen Women's groups grow at the hubs. This is in part attributable to the success of Hub Heroes. Mothers who are responsible for the tablets need to charge the devices and more often than not this is done at a hub where free and fast charging is easy and affordable. Women have started savings and loans groups through the networks they have formed at the hubs and have learned how to use the internet to teach themselves as well as their children. These women's meetings have taken on a life of their own. Women who were not in the original cohort have now joined the weekly meetings to learn different skills each month. By researching on the Hello World tablets, they plan to teach themselves English, craft and business skills. Maureen is one of the Hib Heroes. You can hear part of her speech about the hubs in this video here.

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## WOMEN IN TECH

In October we sent two Hub Heroes for some intensive training with Women in Technology Uganda in Kampala. We also bought the curriculum that WiTU offered in life skills and computer literacy. We then advertised a training course to the daughters of our Hub Heroes, all of whom were out of school. We asked them to commit to a 6-week training course, coming to the Hub three mornings a week.

Our cohort consisted of a group of 25 girls, aged between 14 and 20 years old. The trainers took them through the curriculum about self-esteem, communication skills, relationships and more in the life skills section of the training. On the computer side they covered using the tablets as the majority of girls had never used one, creating word documents and powerpoints and how to use the internet tactically.

We are so encouraged by the feedback from the girls and also their parents that we will be rolling out further WiTU training in all other Hubs in Uganda in 2021.

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## HELLO WORLD NEPAL

Because of strict  government restrictions, most Hello Hubs had to temporarily close down in Nepal. Hubs re-opened in September 2020.

February 2021 saw the culmination of an extraordinary examination of Hello World's operational capacity, as well as our safeguarding and and financial management policies by FCDO. This hefty due diligence resulted in the approval of funding as a part of the Small Charities Challenge Fund (SCCF) programme, meaning that Hello World is now funded by UK Aid, the first government money that we have received.

The project, to deliver 5 Hello Hubs as well as technical and vocational training based in Hub communities, was only part funded with the remaining balance sought from charitable trusts and foundations with the Peter Stebbings Memorial Charity, The Allan & Nesta Ferguson Trust and the Jephcott Charitable Trust supporting Hello World for the first time. Repeat funding from the Southall Trust and the Souter Charitable Trust also contributed to the match.

The grant also meant a significant overhaul of our Nepal operations. Tech 4 All, the charitable arm of Nepali Internet Service Provider Everest Link, was officially certified and a new team of engineers is being assembled. With work scheduled for April 2021 (COVID permitting) we end this financial year looking forward to new Hello Hubs being built.

UKaid
from the British people

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## DATA & IMPACT MEASUREMENT

2020 was a year of review, impact measurement & planning for scale. We underwent rigorous self assessment, testing our projects and undergoing a complete external review of every aspect of our work.

In May 2020 we received impact measurement results from 60 Decibels. These results covered all existing Hubs in Uganda and Nepal.

The survey results show that the Hubs are overwhelmingly and significantly improving the lives of those who use them. Among other highlights, we have learned that 90% of users in Uganda and 87% of users in Nepal feel that the Hub has improved their lives and that 47% of Ugandan users and 55% of those in Nepal have already used their hub to learn a new skill. You can view our results summary here.

Impact reports also help us to identify areas where we can get even better,

Notably, the report tells us that more men than women use the Hubs. We have implemented Hub Heroes projects, as well as Women In Tech, community based training courses. We have also increased the number of female CSOs, with the aim to bring more women to the Hello Hubs, and achieve a more equal gender balance.

We were also surprised to find that two of the Hubs in Nakivale were underperforming, achieving worse feedback than the others. Teams were able to travel to the settlement, once lockdowns allowed, and identify issues affecting these Hubs. Problems may have been missed if not for the essential feedback process. This is yet another reason why we have expanded our network of Community Support Officers, keeping direct communication with Hub communities open and effective at all times.

Impact measurement also allowed us to gather qualitative and narrative feedback from Hub users – this one from Bitto Godfrey, a final year computer sciences student at Nyabukara Youth Centre, Fort Portal, Uganda stands out.

