

We Are Purposeful

England & Wales · Charity number 1169844

Details

Other names PURPOSEFUL PRODUCTIONS

Status Registered

Legal form Charitable company

Company number [10346701](#)

Registered 2016-10-21

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

Contact

Address studio 3a
Blue House Yard
5 River Park Road
Wood Green
London

Phone 02081254120

Email info@wearepurposeful.org

Website www.wearepurposeful.org

Activities

Objects: 2.1 THE OBJECTS OF THE CHARITY FOR THE BENEFIT OF THE PUBLIC ARE:2.1.1 TO ADVANCE EDUCATION IN PARTICULAR, BUT NOT EXCLUSIVELY, WITH THE AIM OF PROMOTING OPPORTUNITIES FOR THE DEVELOPMENT AND SUPPORT OF YOUNG PEOPLE;2.1.2 TO PROMOTE EQUALITY BETWEEN WOMEN AND MEN, AND BETWEEN GIRLS AND BOYS, AND TO ELIMINATE GENDER DISCRIMINATION;2.1.3 TO ADVANCE THE ARTS AND CULTURE PARTICULARLY, BUT NOT EXCLUSIVELY, AMONGST YOUNG PEOPLE;2.1.4 TO PROMOTE AND PROTECT HEALTH (WHETHER MENTAL, PHYSICAL, SEXUAL OR EMOTIONAL) AND PERSONAL SAFETY;2.1.5 TO PROVIDE FOR THE RECREATION OF PEOPLE, PARTICULARLY (BUT NOT EXCLUSIVELY) YOUNG PEOPLE, BY PROVIDING SERVICES AND FACILITIES TO THEM IN THE INTERESTS OF SOCIAL WELFARE WITH THE OBJECT OF IMPROVING THEIR CONDITION OF LIFE; AND2.1.6 TO RELIEVE POVERTY.

Activities: Purposeful is a movement building hub for adolescent girls. Our strategic areas support girls and their allies to remake the world for themselves by insights and influencing; convening and micro-grants; media and communications. This integrated strategy creates a ground-swell of girls who can access and imagine new possibilities for themselves and their communities.

Classification

- **How:** Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Disability, The Prevention Or Relief Of Poverty, Arts/culture/heritage/science, Recreation, Other Charitable Purposes
- **Who:** Children/young People

Geography

- Sierra Leone
- United States

Finances

Period end	Income	Expenditure	Assets	Employees
2024-08-31	£12,065,000	£8,423,080	£16,542,160	32
2023-08-31	£6,074,000	£6,767,000	£13,663,000	30
2022-08-31	£15,675,000	£5,369,000	£15,537,000	32
2021-08-31	£5,719,000	£4,598,000	£3,482,000	30
2020-08-31	£4,591,000	£4,191,000	£2,361,000	35

Trustees

Name	Role	Appointed
Maheen Kaleem	Chair	2024-03-15
Andrea Lynch		2024-05-22
Annemarieke Henriette Clarke		2024-03-15
Fanta Toure		2024-03-15
Mariama Seray Jalloh - Heyward		2024-03-15
Nana Darkoa Sekiyamah		2024-03-15
Tynesha McHarris		2024-03-15

We Are Purposeful

England & Wales - Charity number 1169844

Accounts



Company Registration Number: 10346701
Charity Registration Number: 1169844

We Are Purposeful Ltd

(a company limited by guarantee)

Annual Report and Financial Statements for the year ended 31 August 2024

We Are Purposeful Ltd
Studio 3b, Blue House Yard, 5 River Park Road, London N22 7TB
wearepurposeful.org
Company Number 10346701

We Are Purposeful Ltd

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Reference and Administrative Details

Company Registered Number 10346701

Charity Registered Number 1169844

The charity is incorporated in England and Wales.

Principle Offices:

Studio 3b Blue House Yard
5 River Park Road
Wood Green
London
N22 7TB
UK

We Are Purposeful
8 Kukus Drive
Off Jomo Kenyatta Road
Freetown
Sierra Leone

The charity is governed by the Board of Trustees. The trustees are responsible for overseeing the management of all the affairs of Purposeful and delegate day-to-day management of the charity to the Executive Leadership Team.

The Advisory Board in Sierra Leone provides an advisory role and continues to play a vital role in Purposeful's development and programming. The boards consist of:

Incoming Board of Trustees	Appointed	Designation
Ms Maheen Kaleem	15 March 2024	Chairperson/President
Ms Fanta Toure	15 March 2024	Secretary
Ms Mariama Jalloh-Heyward	15 March 2024	Treasurer
Mrs Annemarieke Clarke	15 March 2024	Trustee
Ms Tynesha McHarris	15 March 2024	Trustee
Ms Andrea Lynch	22 May 2024	Trustee
Ms Nana Darkoa Sehyiamah	15 March 2024	Trustee

Outgoing Board of Trustees	Appointed	Resigned
Mrs Margaret Collier	25 August 2016	31 March 2024
Mrs Christina Fuller	25 August 2016	31 March 2024
Rev Dr Marie Barnett (Chair)	2 July 2019	15 March 2024
Mrs Chloe Pope	20 April 2020	31 March 2024
Dr Ramatu Bangura	31 July 2020	19 February 2024

Sierra Leone Advisory Board

Mrs Asmaa James

Dr Farouk Sessay

Mrs Valnora Edwin

Dr Marie Barnett

Purposeful - Executive Leadership Team

Chernor Bah Co- founder / Co-CEO - Left on the 31st December 2024

Dr Ramatu Bangura - Interim CEO - Began on the 1st March 2024

Rosa Bransky Co-Founder / Co-CEO

Sian Lord Baptiste – Chief of Organisational Effectiveness

Senior Leadership Team

Ester Nyazvigo - Director of Finance

Liesel Bakker - Director, Resourcing Resistance - Started 1st June 2024

Haja Sowa - Director of Programmes - Started 1st June 2024

Josephine Kamara - Director of Media, Advocacy and Communications - Started 1st June 2024

