

# MODELS OF DIVERSITY

England & Wales · Charity number 1164927

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2015-12-18

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** Flat 1  
Princess House  
Ladbroke Road  
Redhill  
RH1 1JQ

**Phone** 07976376296

**Email** [info@modelsofdiversity.org](mailto:info@modelsofdiversity.org)

**Website** <http://www.modelsofdiversity.org>

## Activities

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**Objects:** THE PROMOTION OF EQUALITY AND DIVERSITY FOR THE PUBLIC BENEFIT BY PROMOTING GREATER DIVERSITY IN THE FASHION, BEAUTY AND MEDIA INDUSTRIES WHERE PEOPLE OF MINORITY ETHNIC ORIGIN, OLDER PEOPLE, LARGER AND SMALLER PEOPLE AND PEOPLE WITH A DISABILITY ARE UNDER-REPRESENTED.

**Activities:** Models of Diversity champions inclusion in fashion and media, empowering under-represented talent through advocacy, mentoring, and workshops. By challenging industry norms and promoting representation, we inspire positive change, influence culture, and ensure society reflects and celebrates diversity in all its forms.

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin

## Geography

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- Italy
- United States
- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-04-01	£19,892	£19,387	-	-
2024-04-01	£46,435	£46,535	-	-
2023-04-01	£11,912	£14,428	-	-
2022-04-01	£14,049	£13,891	-	-
2021-04-01	£12,743	£12,584	-	-

## Trustees

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Name	Role	Appointed
Angel Sinclair	Chair	2015-12-18
John Gordan Sandford McMillan		2024-01-01
PETER JEAL		2015-12-18

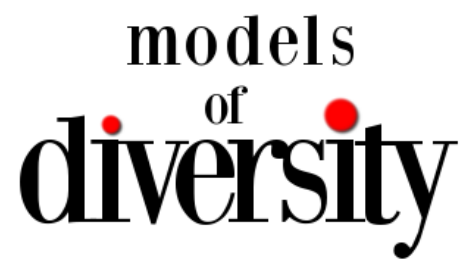
**MODELS OF DIVERSITY**

England & Wales - Charity number 1164927

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# Accounts

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## **Models of Diversity**

Registered charity number: 1164927

Trustees' 9<sup>th</sup> Year Annual Report:

From: 1<sup>st</sup> April 2024

To: 31<sup>st</sup> March 2025

## **Trustees**

No change

## **Day to Day Work**

MoD continued with the object of promoting equality and diversity in the fashion, beauty and media industries.

Day to day promotional work continues in social media although increase in followers has been around 5% in Instagram / Facebook sponsoring posts continues to support online sales of donations.

X.com engagement continued to become less valuable and MoD stopped paying for the service, expecting to close the account as the audience changes.

MoD continues with one main employee part time as the primary cost with some money spent maintaining social media specifically and professional services as required per event.

Public Liability insurance dropped slightly.

The main sources of income were event sales, trustee funding, and donations/sales of donations for staffing.

## **Projects**

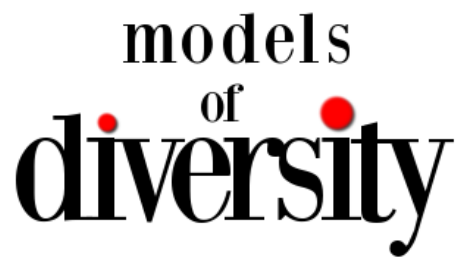
MoD started April with a shoot of plus size models.

In May we held a Camera Confidence Workshop.

In June worked with Mencap Ealing with a workshop building to a future fashion show.

MoD partnered with River Island to find a model to represent their BASE brand.

Funds were raised too with pop up shops in Putney, Croydon, Gipsy Hill and some raffles.



