

Company no: 9478952

Charity no: 1165958

LENSATIONAL

Annual Report and Unaudited Financial Statements

For the year ended

March 31, 2024

The trustees present the annual report and financial statements of the charity for the year ended 31 March 2024. The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's constitution, the Companies Act 2006 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland.

Purpose

Lensational was founded on the International Women's Day of 2013 in Hong Kong, with the purpose of sustainably empowering marginalised women and girls, emotionally and economically, through photography.

A universal language that transcends literacy and cultural barriers, Lensational pioneers an approach of using photography and visual storytelling, helping women overcome their self-limiting bias through improving aspirations, creating strong support networks and role models. "If you can't see it, you can't be it." The empowering visual narratives taken by our women also challenge gender and cultural stereotypes, changing external bias over time. Finally, coupled with the content gap in global stock photography and local need for photography services, our women can earn extra income, leading to financial inclusion.

Objectives and activities

The primary object for which the charity was established, as recorded in the Memorandum of Association, is to undertake photography related education projects and photography related activities that benefit disadvantaged women and girls.

The trustees confirm that they have given due regard to the Charity Commission's guidance on public benefit and the activities undertaken to further the charity's purposes for the public benefit were as follows:

1. Photography Training Workshops

Our curriculum for photography training was initiated through careful and thorough research by an 8-member panel of photographers, economists and psychologists, to deliver the highest impact to our beneficiaries. Since then, we have continued to improve and update our curriculum and manual to guide experienced trainers in three to six months training, covering technical, emotional and participatory storytelling aspects of photography.

Committed to the continuous development of the women, participants are able to continue to access computer, camera and network facilities, through Lensational's local partners. Moreover, we provide mentorship through our local mentors in advanced photography techniques and commissioned assignments to our budding photographers.

2. Photography Sales

Lensational's major revenue sources for photo sales are corporates, editorials, stock photography and other interested party organisations. 50% of revenue from photography sales goes back directly to the beneficiaries, which can be specified for certain purposes (e.g. paying school fees). The other 50% of revenue is reinvested to continue and grow our activities.

Corporate partnerships are a particular focus for us, funding our workshops, engaging their employees and providing a market for the photos. Our partners value the unique access to authentic images from otherwise undocumented parts of underrepresented communities taken in an ethical manner. Focus is on sustainability of the project through on-going support which

allows participants to continue to send photos to us after training, and hence receive a continuous source of income through photography sales.

3. Advocacy and Learning

Our overarching principle is to amplify the voices of underrepresented women and allow them meaningful participation, in their own narrative, in matters that concern them. With this, we challenge gender and cultural stereotypes by sharing images and stories with the global audience through international conferences, exhibitions and social media. These images and stories have been shared with over 20,000 followers on our social media channels, as well as on global media outlets including the Guardian, TEDx and ABC News.

Achievements in the year

Lensational's mission is to achieve a more inclusive world, through our unique approach to teaching women photography, sharing their images and stories on a global stage.

2023-24 has built on the strengths of our previous year. Our partnership with the National Adaptation Plan Global Network has continued. Through this initiative, *Envisioning Resilience*, we aim to bring the perspectives of underrepresented women into adaptation planning by equipping them with training in photography and storytelling to document their lived experiences as women affected by climate change and sharing them with adaptation policy makers. Specifically with the support of The National Adaptation Plan Global Network, we are able to bring both policy makers and our photographers in one room to discuss the issues emerging from their stories in a policy dialogue and exhibition in the respective countries. This year we expanded the work to Jamaica and Rwanda where we produced a total of 13 photographers and 13 photostories which have been used to engage policy makers and the general public. This is an important step toward expanding our work to empower women on the frontlines of climate change to actively participate in policies and decisions that impact them and their communities, ensuring these policies are responsive to gender-specific needs.

This year, building on the success of last year's program, some of the women photographers who completed training in Kenya under this initiative were commissioned for a paid assignment to document actions under Kenya's current National Adaptation Plan. This is a significant step in assessing whether our training prepares photographers to take on paid assignments, identifying areas for improvement, and facilitating opportunities for women photographers who emerge from our programs to generate income through their photography skills, which is core to our mission of economically empowering the women we work with.

