



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

Charity Number: 1148596





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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



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

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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.



- 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.





## **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.



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.





## 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*



## 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.



## 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



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.





- 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 abr.dn. 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





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](http://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.



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.

## **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.

### **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

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.



### **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*

Ian Matthews  
Statutory auditor

4 January 2023

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



# **Financial Results for the Year ended 31 March 2022**



	Twelve Months Ending 31 Mar 2021			Twelve Months Ending 31 Mar 2022		
	unrestrict	restricted	TOTAL	unrestrict	restricted	TOTAL
<b>(£)</b>						
<b>Receipts and Payments</b>						
<b>Incoming resources:</b>						
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	-	48	-	48
Sponsorship Income	-	-	-	50,000	-	50,000
	198,407	237,514	435,921	390,289	1,116,606	1,506,895
<b>Spending on Charitable activities:</b>						
<i>Hello Hubs - Global</i>			57,186			36,688
<i>Uganda Operations</i>						
Equipment			8,059			164,520
Labor			43,757			98,471
Misc			32,307			118,607
<i>Nepal Operations</i>						
Equipment			16,054			14,663
Labor			4,000			19,058
Misc			4,776			24,847
<i>Other Projects</i>			6,309			2,990
	81,323	91,125	172,448	35,343	444,501	479,844
<b>Cost of generating voluntary inc:</b>						
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
<b>Net incoming/outgoing resources</b>	<b>82,281</b>	<b>53,025</b>	<b>135,306</b>	<b>311,959</b>	<b>541,750</b>	<b>853,709</b>



<b>Balance Sheet</b>							
		unrestrict	restricted	31-Mar-21	unrestrict	restricted	31-Mar-22
<b>Assets</b>							
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
<b>Liabilities</b>							
Accrued expenses		7,436		7,436	13,135		13,135
		7,436		7,436	13,135		13,135
<b>Net Worth</b>		91,039	45,836	136,875	402,996	587,585	990,581
<b>Cash Flow Statement</b>							
Starting Cash		7,362	-	7,188	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		-	368		368
Assets accrued	-	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 4/01/2022 and signed on behalf of the charity's trustees by: Tom Adams



## 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.

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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.





## **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.



## 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.

	<u>2021</u>	<u>2022</u>
Gross Pay	109,070	110,233
Social Security Costs	11,402	11,551
Pension	2,258	2,215
	<u>122,730</u>	<u>123,999</u>

## Note 10 Other Assets and Liabilities

Other assets and liabilities consist of:



OTHER ASSETS	2021	2022
Gift Aid Receivable	1,556	1,187
Accrued Income & Prepayments	17,222	6,895
	<u>18,778</u>	<u>8,082</u>

  

OTHER LIABILITIES	2021	2022
Other Creditors	591	566
PAYE Creditor	3,109	3,409
Accruals	3,736	9,160
	<u>7,436</u>	<u>13,135</u>

### 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 2022. 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.



### **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.



## 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:  
A handwritten signature in black ink that reads 'Tom Adams'.  
901D936BD883481...  
**Tom Adams**