

Registered Charity Number: 1155626

**S.A.F.E.: ARTS FOR EDUCATION**  
**ANNUAL FINANCIAL REPORT AND ACCOUNTS**  
**FOR THE YEAR TO 31 DECEMBER 2024**

Pearson McKinsey Ltd  
Chartered Certified Accountants  
Office C  
616-618, Chigwell Road  
London  
IG8 8AA

**S.A.F.E.**  
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**FOR THE YEAR TO 31 DECEMBER 2024**

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## **S.A.F.E. Trustees Report 2024**

S.A.F.E. is an art for social change NGO working in some of the most vulnerable and marginalized communities through our 3 grassroots, local teams: rural areas in Kwale and Kilifi counties (SAFE Pwani), the Loita Hills (SAFE Maa) and the Westgate Conservancy (SAFE Samburu). We are guided by the principle that communities know what is best for them, and thus employ teams of local actors and staff to design and deliver projects.

Our methodology uses storytelling to share information, educate and inspire solution finding and community unity. Through participatory, artistic techniques, communities are brought together to create solutions to their most pressing problems. This gives target beneficiaries ownership over the project's messaging, implementation and long - term success - resulting in increased uptake, willingness to engage, relevance and sustainability, as actions are based on local resources and indigenous knowledge.

Our goal is to champion community knowledge to co-create solutions to realise sexual health and gender and environmental justice, leading to our vision of communities obtaining gender, health and environment justice.

### **Introduction**

Across 2024, S.A.F.E. focused on priority areas of sexual and reproductive health and rights (SRHR), elimination of gender-based violence (GBV), adaptation to climate change, and mental health. S.A.F.E. Its grassroots teams in all three areas (Narok, Samburu and Coast) achieved considerable impact. Additionally, our focus areas align to ten United Nations Sustainable Development Goals (UN SDGs) as follows:

Sexual Reproductive Health and Rights (SRHR). This also includes the abandonment of Female Genital Cutting (FGC): This contributes towards UN SDG 3 which ensures healthy lives and promotes wellbeing for all at all ages

Environmental resilience: This contributes towards UN SDGs 11 and 13 by - making cities and human settlements inclusive, safe, resilient and sustainable and empowering beneficiary communities to combat climate change and its impacts.

Water Sanitation and Hygiene (WASH): Through this pillar, we support UN SDG 6 by ensuring availability and sustainable management of water and sanitation for all.

High School scholarship and mentorship programs for exemplary girls: We support girls from vulnerable backgrounds in ASAL areas to access education in school and out of school. Additionally, we have supported women groups by procuring solar cyber cafes and empowering them with entrepreneurship and financial literacy knowledge that are critical to enable them run microenterprises.

Through this, we support attainment of UN SDG's 1, 4 and 5 namely:

**No Poverty:** Supporting the eradication of poverty in all forms everywhere.

**Quality education:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

**Gender equality:** By achieving gender equality and empower all women and girls

Promotion of peace and Kenyan identities together with the challenging of extremist narratives: This contributes towards UN SDG 16 by promotion of peaceful and inclusive societies for sustainable development, providing access to justice for all and building effective, accountable and inclusive institutions at all levels.

Collaboration with likeminded stakeholders: This is one of our core pillars and supports UN SDG 17 as it opens us up to collaborations that will strengthen our programs implementation and revitalize the Global partnership for sustainable development.

#### **S.A.F.E. Programmes and Reach across 2024**

A total of 26,912 beneficiaries were reached across our project areas. The breakdown per team is as follows:

- SAFE Pwani: 10,232.
- SAFE Samburu: 9,525.
- SAFE Maa: 7,155.

The SAFE Pwani SRHR Project, Uamuzi, in Kwale and Kilifi Counties



- 2,859 community members - Adolescent Girls and Young Women (AGYW), parents, men and boys - engaged during the screenings of S.A.F.E's sexual reproductive health and rights film "*Uamuzi*." From these screening attendants, 746 were from marginalized groups.
- 563 girls were directly reached through mentorship sessions. This was made possible by S.A.F.E's network of partners across health, finance and logistics sectors. They shared knowledge with the beneficiaries on their experiences, how to access educational, financial and employment opportunities, and how to build successful professions. Additionally, 25 AGYW were linked to mentors in their chosen field post this activity.
- The 10 trained ambassadors directly reached 3,839 AGYW through monthly peer support meetings, providing them with SRHR training, life skills, human rights education, and financial literacy. State, non-state and private actors were also engaged for this.
- 903 AGYW were successfully referred to health facilities to access SRHR and GBV services. This has been made possible by the collaboration between the Ministry of Health, S.A.F.E. and its consortium partners that has allowed them to access the referral book and track this data on a monthly basis.
- The team collaborated with the Mombasa, Kwale and Kilifi County Departments of Health and Gender and the Ministry of Interior to enhance the impact of its SRHR and GBV interventions.