Emily Sullivan - Director of Partnerships and Resource Mobilization - Started 6th May 2024

Safeguarding Team

Dr Ramatu Bangura	Designated Safeguarding Lead
Aminata Kamara	Designated Safeguarding Person – Resourcing Resistance
Haja Sowa	Designated Safeguarding Person – Programmes
Haja Umu Jalloh	Designated Safeguarding Person – Programmes
Yeiwah Kaindaneh	Designated Safeguarding Person – Media, Advocacy and Comms
Valnora Edwin	Designated Safeguarding Person – Advisor Board Sierra Leone
Maheen Kaleem	Designated Safeguarding Person – UK Board

Professional Advisors

The following Organisations provide professional advice and services to Purposeful:

Banks

NatWest Commercial & Private Banking
Ground Floor
Gredley House
1-11 Broadway,
Stratford,
E15 4WG
UK

Guaranty Trust Bank (SL) Ltd
Sparta Building
Freetown
Sierra Leone

United Bank for Africa SL (Limited)
Charlotte Street
Freetown
Sierra Leone

Solicitors

Bates Wells
10 Queen Street Place
London
EC4R 1BE
UK

Renner Thomas Solicitors
Top Floor,
81 Pademba Road
Freetown
Sierra Leone

Covington and Burling LPP
The New York Times Building
620 Eighth Ave
New York
United States

Auditor

Moore Kingston Smith LLP 6 th Floor 9 Appold Street London EC2A 2AP UK	Moore Sierra Leone 55 Sir Samuel Lewis Road Freetown 1278 Sierra Leone
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Trustees Annual Report and Financial Statements for the year ending 31st August 2024

STRUCTURE, GOVERNANCE AND LEADERSHIP

Purposeful is a charitable company limited by guarantee, incorporated under the name of Purposeful Productions on the 28th August 2016, and registered as a charity with the UK Charity Commission. On 9th March 2021 the name was changed to We Are Purposeful to better align to the values, ethos and activities of the charity. The charity's articles of association provide that its trustees are the only members of the charity.

Its principal office is Studio 3b, Blue House Yard, 5 River Park Road, Wood Green, London N22 7TB, with a country office located at 8 Kukus Drive, Off Jomo Kenyatta Road, Freetown, Sierra Leone. The charity is governed by the Board of Trustees. The trustees are responsible for overseeing the management of all the affairs of Purposeful and delegate day-to-day management of the charity to the Executive Leadership Team. The trustees hold indemnity insurance.

WHO WE ARE – OUR VALUES AND MISSION

At Purposeful, the future moves to the collective power of girls. Headquartered in Sierra Leone, we are the world's first Africa-rooted, global hub funding adolescent girls.

Our vision:

Girls are living in safety, dignity and freedom.

What We Do:

Our work on four areas:

Girl centred education

Holding spaces for girls and their allies

Amplifying voice and stories

Moving money and resources

LETTER FROM THE CHAIR

The last year has been one of considerable change for the Organisation that has seen a change in leadership and board as well as unprecedented external challenges and acute, escalating, and interconnected global crises. In response, Purposeful has doubled its crisis response funding to girls, young women and organisations at the forefront of mobilising and responding to these crises and driving systemic change in their communities.

Amid this pressure, the Organisation continues to work with girls, allies, and partners to support and create safe spaces, move essential resources and provide platforms for girls' voices and stories across the globe. The tenacity and commitment of the team continues to move me, as they walk in deepest solidarity with girls and young women across the globe, and with those all too often living in multiple hardships on the very margins of their communities. They do this with clarity and care, and in the hope that another world is possible.

This last year has seen the Organisation resource and move money to over 360 global grantee partners in 95 countries, along with the critical work below.

- 550 Girls Circle Collective mentors holding space and providing girl centred education in 6 districts in Sierra Leone for 15000 girls
- 119 Girls Circle Collectives funded in Sierra Leone
- With and For Girls supported 143 groups, mobilising over \$1 million USD
- Global Resilience Fund mobilised \$886,182 for crisis response funding, with 99 grants awarded
- Over \$9,000,000 mobilised, with an additional \$5.8million secured for multi-year funding
- 40 episodes of Karo Kura Radio Show broadcast across 38 radio stations in Sierra Leone (reaching a weekly audience of approx 500,000)
- 6 Publications, 14 blogs, articles and 20 films were produced
- Purposeful attended 5 international conferences, as sponsors, speakers, panellists & side event hosts
- Purposeful hosted 10 large-scale events (in-person and online)

It's both with pride and humility that the work of the past year is shared in this report, and the Organisation continues to support the rights and freedoms of girls and young women everywhere.

In solidarity,



Maheen Kaleem
Chair of the Purposeful Board of Trustees
Date: 25 June 2025

PURPOSEFUL TRUSTEES' REPORT

Purposeful continues to support a wide range of programmatic areas through the following initiatives:

Programmes

- Girls' Circles - feminist safe spaces for 15,000 girls
- Karo Kura Konnection, behaviour change drama
- Mentors' Academy
- The Sierra Leone Adolescent Girls' Network

Grant Making

- With and For Girls Fund
- Global Resilience Fund (GRF)
- With and For Girls Collectives

Media, and Comms (MAC)

- International Platforms and Events
- Films, Publications and Articles

Learning and Insights

- Publications and Reports
- Learning Grants

AN OVERVIEW OF OUR CORE PROJECTS THIS YEAR

GRANTMAKING:

The With and For Girls Fund (WFG)

Our With and For Girls Fund centres girls at the heart of decision-making, taking a participatory approach to where we move money. Our advisors continue to help us move funding to the most impactful girl and young women-led groups across the world.

