



**ANNUAL REPORT AND STATEMENT OF ACCOUNTS  
FOR THE YEAR ENDED 5th APRIL 2021**

**Charity Registration Number 1152631**

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## **Amplifying Voices (UK)**

### **LEGAL AND ADMINISTRATIVE INFORMATION**

Charity Number	1152631
Start of Financial Year	6th April 2020
End of Financial Year	5th April 2021
Trustees	Mr Terry Edmondson (Chair) Mr Christopher Dunn-Coleman Dr William Ferguson Mrs Gail Lawther Mr Iain Taylor Mrs Judith Thompson
Registered Office	Pilgrim House 51-63 St Dunstons Road Worthing West Sussex BN13 1AA
Primary Bankers	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
Independent Examiner	Mr P Coram 30 Welland Road Worthing West Sussex BN13 3NP

## **Amplifying Voices Trustees Report to financial year-end 5<sup>th</sup> April, 2021**

Amplifying Voices is the new operating name for Health Communication Resources as registered with the Charity Commission for England and Wales in January 2021. The Trustees are pleased to present their annual report and independently examined accounts for the year ended 5th April, 2021 and confirm they comply with the requirements of the Charities Act 2011, the CIO's constitution and the Charities SORP (FRS 102).

### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

#### **Governing Document**

Amplifying Voices UK was established in 2013 under the name Health Communication Resources as a Charitable Incorporated Organisation and is governed by a Constitution.

#### **Trustees and organisational structure**

A board of six trustees oversees the work of Amplifying Voices. They are appointed in accordance with the Constitution and are responsible for the good governance of the charity and the maintenance of its charitable objects for the public benefit. The trustees bring a wide range of experience from the business, education, health and charity sectors.

All Trustees give their time freely and no one was paid for the time they contributed as a Trustee during the year.

The day-to-day running of the charity is handled by four associates who manage the organisation's projects around the world and who meet with the trustees four times a year.

#### **Public benefit**

The Trustees have considered the guidelines issued by the Charity Commission with regard to public benefit and how the charity complies with these requirements. They are confident that they have complied with the duty in section 17(5) of the Charities Act 2011 with regard to public benefit.

#### **Operational Overview**

While the Covid19 pandemic prevented our team's ability to travel to provide in-person support for projects in Sub-Saharan Africa and South Asia, they developed a range of online resources and tools to build the capacity of local partners. This included the creation of video and audio resources, multiple on-line training webinars, and coaching for local teams, especially in their efforts to combat the widespread rumours and misinformation related to the spread of the SARS-CoV-2 virus. Another key focus was to help project partners to grow in their understanding of asset-based community development, building on local strengths and capacities to enable communities to become more resilient and rebuild after the pandemic. During the year the charity also used its resources to provide partners with additional funding for food, hygiene packs, facemasks and medicines.

In addition to supporting the charity's own projects, the Amplifying Voices team provided training and coaching for a number of teams from six international development charities working in Asia, Africa and Latin America. This equipped them to use community-centred media to help their primary beneficiaries in the fight against the spread of the corona virus. Community-centred media is Amplifying Voices' primary approach for equipping communities

with media tools to get people talking, listening and taking action to improve health, well-being and resilience.

Alongside the Covid19 relief initiatives, considerable progress was made in a number of key areas, as follows:

### **South Asia**

After the evaluation of the pilot media project reaching indigenous tribal (Adivasi) communities, Amplifying Voices supported the expansion of the project to 11 new villages. Adivasi communities are inordinately affected by poverty and poor health and often socially excluded from mainstream Indian society. The pilot project demonstrated significant changes in knowledge, attitudes and practices in 15 out of 17 key indicators, especially with respect to:

- A decrease in gastro-intestinal diseases due to poor hygiene and sanitation
- An increase in school attendance, especially among female children
- A reduction in alcohol and tobacco abuse
- An increase in community cohesion and general well-being

The learning from the pilot project has greatly informed the expansion into new tribal areas and a number of new partners have been trained in the principles and practices of community-centred media.