> *"Everyday since the lockdown I've been coming here and I've benefited for sure. I've made my research and I've almost completed my research and analysing it"*

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## TEAM

In 2020 Hello World recruited a new COO, Angharad Jones, who has moved from the private sector and 15 years of senior leadership in the retail industry. Her considerable experience in building and developing brands, while managing teams in emerging markets, makes her a perfect fit as Hello World grows to scale. Angharad is passionate about bringing her operational rigour and business acumen to the third sector.

We have also added to our network of CSOs bringing a number of new representatives into the group. We will hire at least one CSO from each new Hub community. This person will communicate regularly with the wider team at Hello World. Each CSO will receive a stipend to support their work.

## EDUCATION IS...

Hello World's interview series "Education Is", showcasing the work of individuals and organisations that are championing education and helping marginalised communities to shape their own future, has featured notable supporters and friends of Hello World.

Lord Jim Knight
Sugata Mitra
Patient Bakara
Angela Mirembe Semwogerere
Corrin Varady
Stephen Dawson
Robin Millar
Dave Berry
Jana Zindell
Leyla Hussein

## HOW TO BUILD A HELLO HUB GUIDE

Plans for an ambitious 'How To' Guide, providing all the information needed to build a Hello Hub were completed in 2020. Fuse continues to produce bespoke animations for use in the guide, while the engineering and project teams are ensuring that the guide has sufficient depth and breadth to help anyone looking to build their own Hello Hub to complete their project.

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## MYHELLOHUB.ORG

Also in the pipeline is a new website, designed for use by each Hello Hub community. The project is led by Hello World Engineer Dave Mugerwa and will include photos, usage data as well as information about each community and each Community Support Officer.

## CARBON OFFSETTING

Hello World is now a carbon neutral organisation. We have partnered with the Swiss not-for-profit On A Mission who establish forestry projects across the globe. Emissions created by the manufacture of Hub parts, local and international travel, as well as the power used by home working and other sources of C02 have been totalled, and Hello World has contributed to project costs that will remove an equivalent amount of carbon from the atmosphere.

Hello World has also worked to reduce emissions, minimising international travel by employing capable, local teams and engaging communities in the maintenance and upkeep of each Hub.

# Hello World
# Independent Examiner's Report to the Trustees of Hello World
# For the year ended 31 March 2021

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2021.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

**Independent Examiner's Statement**

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

1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2) the accounts do not accord with those records; or
3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination; or
4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

**Ian Matthews FCA**
**Moore Kingston Smith LLP**

**Chartered Accountants**

Betchworth House
57 - 65 Station Road
Redhill
Surrey
RH1 1DL

Date: 26 January 2022

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# Financial Results for the Year ended 31 March 2021

| (£) Receipts and Payments | Twelve Months Ending 31 Mar 2020 | | | Twelve Months Ending 31 Mar 2021 | | |
|---|---|---|---|---|---|---|
| | unrestrict | restricted | TOTAL | unrestrict | restricted | TOTAL |
| **Incoming resources:** | | | | | | |
| Personal Giving | 58,275 | | 58,275 | 63,747 | | 63,747 |
| Institutional Giving | 112,878 | 117,376 | 230,254 | 95,974 | 187,014 | 282,987 |
| Government | | | | | 50,000 | 50,000 |
| Events | 10,719 | | 10,719 | 38,929 | 500 | 39,429 |
| Hello World Donations | 181,872 | 117,376 | 299,248 | 198,650 | 237,514 | 436,163 |
| Other, Fees | -351 | | -351 | -243 | | -243 |
| Sponsorship Income | | | | | | |
| | 181,521 | 117,376 | 298,897 | 198,406 | 237,514 | 435,920 |
| **Spending on Charitable activities:** | | | | | | |
| *Hello Hubs - Global* | | | 77,974 | | | 57,186 |
| *Uganda Operations* | | | | | | |
| *Equipment* | | | 91,679 | | | 8,059 |
| *Labor* | | | 31,716 | | | 43,757 |
| *Misc* | | | 32,119 | | | 32,307 |
| *Nepal Operations* | | | | | | |
| *Equipment* | | | 41,965 | | | 16,054 |
| *Labor* | | | 513 | | | 4,000 |
| *Misc* | | | 8,030 | | | 5,462 |
| *Other Projects* | | | 4,111 | | | 6,309 |
| | 163,577 | 124,529 | 288,106 | - | 172,448 | 172,448 |
| **Cost of generating voluntary inc:** | | | | | | |
| Web development & design | 9,993 | | 9,993 | 4,660 | | 4,660 |
| Fund Raising & communications | 18,304 | | 18,304 | 2,100 | | 2,100 |
| Governance costs | | | | | | |
| Other Admin | 81,587 | | 81,587 | 109,365 | 12,041 | 121,406 |
| | 109,884 | - | 109,884 | 116,365 | 12,041 | 128,166 |
| **Net incoming/outgoing resources** | **-91,939** | **-7,153** | **-99,093** | **82,281** | **53,025** | **135,306** |