#### The SAFE Pwani WASH project in Kwale County:

- The WASH project reached an average population of 2,290, and distributed water filters to 421 households, enabling community members to treat 4,804,815 litres of water.
- 1,562 community members were reached through one performance tour, creating attitudinal and behavioural change towards water treatment and environmental conservation.
- Women held more leadership positions in collective WASH and environmental actions. Out of 55 leaders, 29 were women and 26 men.

#### The SAFE Pwani Prisons Mental Health project in Mombasa County:

- 475 people at Shimo La Tewa main prison participated in screenings of Shimoni film.
- 19 ambassadors were trained on psychological first aid counselling skills. This led to the formation of a peer support network that is providing psychosocial support to the prison community – monitored monthly by the team.
- The team collaborated with the Ministry of Interior towards this intervention.

#### The SAFE Pwani Mental Health project for Women in Health in Mombasa and Kilifi Counties:

- S.A.F.E. created a performance from the findings of the WHEELER study to disseminate their findings across health care workers in Mombasa and Kilifi counties.
- 187 health care workers were directly impacted by the wheeler performance: 80 - Mombasa and 107 - Kilifi.
- The team collaborated with the Mombasa and Kilifi County Departments of Health and Gender and towards this project.

### SAFE Samburu FGM/C abandonment project in the Westgate Conservancy:



S.A.F.E. carried out a Knowledge, Attitudes and Practices (KAP) survey to assess the progress made since 2016 – when the SAFE Samburu team first initiated operations. A comparison of information from the responses also indicated significant positive gains. Notably, - 25% point difference in awareness of health complications of FGC, 64% point difference in awareness of the illegality of FGC under Kenyan law, 17% point difference in respondents that stated they are in support of FGC abandonment and 29% reduction in the opinion that FGC should continue. Additionally, from the 2024 survey, 48% of the male respondents mentioned that they would have no problem marrying ladies who have not been cut and 61% of the women had no objection to uncut women being married into their families.

### SAFE Samburu HIV Project in the Westgate Conservancy:

- The HIV support group expanded from 26 clients (22 Female and 4 Male) in 2023 to 33 (25 female and 8 male) in 2024. All are adhering to medication.
- 1,186 community members tested for HIV, compared to 1,169 in 2023. Additionally, three Moonlight Community Health Days reached 326 community members, with 92 testing for HIV. It is also encouraging that the number of men accessing HTS services continues to increase.
- A total of 1,034 community members tested for STI's compared to 542 in 2023.
- The team's first peer support network was set up. 30 peer educators were selected and taken through a capacity building session around SRHR, climate literacy, leadership and facilitation knowledge.
- The team supported the Ministry of Health during the World Aids Day Celebrations by providing an in-kind donation to provide milk for 100 PLWHA.
- The KAP showed that there have been huge leaps forward in terms of project aims between 2016 - 2024, the following positive differences were observed - a 51% point difference in knowledge of vertical transmission, a 35% point difference in knowledge that condoms are the most effective method of reducing HIV transmission, 21% point difference on openness to HIV testing or have been tested for HIV and 5% difference that stigma levels in the community are high.



SAFE Samburu Environment Project in the Westgate Conservancy:

- 3,087 community members were reached through the environment performance tour.
- 132 village representatives and morans (warriors) were empowered with information on environmental conservation and encouraged to synergize their conservation efforts.
- Significantly, 62% of the participants mentioned that changes in climate have been brought about by human activities such as deforestation, pollution, overgrazing and overpopulation and 91% of the respondents agreed that climate change is an urgent issue that needs quick attention.
- Additionally, it was encouraging to note that community members have adapted coping mechanisms to drought and from the respondents engaged the following are being adapted - Grazing patterns (42%), Planting of trees (39%) and implementation of conservative actions such as making of semi - circular bands, cutting unfriendly trees and planting grass (29%).

SAFE Samburu Entrepreneurship and Education Project in the Westgate Conservancy:

- 3 women groups were provided with solar charging units and have obtained a combined income of Ksh. 67,100 up from 3,900 in 2023. Group leaders were mobilised for a capacity building session that encouraged them to build a savings culture and to diversify their revenue streams and the team continues to provide monthly support.
- 8 girls were supported through secondary school through provision of school fees and mentorship during the holidays. Additionally, 6 of them sat for their national exams and attained good grades that will enable them to transition into TVET's and University education.

SAFE Samburu Herders Project in the Westgate Conservancy:

- 160 youth (80 Girls and 80 Boys) received child rights, SRHR and environmental training. Out of this cohort, 21 youths were selected to communicate their most pressing challenges as herders to the wider community.
- 1,215 community members were reached through the environment performance tour.
- 6 youths were enrolled into primary school following the performance and follow up forums, as their parents understood their challenges.