Through the With and For Girls Fund, we seek to be in a deep relationship with the girls and girl allies that we resource, based on their needs. The value of our relationship is not just in time and funding, but it is also in the intense connection and support. We work to build trust and honest relationships with girls so we support them in the ways they need.

This year, we supported 143 groups across 25 countries, mobilising over \$1 million USD.

The Global Resilience Fund (GRF)

Over the last year global crises have persisted and worsened – including ongoing wars and conflict and natural disasters, seeing the highest ever number of people in displacement and rising inequality and humanitarian crises. Despite being disproportionately impacted by the crisis, girls and young women continue to show up in consistent, brave, and creative ways for their communities.

The Global Resilience Fund moved resources to support 69 groups across 5 regions with 99 grants of an average grant size of 7,000 USD, totalling 886,182USD, responding to crises ranging from earthquakes, floods, hurricanes, to political unrest, war, armed conflict, forced migration and displacement.

The Fund has engaged in donor organising related to the rights of girls and young women in crisis contexts. In May 2024 FCDO also invited the Global Resilience Fund to a conversation focused Humanitarian pooled fund efforts towards inclusive and locally led action. This was an important example of how the GRF can lift up and highlight the concrete contributions of girls and young women in key humanitarian spaces - GRF was the only participant in the spaces working with and highlighting the work of girls and young women responding to crises.

With and For Girls Collective (WFG Collective)

The With and for Girls Collective is a group of funders committed to resourcing girls for the long term. It is made up of Women's funds, International NGOs, and Public and Private Foundations. The WFG Collective is the only collaborative of its kind, drawing from different points in the girls' funding ecosystem. They continue to use their insights and influence across philanthropic and development spaces to support a learning agenda that will transform our practices and those across philanthropy.

The Collective kicked off the year with a transition of leadership of the Coordinator and a revision of priorities. We gathered survey responses from the Collective partners to set the priorities for the year. Activities during this period included:

- Working groups
- Quarterly community of practice spaces
- Commission on the Status of Women (CSW) - March 2024 - General meeting and advocacy/learning space

PROGRAMMES:

Girls Circles Collectives

The Girls Circles Collectives continue to create safe spaces for adolescent girls to come together to build their networks, deepen their awareness, and critically examine the roots of their challenges. They strategise at both individual and collective levels and take action for social change. These groups meet weekly with approximately 550 young women mentors holding space in six districts in Sierra Leone.

With the support of young women mentors, the girls set their own agendas, self-organise, and lead their activities independently for meaningful social change in confronting and challenging societal norms. This year, we have developed a draft Programme strategy that will lead the focus on deeper and intentional support prioritising adolescent girls.

Purposeful conducted an impact learning survey with 700 girls who have been in the programme since the inception of GCC.

Key findings from the impact learning survey:

- 1 out of 5 girls and young women returned to school
- Girls and young women are challenging the normalisation of violence in their communities
- 96% of the girls and young women respondents report that they are more financially independent
- 9 out of 10 of the girls and young women respondents have a better understanding of their own bodily autonomy
- 8 out of 10 of the girls and young women respondents report experiencing more happiness, joy, confidence and power
- Increased public support and respect for girls and young woman
- Karo Kura Konection and Kompin Radio Show is almost universally trusted and considered relevant among young woman respondents, furthermore, their replies show strong comprehension of storylines and messaging

Purposeful continues to fund girls' and young women mentors, through mentors' stipends, refreshments, and microgrants. This money has empowered groups to take collective actions. This year, we have reached 119 groups that have received grants, reaching 5,630 girls and 270 mentors with a total sum of 105,947 USD.

The Karo Kura Konection and Kompin Radio show and drama continued to play a pivotal role in the lives of girls across the six districts as a trusted source of information. Through the life skills curriculum, mentors are supported with discussion guides, videos and music to raise awareness and to help them navigate the challenges they face.

Mentors Academy

Purposeful concluded its first cohort of the Mentors Academy, a 12 month initiative accompanying a smaller group of Mentors through a personal journey of discovery, solidarity and joy. This journey, co-created with Mentors, provided physical and virtual spaces for Mentors to come together to learn and share. It also supported them to build their individual and collective leadership; and through this inspire girls, other mentors and their communities.

Following the Academy, some mentors have already formed groups in their districts, with three groups receiving funding from the MOVE project funded by FCDO. We are currently fund-raising for the next Mentors Academy.

Salone Adolescent Girls Network

The Salone Adolescent Girls Network is an open-source platform for knowledge-sharing, capacity building and development, collective strategising on adolescent girls' issues, and coordination in Sierra Leone. A coalition of over 150, both local, national and international partners.

The network aims to bring together partners with common interests to develop synergies among their programmes, develop innovative ideas and avoid duplication/overlap. While also providing a flexible coordination mechanism among partners who share a common interest and voluntarily commit to collaborate with each other with a collective aim to advance the rights and interests of girls in Sierra Leone.

The steering committee and members reflected on the network strategy (2019-2024) and highlighted key successes and challenges. This has led to the development of a draft review strategy from 2025 - 2030. The draft of the reviewed strategy has been shared with the general steering committee members for their input. The new strategy aims to ensure active commitment to lead policy change as actors for and with girls.

MEDIA, ADVOCACY AND COMMS (MAC)

International Platforms and Events

Key to the work of our team is our amplifying of girls and young feminist stories, their voices and strategies. This year we centred their voices and experiences in a calendar of online and in-person events from the local to the highest international level, and we platformed our work in convenings across the world - as panelists in our events at CSW68 in New York, leading two mainstage sessions at the AU International Conference on FGM in Dar Es Salaam, as speakers in Bogata and at the Black Feminist Forum in Barbados.