Additionally, three photographers from the 2022 Kenya cohort were selected for paid assignments to document the intersection of care and climate change in their communities, following a competitive application process and the successful selection of their project pitches.

We also launched a new partnership with Omanos Analytics, *Perspectives* project aimed to develop a prototype service that combines social context data with remote sensing and GIS data to improve climate response operations. We led a geospatial photography and participatory data collection program with women photographers in Amboseli, Kenya. Using Omanos's Askri dashboard, a data visualisation and communication tool, these on-the-ground experiences were uploaded in real time and connected with landscape-scale data analysis, bridging gaps in community-centred climate insights and enabling a more representative and effective response to climate impacts.

Financial Review

The results for the year are set out on pages 10 -12.

The trustees' policy is to maintain reserves of a minimum of 3 months expenditure which equates to a figure of £6,000.

On 31 March 2024, the charity held £9,421 (2023: £8,655) in unrestricted funds.

Lensational continues to focus on investing in the regional hubs, run by full time and volunteer staff. These are being overseen by a new CEO based in Kenya, with the objective being for the hubs to become self-sustaining. The organisation has continued to reduce its global coordination costs to minimal levels, reducing its requirements for unrestricted funding.

Future Plans

Looking ahead, we want to strengthen our advocacy for climate action through dedicated resources and a dedicated team of full-time, consulting as well as volunteer staff. This will be coupled by a scale up in our programme activities to reach more women and communities, both in new countries and our already existing hubs.

We will be continuing to improve our governance and diversity on our Board, ensuring that Lensational benefits from strategic clarity and operational excellence.

Structure Governance and Management

Lensational is a company limited by guarantee, without a share capital incorporated on 9 March 2015 and was registered as a charity by the Charity Commission (England and Wales) on 9 March 2016.

Members of the company guarantee to contribute up to £10 to the assets of the company whilst members or within 12 months of ceasing membership in the event of it being wound up. The number of such guarantees at 31 March 2024 was 4 (2022 - 4).

The directors of the company under company law are also trustees for the purpose of charity law. The directors have no beneficial interest in the company and do not receive any remuneration.

Recruitment and Appointment of Trustees

Directors can be appointed by the members in the General Meeting or from time to time by the Directors themselves. Any director co-opted by the Directors must retire at the next Annual General Meeting of the company but is eligible for re-election. Directors are chosen for their knowledge and interest in the charity's objectives.

Trustee Induction and Training

Directors currently receive written guidance material for charity trustees provided by the Charity Commission, together with guidance from Companies House for Directors and Secretaries. They also receive invitations for Trustee briefings given by professional services firms, and attend where appropriate and possible.

Organisational Structure

The structure of Lensational comprises the board of directors who meet via Google Meet calls 4 times each year (once per quarter) and interact on a regular basis by email and telephone. The Chair is Faye Cuevas. Lydia Wanjiku Kibandi serves as the CEO of the organisation and is responsible for daily management of the organisation. She is not a Member of the Board, attending in her capacity as CEO.

Key Management

Lensational's work is carried out by a global network of volunteers, led by a full time CEO.

Related party transactions

No payments were made to Trustees during the financial year.

Reference and Administrative Details of the Charity, its Trustees and Advisers

Lensational is a registered in England and Wales as a charity (no: 1165958) and a company limited by guarantee (no: 9478952)

The registered office and principal operating address is:

124 City Road, London, England, EC1V 2NX

The directors of the company, who are also the charity trustees, that served during the period and up to the date of this report were:

G Bedford
M Goulden Chair
S Yousafzai

The Chief Executive Officer, who has served on a remunerated basis during the period and up to the date of this report was: Lydia Wanjiku

The company secretary, who has served on an unremunerated basis during the period and up to the date of this report was : S Chiu

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Report of the trustees
For the year ended 31 March 2024

The principal advisers to the charity are:

Bankers

Barclays Bank
Market Place
Town Centre
Leicester
LE87 2BB

Directors' Responsibilities

Company law requires the directors to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company at the year-end and of the net incoming resources of the charitable company for the year then ending. In preparing these financial statements, the directors are required to

- Select suitable accounting policies
- Make judgements and estimates that are reasonable and prudent
- Prepare financial statements on a going concern basis unless it is inappropriate to assume that the company will continue on that basis

The Directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable it to ensure that the financial statements comply with the Companies Act 2006. 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.