In neighbouring Pakistan, Amplifying Voices UK supported sister organisation, Amplifying Voices Pakistan with ongoing community-centred media operations and emergency Covid19 relief operations in the Naway Saher (New Dawn) project near Charsadda.

The Naway Saher team has:

- Distributed food packages, facemasks and hand cleansers to around 150 families who lost income due to Covid19 lockdowns
- Negotiated the use of the Mosque loudspeaker to provide community announcements to reduce the spread of Covid19
- Continued to create radio programmes in which community members' voices addressed ongoing health and hygiene issues in the village
- Conducted a survey among women so that media content and community activities could better address the issues that women face
- Conducted a health and hygiene workshop for women

We also supported Amplifying Voices Pakistan to explore and start up a new project, 'New Hope' in Jauharabad, Punjab. 'New Hope' mobilises a Christian youth group, part of a marginalised minority in which young people face very limited prospects, and where marginalisation contributes to poverty and social problems related to addiction and domestic violence.

Following the initial workshops, young people were excited to hear themselves on recorded programmes and said they felt empowered to make a difference. They have since gone on to create several high-quality radio programmes incorporating interviews with local business people and service providers. These have been distributed via social media platforms and have been used to convince a local FM radio station to provide airtime slots.

### **Sub-Saharan Africa**

During the year, Amplifying Voices continued support for Umoja FM, the community radio station that the charity set up in 2016 in the town of Nobili in the eastern DRC. Following a lightning strike at the station, which damaged the transmitter, Amplifying Voices was able to rapidly deploy a new replacement transmitter and arranged for the damaged one to be repaired. The

backup transmitter safeguards the stability of the station and ensures that it continues its vital work to support the health, livelihoods and well-being of the communities it serves.

In eastern Kenya, Amplifying Voices supported the work of Amani FM as they navigated the Covid19 pandemic in Tana River County. Besides continuing their vital peacebuilding work between different ethnic groups, the radio station became an educational life-line for many families across the region as schools were closed throughout 2020.

In Sierra Leone, Amplifying Voices was able to repurpose funding designated for a project evaluation to support the local partner BBN to provide food for 60 families who had lost income due to lockdowns. Unfortunately Covid19 restricted house-to-house visitations that are central to the 'SALT' community engagement project, however they were able to make some visits during November, and again in March 2021. BBN reports that the SALT project, which includes regular community visits, has had a dramatic impact on communities in the last 5 years. The radio station has amplified the voices of local people and helped them tackle misinformation and rumours, and encourage community-led activities. In one community this led to the installation of better water supplies. In another community, women pooled resources and to provide essential food and supplies to those most in need. BBN also forged new relationships with Mental Health service providers, to provide special radio content to help people with the emotional and mental impact of Covid19.

Despite the pandemic, in Northern Uganda, our South Sudanese partner, Community Development Centre (CDC), was given special permission to continue visits to the refugee settlement in Omugo zone of Rhino Camp. This enabled our joint 'Voice of Compassion' pilot project to continue and even expand into new areas and establish new listener groups. An evaluation reported that refugees felt the project allowed them to teach each other, rather than feeling like outsiders were always telling them what to do.

CDC aims to expand the Voice of Compassion's impact through providing additional speakerboxes, solar charging stations, and bringing more women volunteers into the production team.

### **The Year Ahead**

Operationally, the anticipation of the lifting of travel restrictions as the pandemic is brought under control, the Amplifying Voices team is actively exploring a number of new opportunities to support communities facing crises due to poverty, injustice, conflict or natural disasters. As part of this, while continuing to support the work of the CDAC (Communicating with Disaster Affected Communities) Network, the charity is also looking to strengthen its disaster response work. The involvement of affected communities as a central part of the decision-making processes before, during and after disasters is seen internationally as a shortfall in disaster response. We believe Amplifying Voices has particular strengths to bring to this field.