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## Balance Sheet

| | unrestrict | restricted | 31-Mar-20 | unrestrict | restricted | 31-Mar-21 |
|---|---|---|---|---|---|---|
| **Assets** | | | | | | |
| Cash in bank | 1,050 | | 1,050 | 54,597 | 45,836 | 100,433 |
| Cash in Uganda | | | | 1,056 | | 1,056 |
| Cash in Nepal | | | | 24,044 | | 24,044 |
| Cash in hand | -876 | | -876 | 0 | | 0 |
| Accruals & Prepayments | 1,264 | | 1,264 | 17,222 | | 17,222 |
| Gift Aid, expected | 130 | | 130 | 1,556 | | 1,556 |
| | 1,568 | | 1,568 | 98,474 | 45,836 | 144,310 |
| **Liabilities** | | | | | | |
| Accrued expenses | | | | 7,436 | | 7,436 |
| Loan | | | | | | |
| | 0 | | 0 | 7,436 | 0 | 7,436 |
| **Net Worth** | 1,568 | | 1,568 | 91,036 | 45,836 | 136,874 |

## Cash Flow Statement

| | | | | | | |
|---|---|---|---|---|---|---|
| Starting Cash | 103,449 | -35 | 103,414 | 7,362 | -7,188 | 174 |
| Net in (out) from operations | -91,939 | -7,153 | -99,093 | 82,281 | 53,025 | 135,306 |
| Gift Aid: (expected) received | -101 | | -101 | -1,426 | | -1,426 |
| Assets accrued | 1,926 | | 1,926 | -17,172 | | -15,958 |
| Liabilities accrued (paid out) | -5,972 | | -5,972 | 8,402 | | 7,436 |
| Ending Cash | 7,362 | -7,188 | 174 | 79,447 | 45,837 | 125,532 |

Approved by the Board of Trustees of Hello World on 1/26/2022 and signed on behalf of the charity's trustees by:

Signature:

DocuSigned by:
Tom Adams
901D936BD883481...

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# Hello World
# Notes to the financial statements
# for the Annual Period ended 31 March 2021

**Note 1 Reporting entity**

Hello World, a charitable trust based in London, is dedicated to closing the global education deficit in developing countries and crisis areas with sustainable community-sponsored solutions, leveraging internet technology and self-organized learning to supplement or fill in for traditional classroom approaches. Hello World follows principles of community-led development and respect in addressing critical needs in the developing world.
Hello World was registered (#1148596) on 16 Aug 2012 under the name Africa Community Trust with the Charity Commission, regulator of charities in England and Wales, operating after 2013 as Projects For All. The charity changed its name to Hello World in 2018, reflecting a decision to focus on the Hello World hub project.

KATRIN MCMILLAN
28 Digby Crescent
London N4 2HR
UK
https://www.projecthelloworld.org/

**Note 2 Date of authorization**

The financial statements of Hello World for the twelve month period ended 31 March 2021 were authorised for issue by the trustees on 1/26/2022, and signed off on by independent examiner Moore Kingston Smith on 1/26/2022 . The fee for the independent examination and associated advice was £3,600.

**Note 3 Statement of accounting policies**

Statement of compliance and basis of preparation

3.1 These accounts have been prepared in accordance with: (i) Accounting and Reporting by Charities - Statement of Recommended Practice (SORP 2019); (ii) the Financial Reporting Standard (FRS 102); and (iii) the Charities Act.

3.2 They are presented in GBP rounded to the nearest pound. Although each number presented is accurate to the nearest pound, this rounding results in an occasional apparent minor discrepancy in a sum.

Significant accounting policies

3.3 Transactions in foreign currencies are recognized at the actual exchange rate realized, or, if that is not applicable, the posted rate of exchange at the date of the transaction.