Sarah: SAFE Maa FGC abandonment project in the Loita Hills:



- 3,966 students (1,919 Girls and 2,047 Boys) across 14 schools (12 Primary and 2 Secondary) and 253 parents were reached through the Sarah school screenings. This reach extended to 2029 community members during the school holidays. A key platform for this was a screening done during a graduation ceremony of over 1000 boys who were transitioning to morans.
- A training curriculum for the peer educators was co - created by the SAFE Maa team, teachers and students. This curriculum empowered 774 pupils (329 Girls and 445 Boys) with knowledge on Maa history, environment, menstrual hygiene, guidance and counselling, and SRHR.
- Girls who are at risk of FGC, early marriage and dropping out of school were given information about where they can gain protection from GBV, and support to stay in school.
- 648 sanitary pads were distributed to vulnerable school girls to enable them to effectively manage their menstruation and reduce their susceptibility to menstrual infections.
- Feedback from the Sarah screening participants indicated local approval of the film's awareness creation around FGC and the alternative provided, the Loita Rite of Passage (LRP).. The team was encouraged to conduct more screenings in the wider community.
- 8 girls benefited from scholarships. 4 sat for their National secondary school examinations and are all waiting to transition to TVET's and University and 4 are going into their final year of Secondary school in 2025.
- 2 private fundraising screening events were held in Nairobi, raising KSH 2,980,000 allowing for the official premiere of the film and launch of the impact project.
- 125 youth were reached through the youth forums, raising awareness on SRHR, HIV, FGC, family planning, environmental conservation and life skills. Team observations show that an increasing number of girls are accessing education, increasing their career prospects and with a positive effect on FGC abandonment long term.

#### SAFE Maa Land Demarcation project in the Loita Hills:

- S.A.F.E. mobilized 17 stakeholders from national state and non-state organizations engaged in environment conservation/restoration and land rights activities. These stakeholders were brought together for stakeholder meetings in Loita and Narok in February 2025 – as part of the project's research phase.



## **INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF S.A.F.E.**

I report on the accounts for the year ended 31<sup>st</sup> December 2024 set out on pages 6-13.

### **Respective responsibilities of Trustees and Examiner**

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this period (under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts (under section 43(3)(a) of the 1993 Act);
- follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 43(7) of the 1993 Act); and
- to state whether particular matters have come to my attention.

### **Basis of Independent Examiner's Report**

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. 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 the seeking of explanation from you as trustees concerning any such matters. The procedures undertaken to not provide all the evidence that would be required in an audit and, consequently, I do not express an audit opinion on the view given by the accounts.

### **Independent Examiner's Statement**

In connection with my examination, no matter has come to my attention.

(1) Which gives me reasonable cause to believe that, in any material respect, the requirements:

- to keep accounting records in accordance with section 41 of the 1993 Act; and to
- prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 1993 Act.

Have not been met: or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

*Devakishanbhag*

Devaki Shanbhag  
ACCA

Date: 31/10/2025 .....

**S.A.F.E.**  
**COMPANY INFORMATION**  
**FOR THE YEAR TO 31 DECEMBER 2024**

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<b>TRUSTEES:</b>	Dr Michael Brady Ms Sarah Kennedy Ms Tracey Seaward Ms Angelina Namiba Prof Katrina Brown Janet Seeley Holly Wyld Nick Reding Jude Hess
<b>HEAD OF S.A.F.E.:</b>	Alice Crookenden
<b>REGISTERED OFFICE:</b>	Office C,616-618, Chigwell Road, London, IG8 8AA
<b>CHARITY NUMBER:</b>	1155626
<b>ACCOUNTANTS:</b>	Devaki Shanbhag ACCA

**S.A.F.E.**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR TO 31 DECEMBER 2024**

	Notes	Unrestricted Funds £	Restricted Funds £	Year Ended 31.12.2024 Total Funds £	Year Ended 31.12.2023 Total Funds £
<b>INCOMING RESOURCES</b>					
<b>Incoming Resources from Generated Funds</b>					
Voluntary Income	2	<u>17,297</u>	<u>28,500</u>	<u>45,797</u>	<u>116,190</u>
<b>Total Incoming Resources</b>		<u><b>17,297</b></u>	<u><b>28,500</b></u>	<u><b>45,797</b></u>	<u><b>116,190</b></u>
<b>RESOURCES EXPENDED</b>					
<b>Costs of Generating Funds</b>					
Costs of Generating Voluntary Income	4		20,440	20,440	26,404
<b>Charitable Activity</b>					
Program activities	5		53,045	53,045	65,158
Governance Costs	6		<u>875</u>	<u>875</u>	<u>1,800</u>
<b>Total Resources Expended</b>			<u><b>74,360</b></u>	<u><b>74,360</b></u>	<u><b>93,362</b></u>
<b>NET INCOMING/(OUTGOING) RESOURCES</b>			(45,860)	(28,563)	
<b>RECONCILIATION OF FUND</b>					
<b>Total Funds Brought Forward</b>		<u><b>(397,098)</b></u>	<u><b>459,908</b></u>	<u><b>62,810</b></u>	
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><b>(379,801)</b></u>	<u><b>414,048</b></u>	<u><b>34,247</b></u>	