From a governance perspective, the board of trustees are also looking forward to conducting a thorough review of the make-up of the board with a view to identifying gaps in the current skills-sets and experience in order to tackle the emerging challenges the charity will face going forward.



Terry Edmondson  
Chair of Trustees

## Independent Examiner's Report on the Accounts

Report to the trustees and members of Amplifying Voices (UK)  
(Charity number 1152631) on the accounts for the year ended 5th April 2021.

### Respective responsibilities of trustees and examiner

The charity's trustees consider that an audit is not required for this year under Section 145 of the Charities Act 2011 (the Charities Act), and that an independent examination is needed.

It is my responsibility to

- examine the accounts (under section 145 of the Charities Act)
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act);
- and to state whether particular matters have come to my attention.

### Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

### Independent examiner's statement

In the course of my examination, no matter has come to my attention

- (1) which gives me reasonable cause to believe that in, any material respect, the trustees have not met the requirements to ensure that:
  - proper accounting records are kept (in accordance with section 130 of the Charities Act); and
  - accounts are prepared which agree with the accounting records and comply with the accounting requirements of the Charities Act; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



P Coram

May-21

## Amplifying Voices (UK)

### STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 5th April 2021

	Notes	Unrestricted Funds £	Restricted Funds £	2021 Total £	Unrestricted Funds £	Restricted Funds £	2020 Total £
<b>Income from:</b>							
Donations, Grants and Legacies	2	105,388	32,864	138,252	52,151	60,597	112,748
Investments (Bank Interest)		20	-	20	70	0	70
<b>Total</b>		<b>105,408</b>	<b>32,864</b>	<b>138,272</b>	<b>52,221</b>	<b>60,597</b>	<b>112,818</b>
<b>Expenditure on:</b>							
Raising Funds		6,000	0	6,000	3,600	0	3,600
Charitable Activities	3,4	69,379	27,461	96,839	47,249	81,238	128,487
Other	4,5	488	0	488	0	0	0
<b>Total</b>		<b>75,867</b>	<b>27,461</b>	<b>103,327</b>	<b>50,849</b>	<b>81,238</b>	<b>132,087</b>
<b>Net Income/(Expenditure)</b>		<b>29,541</b>	<b>5,404</b>	<b>34,945</b>	<b>1,372</b>	<b>(20,641)</b>	<b>(19,269)</b>
<b>Transfers Between Funds</b>		<b>(5,878)</b>	<b>5,878</b>	<b>0</b>	<b>(21,185)</b>	<b>21,185</b>	<b>0</b>
<b>Reconciliation of funds:</b>							
<b>Total Funds Brought Forward</b>		<b>28,617</b>	<b>2,570</b>	<b>31,187</b>	<b>48,430</b>	<b>2,026</b>	<b>50,456</b>
<b>Total Funds Carried Forward</b>		<b>52,280</b>	<b>13,852</b>	<b>66,132</b>	<b>28,617</b>	<b>2,570</b>	<b>31,187</b>

Movement on all reserves and recognised gains/loses where appropriate are shown above  
All of the operations are classed as on-going  
The notes on pages 8 to 12 form part of these accounts

# Amplifying Voices (UK)

Charity Number 1152631

## BALANCE SHEET

	Notes	Unrestricted Funds £	Restricted Funds £	2021 Total £	Unrestricted Funds £	Restricted Funds £	2020 Total £
<b>Fixed Assets</b>							
Tangible Assets (Net of Depreciation)	5	1,466	-	1,466	-	-	-
<b>Current Assets</b>							
Prepaid expenses	6			-			-
Cash at Bank		50,617	13,852	64,469	28,296	2,570	30,866
Foreign Currency		197	-	197	321	-	321
<b>Total Current Assets</b>		50,814	13,852	64,666	28,617	2,570	31,187
Creditors: Falling due within one year	6			-			-
<b>Net Current Assets</b>		52,280	13,852	66,132	28,617	2,570	31,187
<b>Funds of the Charity</b>							
General Reserve		10,000	-	10,000	6,000	-	6,000
General Funds		42,280	-	42,280	22,617	-	22,617
Restricted Funds		-	13,852	13,852	-	2,570	2,570
<b>Total Funds</b>		52,280	13,852	66,132	28,617	2,570	31,187