Incoming Resources

3.4 Incoming resources are recognized in the Statement of Financial Activities (SoFA) once (i) Hello World becomes entitled to the resources, (ii) the trustees are virtually certain they will receive the resources, and (iii) the monetary value can be measured reliably.

3.5 Incoming resources with related expenditure are both reported gross in the SoFA.

3.6 Tax reclaims are included in the SoFA at the same time as the gift to which they relate.

3.7 The value of voluntary help is not included in these accounts.

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3.8 Donations totaling £237,514 were restricted in use.

Assets and Liabilities

3.9 Cash consists of checking and savings accounts at Metro Bank and HSBC and amounts held in-country on our behalf by partners in Uganda and Nepal.

3.10 Liabilities are recognized as soon as there is a legal or constructive obligation committing Hello World to pay out resources

**Note 4 Incoming resources**

Incoming resources during this period have been voluntary donations and grants received on-line or directly by wire transfer into the charity's bank account, including a grant of £7,500 from “The Peter Stebbings Memorial Charity” and an “accountable grant arrangement” of up to £50,000 from the Foreign, Commonwealth & Development Office of the UK government, for building five Hello World hubs in Nepal.

**Note 5 Trustees' expenses and related party transactions**

Although trustees are not paid for their work and there were no trustee personal expenses reimbursed during this period, one former trustee, Katrin McMillan, was a paid employee. Two trustees during the period are related to Katrin McMillan: Ceinwen McMillan and Tom Adams.

**Note 6 Restricted funds**

The movements in restricted funds during the year were:

RESTRICTED FUNDS AS OF 31 MARCH 2021

| | Starting Balance | Receipts (less fees) | Payments | Ending Balance |
|---|---|---|---|---|
| Hello Hubs | -£7,189 | £237,514 | £184,489 | £45,836 |

Beginning restricted funds were negative, reflecting anticipatory spending of pledged funds which were subsequently received after fiscal year end. Restricted receipts for building hubs included 174,014 for Uganda and 63,500 for Nepal. Restricted spending on hubs included 161,406 for Uganda and 23,083 for Nepal.

**Note 7 Operations outside England and Wales**

Hello World operated in three countries outside England and Wales during the fiscal year: Nepal, Nigeria and Uganda. Local spending by the charity in those countries totaled £89,780 or 30% of total spending; funds were transferred using the regulated banking system (94%), cash (3%) and money service businesses (3%).

**Note 8 Staff Costs**

Hello World staff includes three paid employees. Total payroll expense was £116,572 or 39% of total spending. Employer’s national insurance costs and pension costs accounted for 12% of payroll expense.

**Note 9 Other Developments**

On 23 June 2020 the U.S. Internal Revenue Service granted exemption from federal income tax under Section 501(c)(3) to Project Hello World Inc., a New York State corporation organized to raise funds for charitable projects. It is expected that this entity will contribute funding to Hello World in the future.

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Hello World contributed €540 to ON A MISSION, a Swiss non-profit organization, for sustainable reforestation projects to offset carbon emissions from fiscal 2021 operations.

**Note 10 Going Concern and Future Prospects**

The trustees of Hello World consider the organization a viable going concern. Net worth was £136,874 as of 31 March 2021. On 5 July 2021, abrdn plc announced a partnership with Hello World including a £1 million donation to build 64 Hello Hubs in Uganda.

## Discussion of Results

**Annual Fiscal Period Ending 31 March 2020**

Incoming resources were primarily donations from 33 private donors totaling £58,275, one crowdfunding campaign for £10,719, and 8 corporate donors totaling £230,254. The total of £299,247, including £1,220 of tax gift aid, was a 30% increase from prior year. Two institutional donors accounted for 66% of donations.

Expenditures totaled £397,989, an increase from prior year of nearly two and a half times, reflecting the build of 5 hubs in Nepal and 14 in Uganda.

Net Worth declined from £100,661 to £1,568, as all available funds were expended on Hello Hub builds and the initial roll-out of the Hub Mothers program in Uganda. Significant pledged donations were anticipated and received shortly after fiscal year-end.