Films, Publications, and Articles

This year saw the culmination of Circles of Us, an 18-month journey with 20 young women across Sierra Leone, Kenya and Tanzania, that equipped them with new storytelling, filmmaking and photography skills, which they have used to amplify stories from their communities. International Day of the Girl saw them celebrated centre stage in a large-scale premiere of [the 20 films](#) they produced with an audience of young people, press and VIPs, and since then featured in international film festivals and screenings.

Reports, publications and blogs remain strategic in spotlighting girls and young feminist, and in communicating our work. This year we published 14 blogs and articles, and positioned pieces in Alliance Magazine, the Guardian, Bond, and African Feminism.

Feminist Night School

Purposeful embarked on the second year of Feminist Night School, introducing a dedicated cohort and space for 19 male allies to participate in the programme.

Karo Kura Radio Broadcast - Girl Centred Media

This year, we celebrated the culmination of *Karo Kura Konnection*, marking five years and five impactful series of this groundbreaking radio drama and talk show. Over the years, *Karo Kura Konnection* has played an important role in reshaping the narrative for girls, centring girls voices, stories, and providing vital life skills for girls and their communities. Through this platform, we have amplified the power of girl-centred media, sparked critical conversations, inspired change, and transformed communities across Sierra Leone.

LEARNING AND INSIGHTS:

The Learning and Insights Lead returned from maternity leave in June 2023 with an immediate focus on strengthening our documentation and reporting templates through the Learning Calls with our team and grantee partners in each region, and to live out the learning methodologies that embed explicit and intuitive ways of critical analysis, thinking beyond the activity to the meaning and implications of what they see, feel, and hear through this work.

As set out in Our Learning Agenda, the allocation of financial resources for girls to lead their own research and documentation remains crucial to our work. A cycle of Purposeful learning grants continues with four partners in Malawi, and Feminist Voices in Zimbabwe.

During the year we commissioned six publications and carried out a comprehensive Endline Assessment undertaken across the Girls' Circle Collectives with the cohort of older girls now transitioning from the initiative after four years. The transformative impact on their lives is evident, and the changes they have been able to make for themselves, their families, and at community level as a result of being part of these collectives, are significant. This research will be published externally during 2025.

Partnerships and Resource Mobilisation

June 2024, saw a newly established department in Purposeful, Partnership and Resource Mobilisation. In these initial months, they focused on understanding the funding priorities, strengthening existing relationships, expanding their network, and securing some new funding. Their intent was to lay a solid foundation for future success, the specifically focused on:

- Understanding the Funding Priorities
- Maintaining and Strengthening Partnerships
- Expanding Networks & Building Relationships
- Securing New Funding

ORGANISATIONAL DEVELOPMENT:

Purposeful Board

In March 2023, to support the growth of the Organisation and set up of the US entity, Purposeful asked consultants Strategy for Humanity (S4H) to assist in the process of reviewing our current board structure and membership. This process was led by S4H who met with Purposeful's UK Trustees and Senior Management Team to hear their views and review the Organisations current board processes and Organisational structure before delivering their final recommendations to the board. This resulted in new trustees being identified for the UK board and a proposed new model that would simplify our current process, create alignment and shared vision across our entities and provide clarity on roles and the remits of each Board. The priority for this financial year was the UK board as the exiting board members had requested to end their tenure once the new structure had been implemented, due to the number of years they had been in their role.

7 new board members were selected and approved by the existing board. There was a day-long induction workshop for the new board members on the 15th March 2024 and the existing board members resigned on the 31st of March and the new members were appointed on the same day. An in-depth handover with the existing chair and incoming chair took place to ensure that there was continuity and also that the new board members had context of any outstanding matters being handed over.

The new Purposeful Board brings extensive knowledge and experience of working in the philanthropic sector and collectively have a deep understanding of legal, governance, compliance, HR, finance, funding and fundraising, grant making, advocacy and movement building and strategy and development. This will enable them to provide strong and robust leadership to the Organisation ensuring robust governance and compliance.

Planning for the US and Sierra Leone Boards are underway and we anticipate that this work will be concluded in 2025.

Leadership

The last year has seen a number of significant changes with one of our Co-CEO's and co-founder, Chernor Bah resigning on the 12th September 2023. Following a comprehensive

handover he left the Organisation on the 31st December 2023. We are grateful for his leadership, guidance and his role in building the Organisation.

This was followed by a period of supporting the team and holding space for people to reflect and process their feelings. The leadership team has responded quickly by putting in place plans to ensure the continuity in the management of the work and teams and ongoing strategic leadership of the Organisation.

As an Organisation we are deeply committed to Co leadership and as we began to explore the options with our Board for a new Co-CEO. Guided by a clear criteria it was not long before we found the perfect candidate within our own Purposeful network, Dr Ramatu Bangura who was one of our Trustees on the board. Following an internal selection process carried out by the board of Trustees, Dr Ramatu Bangura stepped down from on the 19th February 2024 and was appointed as the interim Co-CEO on the 1st March 2024.

Dr Ramatu Bangura brings 25 years of experience having served as a Programme Officer for the NoVo Foundation, where she funded adolescent girls work in the United States and in the Global South. Dr. Ramatu Bangura is the founding director of the Children's Rights Innovation Fund (CRIF), which is currently fiscally sponsored by Purposeful. Planning has begun for CRIF to become a programme of Purposeful.

Purposeful continues to strengthen its leadership infrastructure, and in June 2024, three senior members of staff were promoted to Directors to each of the Organisations departments, Media and Communications, Programmes and Grantmaking. An external director was hired to develop a new department Partnerships and Resource Mobilisation as highlighted earlier in the report.