Approved by the Trustees on 1st June, 2021

Signed on their behalf .....  
I. M. Taylor, Trustee



**Amplifying Voices (UK)**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 5th April 2021**

**1. ACCOUNTING POLICIES**

**Income**

> Income is recognised in the SORP

From donations and grants when:

- > there is evidence of entitlement to the gift
- > receipt is probable
- > and its amount can be measured reliably.

**> Incoming Resources with related expenditure**

Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resource and related expenditure are reported gross in the SOFA

**> Grants and Donations**

Grants and Donations are only included in the SOFA when the charity has unconditional entitlement to the resources

**> Tax Reclaims on Donations and Gifts**

Incoming resources from gift aid tax reclaims are included in the SOFA in the period in which they are received

**> Donated Services and Facilities**

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received

**> Investment Income**

This is included in the accounts when received.

**Basis Of Preparation**

The financial statements have been prepared on the historical cost basis in accordance with the Charities Act 2011 and in accordance with applicable accounting standards. In preparing the financial statements the charity follows best practice as laid down in the Statement of Recommended Practice 'Accounting and Reporting by Charities' FRS 102 SORP 2015.

**Expenditure and Liabilities**

**> Liability Recognition**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources

**> Governance Costs**

Whilst no longer required to be shown separately they will (when charged) include costs of preparation and examination of statutory accounts, the costs of trustee meetings and the cost of any legal advice to trustees on governance or constitutional matters

**> Grants With Performance Conditions**

Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SOFA once the recipient of the grant has provided the specified service or output

**> Grants Payable Without Performance Conditions**

These are only recognised in the accounts when a commitment has been made and there is no conditions to be met relating to that grant

**2. Assets**

Tangible fixed assets - for use by the charity:

- > Are capitalised if they can be used for more than one year, and cost at least £500.
- > The Trustees have decided to depreciate all assets on a 4 year straight line method

**Amplifying Voices (UK)**  
**NOTES TO THE FINANCIAL STATEMENTS (continued)**  
**FOR THE YEAR ENDED 5th APRIL 2021**

Income	Notes	Unrestricted Funds £	Restricted Funds £	2021 Total £
2a <b>Donations, Grants and Legacies</b>				
General		80,908	-	80,908
Support			7,864	7,864
Projects		24,480	25,000	49,480
Legacies		-	-	-
Gifts in kind		-	-	-
Other donations and gifts		-		-
<b>Total</b>		<b>105,388</b>	<b>32,864</b>	<b>138,252</b>

**Summary of Donations, Grants and Legacies**

General Fund	80,908	-	80,908
Restricted	-	7,864	7,864
Project - Adivasi, India	13,208	20,000	33,208
Project - Tana River, Kenya	-	5,000	5,000
Project - YES - Kenya	-	-	-
Project - Sierra Leone	-	-	-
Project - First Response Radio	6,078		6,078
Project - Pakistan	-	-	-
Project - Umoja, DRC	-	-	-
Project - Covid 19	5,194	-	5,194
Project - South Sudan	-	-	-
	<b>105,388</b>	<b>32,864</b>	<b>138,252</b>

Income	Notes	Unrestricted Funds £	Restricted Funds £	2020 Total £
2b <b>Donations and Trusts</b>				
General		52,151	-	52,151
Support			6,703	6,703
Projects			53,894	53,894
Legacies		-	-	-
Gifts in kind		-	-	-
Other donations and gifts		-		-
		<b>52,151</b>	<b>60,597</b>	<b>112,748</b>