## Models of Diversity

Registered charity number: 1164927

Trustees' 9th Year Accounts:

From: 1<sup>st</sup> April 2024

To: 31<sup>st</sup> March 2025

Accommodation	-120.47
Bank Fees	-75.65
Consumables	-511.43
Donations Made	-46.40
Donations Received	2952.67
Equipment	-298.72
Event Costs	-4224.97
Insurance	-412.51
Loan from Trustee	5060.56
Marketing	-511.93
Postage	-81.65
Professional Services	-2267.96
Publications	-39.84
Sales	11878.82
Staff	-8604.00
Stationery	-306.28
Tax	-370.03
Telecoms	-167.00
Travel	-1169.47
Website	-179.32
Total	504.24

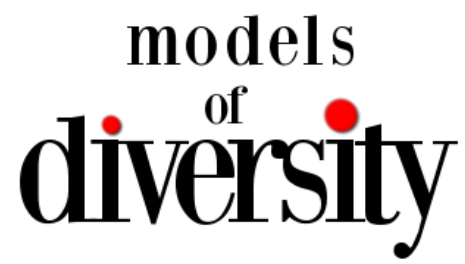
**MODELS OF DIVERSITY**

England & Wales - Charity number 1164927

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# Accounts

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## **Models of Diversity**

Registered charity number: 1164927

Trustees' 8<sup>th</sup> Year Annual Report:

From: 1<sup>st</sup> April 2023

To: 31<sup>st</sup> March 2024

## **Trustees**

S Parker resigned from trusteeship.  
J McMillan joined as new trustee.

## **Day to Day Work**

MoD continued with the object of promoting equality and diversity in the fashion, beauty and media industries.

Day to day promotional work continues in social media although increase in followers has been marginal, perhaps more indicative of trends in social media generally.

MoD is opened and closed a TikTok channel to attract a youth audience but found it too demanding to be worthwhile. With the change of Twitter to X engagement dropped sharply. We decided to pay for a monthly business subscription and engagement returned but at a reduced rate and followers have dropped marginally. Instagram engagement increased to 21k and sponsoring posts improved engagement with online sales of donations.

MoD continues with one main employee part time as the primary cost with some money spent maintaining social media specifically.

Public Liability insurance increased slightly.

The main source of income was one main donor for staffing, though donations and sponsorships to meet the costs of our major event brought it in even.

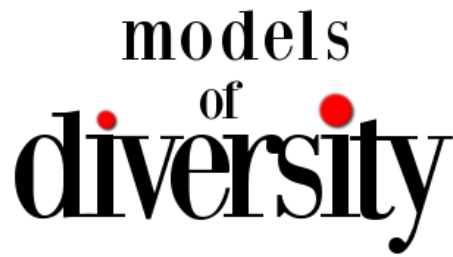
## **Projects**

The postponed fashion at the Freemasons' Hall in London took place on June 23 was a huge success generating national press placement and popular video showcasing the event. However, we engaged a PR professional on a retainer who proved instantly to be inadequate. Legal proceedings were initiated to claim back the retainer of £2k.

A smaller event with Earlsfield Oxfam filled St Andrew's church nearby in April.

In September during London Fashion Week MoD held a ticketed event presenting 15 years of MoD with prints for sale of highlights.

Funds were raised too with pop up shops in Redhill, Sutton and Croydon, a raffle, a calendar for 2024 and commission on supply of modelling services.



## Models of Diversity

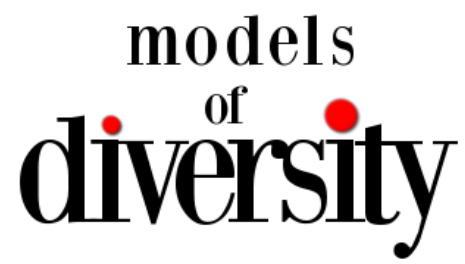
Registered charity number: 1164927

Trustees' 8th Year Accounts:

From: 1<sup>st</sup> April 2023

To: 31<sup>st</sup> March 2024

Carried Forward from 22/23	-2,314
Sponsorship Carried Forward from 22/24	6,600
Accommodation	-320
Consumables	-1,655
Donations Made	-67
Donations Received	30,704
Equipment	-1,737
Income	6,996
Insurance	-436
Legal Fees	-223
Marketing	-4,763
Postage	-198
Professional Services	-11,873
Software Subscription	-121
Sponsorship	2,135
Staff	-18,231
Stationery	-1,474
Telecoms	-139
Travel	-1,718
Venue hire	-595
Website hosting	-672
<b>TOTAL</b>	<b>-£100</b>



## **Models of Diversity**

Registered charity number: 1164927

Trustees' 8<sup>th</sup> Year Annual Report:

From: 1<sup>st</sup> April 2023

To: 31<sup>st</sup> March 2024

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## **Projects**

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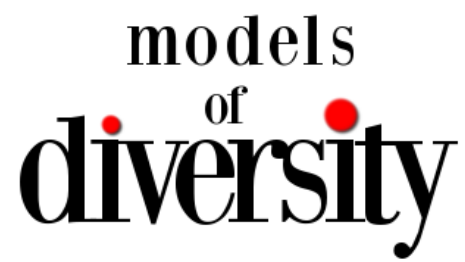
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# Accounts

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## **Models of Diversity**

Registered charity number: 1164927

Trustees' 7<sup>th</sup> Year Annual Report:

From: 1<sup>st</sup> April 2022

To: 31<sup>st</sup> March 2023

## **Trustees**

No change to founding trustees.

## **Day to Day Work**

MoD continued with the object of promoting equality and diversity in the fashion, beauty and media industries.

Day to day promotional work continues in social media although increase in followers has been marginal, perhaps more indicative of trends in social media generally. MoD is considering a TikTok channel, where younger users dominate.

MoD continues with one main employee part time as the primary cost with some money spent maintaining social media specifically.

Public Liability insurance increased slightly.

The main source of income was one main donor for staffing, but sales of donations from high street retail outlets brought in over £2.5k, through social ecommerce and pop up shops.

Overall, MoD was £2k3 in the red after a year of promoting our object, though with £6k6 in hand for a large event that was postponed to 23/24, comprising donations and fees from designers.

## **Projects**

MoD held one workshop, pop-ups in Brixton, Wandsworth, and Sutton. A photo production "Ageism in the Industry" celebrating women over 40 achieved great social media interest with an interview on BBC Radio Sussex. The main project for the year was a fashion show to be held during London Fashion Week at the Freemasons' Hall but had to be postponed to June 23.

# models of diversity

## Models of Diversity

Registered charity number: 1164927

Trustees' 5th Year Accounts:

From: 1<sup>st</sup> April 2022

To: 31<sup>st</sup> March 2023

Advertising	-£187.58
Amanda Akokhia Exhibition & Fundraiser	£536.51
Bank charges	-£209.81
Calendar	-£179.73
Comms	-£200.00
Donation	£7,851.84
Donation to other charity	-£59.00
Event Attendance	-£102.50
Insurance	-£359.60
Modelling	£339.92
Office Furniture	-£176.90
Pop Up Sales	£1,069.74
Postage	-£279.43
Printing	-£187.46
Professional Fees	-£274.48
Professional Subscriptions	-£175.94
Raffle	-£23.09
Recruitment	-£499.08
Sales of Donations	£1,628.49
Staffing	-£9,017.36
Stationery	-£367.40
Tax	-£100.10
Travel	-£1,369.77
Venue hire	-£101.76
Web hosting	-£557.32
Workshop	£687.98

**TOTAL** -£2,313.83

**Deferred** £6,600.00

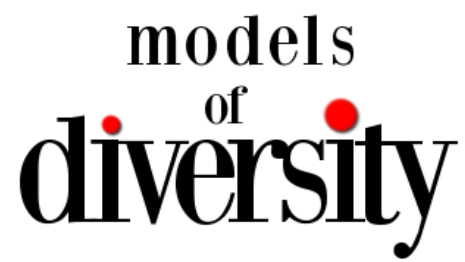
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# Accounts

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## **Models of Diversity**

Registered charity number: 1164927

Trustees' 6<sup>th</sup> Year Annual Report:

From: 1<sup>st</sup> April 2021

To: 31<sup>st</sup> March 2022

## **Trustees**

No change to founding trustees.

## **Day to Day Work**

MoD continued with the object of promoting equality and diversity in the fashion, beauty and media industries.

Day to day promotional work continues in social media and becomes the primary vehicle under COVID. Facebook group, page and Twitter followers show slight increase over last year around 12k, 10k and 22k followers but Instagram following continues to grow up 46% to 19k. Its focus on images makes it an ideal medium to present imagery featuring diverse models. The Insta Live & TV video features allows us to engage followers with live discussions with a variety of guests.

MoD continues with one main employee part time as the primary cost.