We have staff across continents, with the 27 staff based in Sierra Leone with a small team of 4 the U.K. We continue to be supported by a number of freelance consultants who have brought their external expertise to developing our MEL, strategic plans and media products, and to advise on grant-making and programming.

Purposeful has a deep commitment to staff wellbeing and the Organisation is now an accredited 4-day a week employer which has impacted not only the team's commitment to work but also the quality of work / life balance.

All Staff Retreat:

In June 2024 the full Purposeful team came together for an all staff retreat in Sierra Leone. The words Create, Clarify, Develop, and Deepen framed and guided the retreat, with the aims of staff returning to their work feeling more connected with each other and with a

- strengthened understanding of their role and how their work supports the larger Organisational purpose;
- shared understanding of the landscape and how this shapes and guides the vision and work.

The new leadership team also had a day together at the retreat. This was invaluable as it gave them a chance to look at how they would both work together and with the co-CEOs to lead an Organisation and what they would need to support their role. There were also detailed discussions about staff restructuring based on new team strategies.

INTERNAL POLICIES AND COMPLIANCE:

Policy Development

Purposeful continues to consistently review and revise its internal policies, systems and processes to support the sustainability of the Organisation and projects. The management review and updating of policies are delegated to relevant heads of department who are responsible for the ongoing monitoring and implementation and ensure regular reviews and updates are made. Any amendments are then reviewed by Executive Leadership with key policies presented to the Board for final approval. This year we have reviewed and revised our Finance, Procurement, Travel, Study Leave and Credit Card Policies.

Planning has begun for a review of the Organisations HR policies and Purposeful has undergone a number of external due diligence processes with funders this year and holds an Equivalency Determination (ED) with NGO source which allows U.S. funders to check that a foreign grantee is the equivalent of a U.S. public charity and has the due diligence in place. The Organisation's current ED expires on the 31st August 2025.

We are compliant with current data protection regulations but due to the growth of the Organisation, we have identified the need to carry out an Organisational review of data management, cyber and data security and IT processes, systems and processes to ensure that information is safe. This review will begin at the beginning of the next financial year and will result in recommendations being implemented and a revision of internal IT manual, policies and processes which will be socialised with the team.

Due to the digital current landscape additional work will be carried out with an external cybersecurity specialist who will review our internal IT and financial functions and systems and work with Purposeful to strengthen existing areas and develop new policies, systems and processes. In preparation for this work 4 members of the Purposeful team will be taking part in a 12 week cyber security Academy hosted by Ford Foundation, this program has been developed specifically to support nonprofits with strengthening their cybersecurity and will cover the following areas, Building a Culture of Security, Email Security, Password and Multifactor Authentication, Device Security, End Point Management, Incident Response Plans and Ransomware.

Legal

Purposeful continues a good relationship and works closely with our legal teams in the UK and Sierra Leone to ensure ongoing legal compliance for all of the entities. Covington and Burling LPP in New York are providing pro bono support in the set-up of operations in the US which resulted in the incorporation of We Are Purposeful Inc in the state of Delaware on the

US on the 12th March 2024. An application for 501c3 status was submitted to the IRS on the 20th May 2024 with the outcome expected in approximately 6 months. Covington Burling LPP are also working to dissolve the dormant entity Purposeful Productions Inc in the state of New Jersey. Purposeful has also identified an external payroll provider, banking services and accountants in the US in preparation for operations in the US beginning in the new financial year.

Covington and Burling LPP and our UK lawyers, Bates Wells have been working together on the US set up to ensure clear governance structures for both entities.

Each year Purposeful makes an average of 200 grants to girls and young women around the world, along with their adult allies. As our emergency response funding has expanded through GRF, and as part of a standard periodic review of all Purposeful operating policies, in November 2023 with in-depth advice and guidance from our legal counsel, Bates Wells, a review was carried out of our diligence process, specifically in designated high-risk geographies. This resulted in an updated grant making due diligence policy and toolkit for Purposeful Trustees and Staff. The policies, practices and principles have been designed in compliance with UK Charities Commission governing policies, as well as The Office of Financial Sanctions Implementation (OFSI), part of His Majesty's Treasury (HM Treasury).

Purposeful was granted a sponsorship licence in December 2023, which is a permit from the UK Home Office which allows the charity to employ skilled workers from overseas. The Sponsor Licence is valid for four years, to 14 December 2027.

Safeguarding

Purposeful's Safeguarding Policy is a statement of intent that outlines our commitment to safeguard adolescent girls, children, young people and vulnerable adults who may come into contact with our Organisation. Purposeful staff, volunteers and others working on behalf of our Organisation are obliged to create and maintain environments that prevents sexual exploitation and abuse and child abuse and promotes the implementation of this policy. The policy provides a framework of principles, standards and guidelines for both individual and Organisational practice.

Purposeful is committed to ensuring that staff, volunteers and others working on behalf of our Organisation receive training, understand and prioritise the safety and welfare of adolescent girls, children, young people, vulnerable adults and the wider community at all times.

There have been no reported safeguarding issues in this period. Safeguarding is integrated into all areas of our Organisation and there is an experienced and skilled safeguarding team in all departments and at all levels, including on the Board. Safeguarding is reviewed monthly as part of our risk management process and is a standing item on the Purposeful Board.

All staff, freelancers, and partners have received training on the updated processes and policies and safeguarding training takes place annually.

Annual Risk Statement

Purposeful considers good risk management to be a vital part of its operational requirements. Purposeful recognises that risk is an everyday part of charitable activity and managing it effectively is essential to achieve our key objectives and meet our obligation to use the funding we receive responsibly and in an efficient and effective manner, despite the challenges faced.