**Summary of Donations and Legacies**

General Fund	52,151	-	52,151
Restricted	-	6,703	6,703
Project - Adivasi - India	-	21,593	21,593
Project - Tana River, Kenya	-	-	-
Project - YES - Kenya	-	5,291	5,291
Project - Sierra Leone	-	7,500	7,500
Project - First Response Radio	-	14,241	14,241
Project - Pakistan	-	-	-
Project - Umoja, DRC	-	-	-
Project - Kinshasa DRC	-	437	437
Project - South Sudan	-	4,833	4,833
	<b>52,151</b>	<b>60,597</b>	<b>112,748</b>

**Amplifying Voices (UK)**  
**NOTES TO THE FINANCIAL STATEMENTS (continued)**  
**FOR THE YEAR ENDED 5th APRIL 2021**

3a	<b>Expenditure on Charitable Activities</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>2021</b>
	<b>Notes</b>	<b>Funds</b>	<b>Funds</b>	<b>Total</b>
		£	£	£
	Operations	39,194		39,194
	Travel	154		154
	Gifts and Gift Aid passed On	-	8,483	8,483
	Hospitality	111		111
	Premises Costs	3,392		3,392
	Projects	26,528	18,978	45,506
		<u>69,379</u>	<u>27,461</u>	<u>96,839</u>

**Summary of Expenditure on Charitable Activities**

General Fund	42,851	-	42,851
Restricted	-	8,483	8,483
Project - Adivasi, India	4,867	9,900	14,767
Project - Tana River, Kenya	-	3,000	3,000
Project - Mtaani, Kenya	434	-	434
Project - Sierra Leone	3,544	-	3,544
Project - Disaster Response Radio	-	6,078	6,078
Project - Pakistan	3,020	-	3,020
Project - Umoja, DRC	2,828	-	2,828
Project - South Sudan	6,641	-	6,641
Project - Covid	5,194	-	5,194
	<u>69,379</u>	<u>27,461</u>	<u>96,839</u>

The direct costs of each project do not include the salary/freelance costs associated in various ways with those projects - these are included in the General Fund category.

3b	<b>Expenditure on Charitable Activities</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>2020</b>
	<b>Notes</b>	<b>Funds</b>	<b>Funds</b>	<b>Total</b>
		£	£	£
	<i>Operations</i>	12,826	-	12,826
	<i>Travel</i>	2,586	-	2,586
	<i>Gifts and Gift Aid passed On</i>	-	6,158	6,158
	<i>Support Development</i>	-	-	-
	<i>Hospitality</i>	-	-	-
	<i>Premises Costs</i>	-	-	-
	<i>Equipment (not capitalised)</i>	-	-	-
	<i>Projects</i>	31,838	75,080	106,918
		<u>47,249</u>	<u>81,238</u>	<u>128,487</u>

**Amplifying Voices (UK)**  
**NOTES TO THE FINANCIAL STATEMENTS (continued)**  
**FOR THE YEAR ENDED 5th APRIL 2021**

	<i>Notes</i>	<i>Unrestricted Funds £</i>	<i>Restricted Funds £</i>	<i>2020 Total £</i>
<b>3b ctd</b>	<b>Summary of Expenditure on Charitable Activities</b>			
	<i>General Fund</i>	47,249	-	47,249
	<i>Restricted</i>	-	6,158	6,158
	<i>Project - Adivasi - India</i>		22,108	22,108
	<i>Project - Tana River, Kenya</i>	-	3,314	3,314
	<i>Project - YES - Kenya</i>	-	-	-
	<i>Project - Mtaani FM - Kenya</i>	-	-	-
	<i>Project - Sierra Leone</i>	-	6,342	6,342
	<i>Project - First Response Radio</i>	-	21,431	21,431
	<i>Project - Pakistan</i>	-	8,611	8,611
	<i>Project - Umoja, DRC</i>	-	422	422
	<i>Project - Kinshasa DRC</i>	-	1,014	1,014
	<i>Project - South Sudan</i>	-	11,840	11,840
		<u>47,249</u>	<u>81,238</u>	<u>128,487</u>
<b>4a</b>	<b>Other Expenditure</b>			
	<i>Notes</i>	<i>Unrestricted Funds £</i>	<i>Restricted Funds £</i>	<i>2021 Total £</i>
	Depreciation	488	-	488
	Total	<u>488</u>	<u>-</u>	<u>488</u>
<b>4b</b>	<b>Other Expenditure</b>			
	<i>Notes</i>	<i>Unrestricted Funds £</i>	<i>Restricted Funds £</i>	<i>2020 Total £</i>
	Depreciation	-	-	-
	Total	<u>-</u>	<u>-</u>	<u>-</u>
<b>5</b>	<b>Tangible fixed assets</b>	<i>Unrestricted 2021</i>	<i>Unrestricted 2020</i>	
	<b>Equipment</b>			
	Cost			
	At 6th April 2020	3,221	3,221	
	Additions	1,954	-	
	At 5th April 2021	<u>5,175</u>	<u>3,221</u>	
	Depreciation			
	At 6th April 2020	3,221	3,221	
	Charge for year	488	-	
	At 5th April 2021	<u>3,709</u>	<u>3,221</u>	
	Net Book Value			
	At 5th April 2021	<u>1,466</u>	<u>-</u>	
	At 6th April 2020	<u>-</u>	<u>-</u>	