The notes to the accounts form part of these financial statements

**S.A.F.E.**  
**BALANCE SHEET**  
**AS AT 31 DECEMBER 2024**

	Notes	Year Ended 31.12.2024 Total Funds £	Year Ended 31.12.2023 Total Funds £
<b>CURRENT ASSETS</b>			
Cash at Bank (inc deposit account)		34,247	62,810
<b>CREDITORS</b>			
Amounts falling due within one year		<u>-</u>	<u>-</u>
<b>NET ASSETS</b>		<u><b>34,247</b></u>	<u><b>62,810</b></u>
Financed by:			
<b>FUNDS</b>			
As shown on the Statement of Financial Activities			
Unrestricted Funds		(379,801)	(397,098)
Restricted Funds:		<u>414,048</u>	<u>459,908</u>
<b>TOTAL FUNDS</b>		<u><b>34,247</b></u>	<u><b>62,810</b></u>

The financial statements are approved and signed on behalf of the Board of Trustees by:



Prof Katrina Brown – Chair of the Board of Trustees

Date: 31 October 2025

The notes to the accounts form part of these financial statements

**S.A.F.E.**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR TO 31 DECEMBER 2024**

**NOTE 1 – ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standards for Smaller Entities and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

**Incoming resources**

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**Resources expended.**

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

**Taxation**

The charity is exempt from corporation tax on its charitable activities.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are dealt with in the Statement of Financial activities.

The notes to the accounts form part of these financial statements.

**S.A.F.E.**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR TO 31 DECEMBER 2024**  
**(continued)**

**NOTE 2**

**VOLUNTARY INCOME**

	Year Ended 31.12.2024	Year Ended 31.12.2023
	£	£
Restricted Grants Received	28,500	89,998
Unrestricted Grants Received	Nil	Nil
Donations Received and Reimbursements	<u>17,297</u>	<u>26,192</u>
	<u>45,797</u>	<u>116,190</u>
<b>Restricted Grants received:</b>		
Romilly Walton Masters Remembered	4,000	4,000
Rushlake Media	3,000	2,845
University of Warwick	Nil	4,510
Jephcott Charitable Trust	Nil	8,664
Angus Lawson Memorial Trust	Nil	15,690
Aspen Trust	Nil	5,000
University of Exeter	Nil	19,289
Chalk Cliff Trust	5,000	5,000
Tinga Tinga	Nil	25,000
Alan and Nesta Ferguson	10,000	Nil
Brown Sauce Trust	5,000	Nil
JAC Trust	1,500	Nil
	<u>28,500</u>	<u>89,998</u>
<b>Donations received:</b>		
Donations from Individuals & Reimbursements	<u>17,297</u>	<u>26,192</u>

The notes to the accounts form part of these financial statements.



**S.A.F.E.**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR TO 31 DECEMBER 2024**  
**(continued)**

**NOTE 3**  
**INVESTMENT INCOME**

	Year Ended 31.12.2024	Year Ended 31.12.2023
	£	£
Bank Deposit Interest	<u>Nil</u>	<u>Nil</u>

**NOTE 4**  
**COST OF GENERATING VOLUNTARY INCOME**

Just Giving Membership	216	493
Staff Salaries	19,396	24,836
Other expenses including fundraising	<u>828</u>	<u>1,075</u>
	<u>20,440</u>	<u>26,404</u>

**NOTE 5**  
**CONSULTANT FEE AND UK ADMINISTRATIVE EXPENSES**

Consultants and staff for programme activities	12,834	6,464
Administrative Expenses	121	26
Funding for S.A.F.E Kenya	<u>40,090</u>	<u>58,668</u>
	<u>53,045</u>	<u>65,158</u>

The notes to the accounts form part of these financial statements

**S.A.F.E.**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR TO 31 DECEMBER 2024**  
**(continued)**

**NOTE 6**

**GOVERNANCE COSTS**

	Year Ended 31.12.2024	Year Ended 31.12.2023
	£	£
Independent examiners fees	<u>875</u>	<u>1,800</u>

**NOTE 7**

**TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits either for the year ended 31 December 2024 nor for the period ended 31 December 2023.

**NOTE 8**

**DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

Funding debtors	<u>Nil</u>	<u>Nil</u>
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**NOTE 9**

**CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

Accrued expenses	<u>Nil</u>	<u>Nil</u>
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The notes to the accounts form part of these financial statements.