Risk management is an ongoing concern, and risk registers are reviewed and updated monthly. Risk management updates are included in the Organisation's board reports and presented to the Board of Trustees at every board meeting. Purposeful's risk appetite is a key factor in setting our reserves policy.

Overall, our risks fall into external, delivery, safeguarding, fiduciary, reputational and operational risks. Safeguarding risks are ever present given our focus on adolescent girls and how deeply embedded in culture some of the harmful practices towards them are, which can also expose our staff who advocate against such violence to risks. Purposeful has a robust approach to safeguarding which mitigates the risk.

Overall our risk levels are minor to moderate. Risks and their impacts are higher for fiduciary risks (e.g. risk of fraud in a cash economy) and safeguarding. For each risk we have identified mitigating actions, which are integrated into our ongoing engagement with partners. Full details of Purposeful's approach to risk management is included in our Risk Management Policy which is freely available to members of staff, freelancers, partners, donors, volunteers and Trustees.

Public Benefit

The Trustees confirm that they have complied with the requirements of Section 4 of the Charities Act 2011, to have due regard to the public benefit guidance published by the Charity Commission of England and Wales.

Remuneration of the Executive Leadership Team

The Trustees are responsible for setting the remuneration for the Executive Leadership Team. Remuneration levels are benchmarked to the sector and reviewed on an annual basis. Market details of the senior leadership remuneration can be found in Note 6 of the financial statements.

Reserves Policy

Purposeful Trustees seek to strike a balance of fiscal responsibility with the responsibility to girls and the movement. We understand the risks that are increasing in this space, as girls are deprioritised across global agendas, which poses risks to our funding pipelines. We therefore seek to maintain free reserves between \$3-5m to provide stability and continued funding to our partners in the movement as the ecosystem shifts.

Whilst our unrestricted reserves exceed this amount at present, there is a long term strategy to draw down on this, such that we continue to maintain ourselves as a going concern over the next five years, as well as resourcing partners in the movement to ensure their work

continues in the years to come. Grantmaking continues to be a significant part of Purposeful's work and it's imperative to us that we can continue to make long-term commitments to our grantees.

Going Concern

Our funders and partners continue to demonstrate unwavering support in one-off and multi-year grants. As of August 2024, Multi-year grants are secured through to the 2026-27 financial year and additional commitments are in the pipeline. These multi-year grants, constituting 41% of our 24/25 annual budget, provide a solid foundation for our operations. Coupled with the Mackenzie Scott gift funds, prudently held in long-term deposit accounts, we are well-positioned to sustain and advance our mission of transforming the lives of girls worldwide for a significant duration.

FINANCIAL REVIEW

This year marked a significant period of growth as we have continued to build on and consolidate our activities, ongoing strategic planning and visioning that will pave the way for the next half of our decade of existence.

Our income is up 86% on 2023, due to the recognition of future years' income from new multi-year grant agreements.

Throughout the past year, our expenditure has also increased, by 24% compared to 2023. This is driven by our grants spending, up 33% on 2023 demonstrating our ongoing commitment to resourcing girls globally as a priority. Our In Feminist Friendship Fund allowed us to redistribute funding to other allies in the same spirit as the gift from Mackenzie Scott that was given to Purposeful. Our partnership with CRIF also allows us to continue resourcing young people and enables us to amplify our global voice, lifting up work and good practice in more written and accessible outputs, to effect change across the world.

As we mature as an Organisation, we have made significant investments in our operations and governance. Some of this is tangible, such as the building in Sierra Leone, a state of the art flagship girls' hub, or a new finance system to strengthen our internal and external reporting. Some of this is less tangible, with greater focus on governance structures, including a new board, investment into onboarding of that board, and set up structures with the new US entity, which achieved its 501(c)(3) status in December 2024. Our activities now, have seen increases in operating and governance costs by 34% and 15% respectively since 2023.

Our balance sheet continues to reflect our growth and resilience, with an increase in fixed assets by 37% due to the near completion of the building in Freetown. Our current assets are also up by 22% due to the recognition of Purposeful's entitlement to future years' funding under our new grant agreements, and perhaps importantly, our healthy cash balance solidifies our ability to continue operating for many years to come.

Our end-of-service provision for our dedicated Sierra Leone staff has increased by 27%, reaching £202k from £159k. This increase reflects the continued expansion of our team in Sierra Leone as we deepen our impact and outreach in the region. We remain steadfast in our efforts to mitigate our exposure to such provisions, implementing strategies to ensure prudent management of resources while sustaining our Organisational growth and impact.

Principle funding sources

Our primary funding sources are crucial pillars of support for Purposeful's initiatives. Including unrestricted grants to allow Purposeful to strengthen our infrastructure for grant-making, enhance our programme initiatives, and maintain a spirit of innovation within the sector.

In addition the increase in funding remain instrumental in providing disaster and relief grants, aiding girls in emergency and crisis situations in our Global Resilience Fund, or providing critical support as part of our With and For Girls Fund. Purposeful also continues to serve as a fiscal sponsor for a number of Organisations.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The charity trustees (who are also the directors of We Are Purposeful for the purposes of company law) are responsible for preparing the trustees' report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing the financial statements, the trustees are required to:

- Select suitable accountancy policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are both prudent and reasonable;
- State whether applicable U.K. Accounting Standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the charitable company at any time and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charitable company and hence take all reasonable steps for the prevention and detection of fraud and any other irregularities.

This report has been prepared in accordance with the special provisions of Part 15 of Companies Act 2006.

STATEMENT AS TO DISCLOSURE TO OUR AUDITORS

In so far as the trustees are aware at the time of approving our trustees' annual report:

- There is no relevant audit information of which the charitable company's Auditors are unaware
- The trustees have taken all steps that they ought to have taken to make them aware of any relevant audit information and to establish that the Auditors are aware of such information.

This report has 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) and the Companies Act 2006.