**Amplifying Voices (UK)**  
**NOTES TO THE FINANCIAL STATEMENTS (continued)**  
**FOR THE YEAR ENDED 5th APRIL 2021**

**6 Debtors, Prepayments and Creditors, Accruals and Deferred Income**

There were no Debtors, Prepayments and Creditors, Accruals and Deferred Income at the end of this or the previous financial year.

**7 Staff Costs, Numbers and Key Personnel Management**

AV (UK) employed its first member of staff on 1.08.2020. Total employment costs including basic pay, National Insurance and employer pension contributions amounted to £23,568. (2020 - Nil). Freelancers are paid via invoices submitted based on hours worked. Our Associates are responsible for raising their own support with Stewardship being their preferred channel. They are eligible to reclaim their expenses and related costs for the work they do on behalf of the charity.

Nothing has been paid to Key Personnel (which comprises Associates and Trustees) from our General Fund in the year, other than designated gifts received on their behalf. (2020: Nil)

The trustees consider it clearer to record the amount relating to donated services in this note. The estimated figure for the current year is a minimum of £75,000 and for 2020 (£75,000)

**8 Trustees and Other Related Parties**

No payments were made to trustees or any persons connected with them during this financial year. No material transaction took place between the charity and a trustee or any person connected to them. (2020: Nil)

The aggregate total of donations made by trustees in the year amounted to £6,140 (2020: £9,304)

**9 Risk Assessment**

The trustees actively review major risks which the charity faces on a regular basis and particularly those of a Safeguarding nature. They seek to maintain adequate free reserves, and combine that review with an annual review of the controls of key financial systems, including anti money laundering. This provides a high degree of confidence in our resources and systems. However the impact of the COVID-19 outbreak and the Governments lockdown policy has led to severe challenges throughout this financial year - not least being unable to benefit from Job Retention scheme grants from which we were precluded because our one employee didn't commence until after the qualifying date. Staff and Associates have worked full time throughout the past year. The trustees have also examined other operational and business risks especially in countries which have to deal with internal wars and major health challenges, and mitigate significant risks where possible.

**10 Reserves**

The trustees have reviewed their reserves in the light of the Charity's size and financial commitments. They aim to ensure that the charity will be able to continue to fulfil its charitable objectives whatever the level of income or in the face of unexpected expenditure. The General Reserve has been increased this year to reflect our new the responsibilities of an employer. However with so much unknown in relation to the response to COVID-19, the trustees continue to closely monitor the situation.

**11 Public Benefit**

The charity acknowledges its requirement to demonstrate clearly that it must have charitable purposes or 'aims' that are for the public benefit. Details of how the charity has achieved this in some of the most volatile parts of the world are provided in the trustees report. The trustees confirm that they have paid due regard to the Charity Commission guidance on public benefit before deciding upon which activities to undertake.