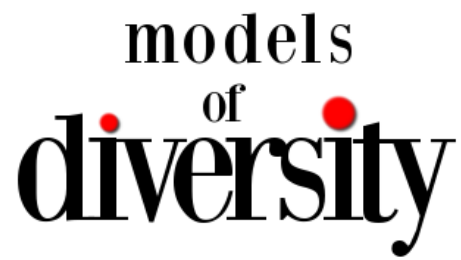
Public Liability insurance cost dropped slightly with a change of provider.

The main source of income was one main donor for staffing, but sales of donations from high street retail outlets brought in over £4k.

Overall, MoD was £160 in the black after a year of promoting our object.

## **Projects**

MoD held two workshops, a pop up fashion show on Oxford Street "Fashion Revolution Show" with Unhidden Clothing and collaborated with Stonewall charity on a photo production "Proud Nation" centered around LGBTQ+ people. We also produced a bridal shoot featuring models with disabilities that was featured on BBC local TV.



## Models of Diversity

Registered charity number: 1164927

Trustees' 5th Year Accounts:

From: 1<sup>st</sup> April 2021

To: 31<sup>st</sup> March 2022

Advertising	-203.07
Bank charges	-118.17
Comms	-284.00
Donation	8048.99
Event Costs	-888.44
Event Revenue	1488.13
Hardware	-228.83
Insurance	-341.11
Modelling Services	200.00
Postage	-451.81
Printing	-415.18
Professional fees	-615.10
Sales	4312.31
Staff	-8915.00
Stationery	-238.99
Travel	-284.89
Venue Hire	-311.23
Web hosting	-594.77

**Total**

**158.84**

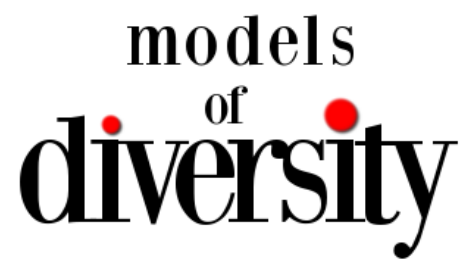
**MODELS OF DIVERSITY**

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# Accounts

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## **Models of Diversity**

Registered charity number: 1164927

Trustees' 5<sup>th</sup> Year Annual Report:

From: 1<sup>st</sup> April 2020

To: 1<sup>st</sup> April 2021

## **Trustees**

No change to founding trustees.

## **Day to Day Work**

MoD continued with the object of promoting equality and diversity in the fashion, beauty and media industries.

Day to day promotional work continues in social media and becomes the primary vehicle under COVID. Facebook group, page and Twitter followers remain plateaued at 12k, 10k and 22k followers but Instagram following grows up 30% to 13k. Its focus on images makes it an ideal medium to present imagery featuring diverse models. The Insta Live & TV video features allows us to engage followers with live discussions with a variety of guests.

MoD continues with one main employee part time as the primary cost.

Public Liability insurance cost remained at £353.

Trustees contributed £900 to cover costs but the main source of income was one main donor.

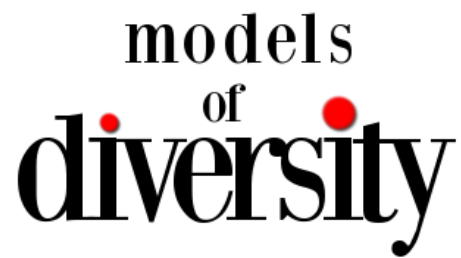
Other income of £1k5 came from sales of donations of fashion wear and sponsorships for our Diversity Awards which MoD expects to become a yearly feature. £300 earned in raffles.

Money was paid in this period unsuccessfully pursuing the bad debt from the previous period.

Overall, MoD was £160 in the black after a year of promoting our object.

## **Larger Projects**

Holding large events was not possible under precautions against COVID



## Models of Diversity

Registered charity number: 1164927

Trustees' 5th Year Accounts:

From: 1<sup>st</sup> April 2020

To: 1<sup>st</sup> April 2021

Admin	-£213
Bad debt	-£266
Bank Fees	-£428
Donation Given	-£162
Donation Received	£9,961
Equipment	-£339
Marketing	-£435
Postage	-£441
Printing	-£81
Raffle Income	£292
Sales	£1,591
Software Subscription	-£115
Staff	-£8,266
Stationery	-£37
TAX	-£83
Telecoms	-£1,104
Travel	-£361
Trustee Funds	£899
Website hosting	-£255
<b>Total</b>	<b>159.46</b>