Maheen Kaleem
Chair of the Purposeful Board of Trustees
Date 25 June 2025

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF WE ARE PURPOSEFUL

Opinion

We have audited the financial statements of We are Purposeful (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 August 2024 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 August 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's and parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent

otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 20, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings,

including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable

company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP.

James Saunders (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

6th Floor, 9 Appold Street
London
EC2A 2AP

Date: 30 June 2025

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31ST AUGUST 2024

		2024			2023		
	Note	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
		\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Incoming resources							
Income and endowments from:							
Grants, Donations and legacies	3	25	24	49	290	(8)	282
Charitable activities	3	4,210	10,819	15,029	2,287	4,720	7,007
Investment income	3	794	-	794	-	-	-
Other income	3	3	-	3	-	-	-
Total		5,032	10,843	15,875	2,577	4,712	7,289
Resources expended							
Expenditure on:							
Raising funds	4	11	3	14	2	-	2
Charitable activities	4	5,549	5,534	11,083	3,570	4,548	8,118
Total		5,560	5,537	11,097	3,572	4,548	8,120
Exchange loss/ (gain)		1		1	1,186	313	1,499
Net income / (expenditure)		(529)	5,306	4,777	(2,181)	(149)	(2,330)
Transfer between funds	13	-	-	-	(1,116)	1,116	-
Net movement in funds		(529)	5,306	4,777	(3,297)	967	(2,330)
Reconciliation of funds:							
Total funds brought forward at 1 st September 2023	13	13,945	3,044	16,989	17,242	2,077	19,319
Total funds carried forward at 31 st August 2024	13	13,416	8,350	21,766	13,945	3,044	16,989

As permitted by s408 of Companies Act 2006, the company has not presented its own Statement of Financial Activities and related notes. The parent company surplus for the year was \$3,455k (2023: \$2,527k loss).

BALANCE SHEETS AS AT 31ST AUGUST 2024

		Consolidated Group		Parent	
		2024	2023	2024	2023
	Note	\$'000	\$'000	\$'000	\$'000
Fixed assets					
Intangible assets	9.1	21	36	21	36
Tangible assets	9.2	803	564	25	23
Total fixed assets		824	600	46	59
Current assets					
Debtors	10	6,187	670	4,860	665
Cash at bank and in hand		4,053	16,429	3,664	15,932
Current asset investment		11,794	-	11,794	
Total current assets		22,034	17,099	20,318	16,597
Current Liabilities					
Creditors and accruals	11	807	455	344	91
Net current assets		21,227	16,644	19,974	16,506
Total assets less current liabilities		22,051	17,244	20,020	16,565
Provisions for liabilities	11	285	255	-	-
Total net assets or liabilities		21,766	16,989	20,020	16,565
Funds of the Charity					
Restricted income funds	13	8,350	3,044	8,176	3,871
Unrestricted funds	13	13,416	13,945	11,844	12,694
Total funds		21,766	16,989	20,020	16,565

The notes on p29-49 form a full part of these financial statements. The financial statements were approved and authorised for issue on the authority of the board and signed on its behalf by:



Maheen Kaleem, Chair of the Purposeful Board of Trustees
Date 25 June 2025

CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31ST AUGUST 2024

	2024	2023
	\$'000	\$'000
Cash Flows from Operating Activities		
Net Income	4,777	(2,331)
Depreciation / amortisation	43	33
Exchange differences on translation	2	1,499
Investment income	(794)	
Changes in Debtors and Prepayments	(5,517)	(555)
Changes in Creditors & Accruals	352	(141)
Changes in Provisions	31	51
Net Cash Flows from Operating Activities	(1,106)	(1,444)
Cash Flows from Investment Activities		
Purchase of Property Plant and Equipment	(270)	(113)
Investment income	794	
Investment in current asset investment	(11,794)	
Net Cash Flows from Investment Activities	(11,270)	(113)
Net Increase in cash	(12,376)	(1,557)
Beginning Cash Balance	16,429	17,986
Ending Cash Balance	4,053	16,429

1. Charity Status

The Charity is limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office is:

Studio 3b Blue House Yard
5 River Park Road
Wood Green
London
N22 7TB

2. Accounting Policies

2.1 Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

2.2 Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) effective 1 January 2015 - (Charities SORP (FRS 102)). They also comply with the Companies Act 2006 and Charities Act 2011.

2.3 Basis of preparation

We are Purposeful meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes. The financial statements are prepared in Sterling, which is the functional currency of the company. Monetary amounts are rounded to the nearest thousand pounds.

2.4 Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity. The charity has sufficient funds for project delivery and has a commitment from funders to continue programming.

2.5 Income and endowments

All 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.

Donations and legacies

Donations are recognised on a receipt basis unless a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds. In this case, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that these conditions will be fulfilled in the reporting period. Legacies are recognised when Purposeful is notified, there is probability of receipt and the amount is quantifiable.

Grants receivable

Grants are recognised when the charity has entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Gifts in kind

Gifts in kind are recognised in different ways depending on how they are used by the charity:

(i) Those donated for onward transmission to beneficiaries are included in the Statement of Financial Activities as incoming resources and resources expended when they are distributed. They are valued at the amount the charity would have had to pay to acquire them.

(ii) Those donated for use by the charity itself are included when receivable. They are valued at the amount the charity would have had to pay to acquire them.

Donated services and facilities

Donated services and facilities are valued at the amount the charity would have had to pay to acquire them.

2.6 Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs into that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of assets' use. Other support costs are allocated based on the spread of staff costs.

Raising funds

There are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grant expenditure

Grants payable are payments made to third parties in the furtherance of the charitable objectives. 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 Statement of Financial Activities once the recipient of the grant has provided the specific service or output.