This report and the financial statements have been prepared in accordance with

- The special provisions of part 15 of the Companies Act 2006 relating to small entities
- The provisions of the Charities Act that determine the form and content of Charity Annual Reports
- Statement of Recommended Practice: Accounting and Reporting by Charities.

Exemption from audit

The directors have taken advantage of section 477(2) of the Companies Act 2006 which exempts the company from the requirement to have the accounts audited.

Approved by the Board on : 19th Dec 2024
and signed on their behalf by




Shareen Khan Yousafzai - Director

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Statement of Financial Activities (incorporating and income and expenditure account) For the year ended 31 March 2024

| | Restricted £ | 2024 Unrestricted £ | Total £ | Restricted £ | 2023 Unrestricted £ | Total £ |
|--|-----------------|---------------------------|-----------------|-----------------|---------------------------|-----------------|
| Income from | | | | | | |
| Donations and grants | 36,430 | 631 | 37,061 | 14,928 | 289 | 15,217 |
| Charitable Activities | - | - | - | - | - | - |
| Investments | - | 135 | 135 | - | - | - |
| Total Income | 36,430 | 766 | 37,196 | 14,928 | 289 | 15,217 |
| Expenditure on: | | | | | | |
| Direct programme costs | (20,847) | - | (20,847) | (10,213) | - | (10,213) |
| Cost of sales | (2,662) | - | (2,662) | (717) | - | (717) |
| Support costs | (3,067) | - | (3,067) | (226) | - | (226) |
| Total Expenditure | (26,576) | 0 | (26,576) | (11,156) | (0) | (11,156) |
| Net (Expenditure)/ Income for the year | 9,854 | 766 | 10,620 | 3,772 | 289 | 4,062 |
| Reserves brought forward at 1 April 2023 | 3,772 | 8,655 | 12,427 | - | 8,366 | 8,366 |
| Reserves carried forward at 31 March 2024 | 13,626 | 9,421 | 23,047 | 3,772 | 8,655 | 12,427 |

The notes on pages 9 to 12 form part of these accounts.

All the charity's activities are continuing.

There are no recognised gains or losses except as stated above.

| | | 2024 £ | 2023 £ |
|--|---|---------------|---------------|
| Current Assets | | | |
| Debtors | | | - |
| Cash at bank | | 24,047 | 12,427 |
| | | 24,047 | 12,427 |
| Creditors: amounts due within 12 months | ☒ | 1,000 | - |
| Net Assets | | 23,047 | 12,427 |
| Funds of the charity: | | | |
| Restricted Funds | | 22,280 | 3,772 |
| Unrestricted Funds | | 767 | 8,655 |
| | | 23,047 | 12,427 |

Balance sheet

The notes on pages 14 to 15 form part of these financial statements

The directors approved these financial statements on 19th December 2024

The opinion of the directors is that the company is entitled to the exemption conferred by section 477(2) of the Companies Act 2006 in respect of the year end 31 March 2020. No notice has been deposited under section 476(1) of the Companies Act 2006 in relation to the accounts for the above financial year.

The directors acknowledge their responsibility to keep accounting records which comply with section 386 of the Companies Act 2006 and prepare accounts that show a true and fair view of the company's affairs at 31 March 2024 and the net income or expenditure for the year then ended

These accounts have been prepared in accordance with the provisions applicable to companies' subject to the small companies' regime.

Shareen Khan Yousafzai
Director

1. Accounting policies

Basis of preparation

The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts. The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity constitutes a public benefit entity as defined by FRS 102.

The directors consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Income

Income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably. Income relating to future periods is deferred.

Expenditure

Expenditure is recognised when a liability is incurred. Irrecoverable VAT is charged against the expenditure heading for which it was incurred.

Funds

Restricted funds represent funds received which have to be applied to purposes that are narrower than the general purposes of the charity as determined by the donor.

Unrestricted funds are those funds received that can be applied by the trustees to any activity within the general objects of the charity.

5. Trustee and Key management remuneration, expenses and related party transactions

No trustee received any remuneration or expenses in the year (2023: £nil). There were no related party transactions in the year (2023: none).