**Annual Fiscal Period Ending 31 March 2021**

Incoming resources were primarily donations from 13 corporate donors totaling £282,987; over 70 private donors totaling £63,747; a grant from the Foreign, Commonwealth & Development Office of the UK government; and fund-raising campaigns, principally one with BBC Radio Four, for £39,429. The total of £436,163, including £3,620 of tax gift aid, was a 46% increase from prior year. Four institutional donors accounted for 64% of donations.

Expenditures totaled £300,614, a 24.5% decrease from prior year, reflecting a pause in the building of hubs.

Net Worth increased from £1,568 to £136,874, including funds donated for hub builds in Uganda and Nepal.

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# Additional Information

Trustees' Annual Report for the period 1 April 2020 through 31 March 2021

## Section A Reference and Administration Details

Charity name: Hello World
Other names charity is known by: Projects For All, The Africa Community Trust (prior names)
Registered charity number: 1148596

Principal address: 28 Digby Crescent
London N4 2HR34
United Kingdom

Trustees:

1 Thomas Adams
2 Frances Baawuah
3 Marcus Exall
4 Laura Harnett
5 Andrew Kimball
6 Ceinwen McMillan
7 Rob Schulze [resigned effective 16 June 2021]
8 Jonathan Stadlen

Advisers:

| | |
|---|---|
| Sugata Mitra | Education Technology |
| Lane Merrifield | Education Technology |
| Surina Marula MBE | Charitable Operations |
| Anna Southgate | Development |

Officers:

| | |
|---|---|
| Katrin McMillan | Chief Executive Officer |
| Angharad Jones | Chief Operating Officer |
| Andrew Kimball | Treasurer |

## Section B Structure, Governance and Management

**Description of the charity's trusts:**

- Type of governing document: Trust Deed dated 20 February 2012, as amended on 10 Jan 2013 and 6 Feb 2019
- How the charity is constituted: Charitable Trust
- Trustee selection methods: appointed by Trustees

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# Section C Objectives and Activities

**Summary of the objectives of the charity set out in its governing document:**

Hello World initiates and supports projects that provide sustainable development, capacity building, and prevention of relief or poverty. Hello World follows principles of community-led development and respect in addressing critical needs in the developing world.

**Summary of the main activities undertaken for the public benefit in relation to these objectives:**

- Sustainable development, i.e., "development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (Trust Deed).
- To promote sustainable development for the benefit of the public by: (a) the preservation, conservation and the protection of the environment and the prudent use of resources; (b) the relief of poverty and the improvement of the conditions of life in socially and economically disadvantaged communities; (c) the promotion of sustainable means of achieving economic growth and regeneration.
- Capacity building. To develop the capacity and skills of the members of the socially and economically disadvantaged communities of Africa in such a way that they are better able to identify, and help meet, their needs and to participate more fully in society.
- Prevention or relief of poverty for the public benefit. The prevention or relief of poverty [or financial hardship] anywhere in the world by providing or assisting in the provision of education, training, healthcare projects and all the necessary support designed to enable individuals to generate a sustainable income and be self-sufficient.

In setting our objectives and planning our activities, our trustees have given careful consideration to the Charity Commission’s guidance on public benefit.

**Culture and Protections:**

We are an equal opportunity organisation and are committed to a working environment that is free from any form of discrimination on the grounds of colour, race, ethnicity, religion, sex, sexual orientation or disability. We will make reasonable adjustments to meet the needs of staff or pupils who are or become disabled.

# Section D Achievements and Performance

The main achievements during the report period are discussed in the text above.

# Section E Financial Review

See the complete financial statements and accompanying notes elsewhere in this report.

**Policy on reserves:**
In order to ensure ability to meet financial obligations when due, Hello World: (i) strives to hold a target cash reserve currently set at £40,000, subject to change upon approval by the Board, (ii) maintains a multi-year forward budget, tracked in real time, and (iii) regularly runs a “shut down scenario” to assess ability to meet all future financial commitments with known available resources.

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## Section F Other Optional Information

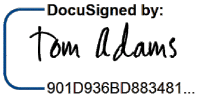
There was a significant slow-down in expansion of new hubs during fiscal 2021 due to restrictions related to the COVID-19 epidemic. A new chief operating officer, Angharad Jones, was hired in October, 2020.

## Section G Declaration

The trustees declare that they have approved the Trustees' Annual Report above.

Signed on behalf of the charity's trustees

Signature:




Tom Adams