

## **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.

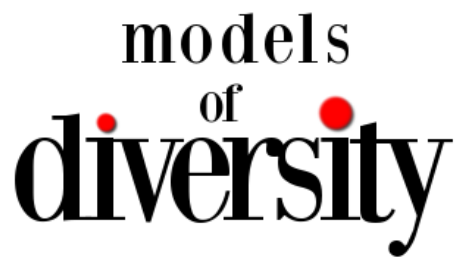
## **Projects**

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

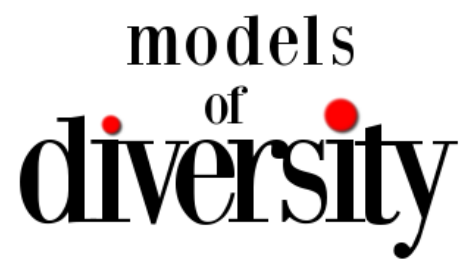
Trustees' 8th Year Accounts:

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

**TOTAL** -£100



## **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.