Grants payable without performance conditions are recognised in the accounts when a commitment has been made and communicated to the recipient, and there are no conditions to be met relating to the grant which remain in the control of the charity.

Grant provisions

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

2.7 Support Costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas or per capita, staff costs by the time spent and other costs by their usage

2.8 Governance Costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustee's meetings and reimbursed expenses.

2.9 Taxation

The charity is considered to pass the test set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.10 Fixed Assets

Individual fixed assets costing £150 or more are initially recorded at cost.

Depreciation and amortisation

Depreciation/amortisation is provided on tangible/intangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset Class	Depreciation/Amortisation method and rate
Computer Equipment	3 years straight line
Intangible Software	3 years straight line
Motor Vehicles	3 years straight line
Fixture and Fittings	4 years straight line

2.11 Cash and cash equivalents

Cash and cash equivalents comprise of cash on hand and call deposits with original maturities of three months or less.

2.12 Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement to the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

2.13 Foreign Exchange

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

The results of overseas operations are translated at the average rates of exchange during the period and their balance sheets at the rates ruling at the balance sheet date. Exchange differences arising on translation of the opening net assets and results of overseas operations are reported in the Statement of Financial Activities and accumulated in the appropriate fund.

Other exchange differences are recognised in the Statement of Financial Activities in the period in which they arise, except for:

- 1) exchange differences on transactions entered into to hedge certain foreign currency risks (see above).
- 2) exchange differences arising on gains and losses on non-monetary items which are recognised in other comprehensive income.

2.14 Fund structure

Unrestricted funds are donations and other incoming resources receivable or generated from the objectives of the charity without further specific purpose and are available as general funds.

Restricted funds are to be used for the specific purpose as laid down by the donor. Expenditure which meets this criteria is charged to the fund, together with a fair allocation of management and support costs, where applicable.

2.15 Pensions and other post-retirement benefits

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further

contributions even if the fund does not hold sufficient assets to pay all the employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

2.16 Financial Instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs) except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs) unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the Balance Sheet when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when:

- a) the contractual right to the cash flows from the financial asset expire or are settled
- b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or
- c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

2.17 Judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to the accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of revision and future periods if the revision affects the current and future periods.

The most significant estimates and assumptions which affect the carrying amounts of assets and liabilities in the financial statements relate to:

The useful economic lives of assets, which Purposeful have estimated to be 3 years apart from furniture and fixtures, which we estimate to be 4 years. Most Purposeful assets relate to computer equipment and furniture and fixtures where historical experience has formed the basis of this judgement.

Preparation of the accounts on a going concern basis, which Purposeful trustees judge to be a fair assumption based on the intentions of Purposeful for the next 12 months and availability of funding.

2.18 Consolidation

The financial statements present the Consolidated Statement of Financial Activities (SOFA), the Consolidated and Parent Charity Balance Sheets and the Consolidated Cash Flow Statement, comprising the consolidation of the Charity and with its wholly owned subsidiary, We Are Purposeful Sierra Leone. As permitted by s408 Companies Act 2006, the parent charity has not presented its own Statement of Financial Activities and related notes.. The results of the subsidiary are disclosed in note 18.

NOTE 3 - ANALYSIS OF INCOME

	2024		2023	
	Unrestricted funds \$'000	Restricted funds \$'000	Total Funds \$'000	Total Funds (restated) \$'000
Donations and legacies:				
Donations and gifts	25	24	49	282
Grants including capital grants:				
Grants provided by government/other charities	4,210	10,819	15,029	7,007
Investment income	794	-	794	-
Other income	3	-	3	-
Total	5,032	10,843	15,875	7,289

NOTE 4 - ANALYSIS OF EXPENDITURE

	2024		2023	
	Unrestricted Funds \$'000	Restricted Funds \$'000	Total Funds \$'000	Total Funds (restated) \$'000
Expenditure on raising funds				
Fundraising	11	2	14	2
Total expenditure on raising funds	11	2	14	2
Expenditure on charitable activities				
Grants Awarded	1,715	2,662	4,377	2,172
Capacity Building & Movement	482	860	1,342	2,440
Advocacy & Influencing	-	-	-	174
Global Projects	42	53	95	55
Staff Costs	2,398	1,416	3,814	2,620
Operating Costs	539	238	777	518

Governance	373	305	678	139
Total expenditure on charitable activities	5,549	5,534	11,083	8,118
Total Expenditure	5,560	5,537	11,097	8,120

NOTE 5 – AUDIT FEE

	2024	2023
	\$'000	\$'000
Audit Fee – UK	21	20
Audit Fee of Overseas Subsidiary	6	5
Total Audit Fees	27	25

NOTE 6 – STAFF COSTS

6.1 – Staff Costs	2024	2023
	\$'000	\$'000
Salaries and wages	1,544	2,116
Consultants and Contractors	1,898	258
Social security costs	58	158
Pension costs (defined contribution scheme)	72	10
Other employee benefits	242	78
Total staff costs	3,814	2,620

Band	Number of employees (2024)	Number of employees (2023)
\$70,000 to \$79,999	1	1
\$90,000 to \$99,999	3	1
\$110,000 to \$119,999	-	
\$150,000 to \$159,999	1	1
\$190,000 to \$199,999	-	1
\$220,000-\$230,000	1	

The total pension costs made by Purposeful in respect of the individuals above was \$23,634 (2023: \$3,963)

The key management personnel of the charity comprises the Co-Founder and Co-CEO, Chief of Organisational Effectiveness. The total remuneration and employee benefits, including salary, employer's National Insurance and employer's pension contributions of the key management personnel of the charity was \$405,770 (2023: \$510,157)

6.2 – Average headcount in the year

	2024	2023
Charitable Activities	28	28
Governance	4	4
Total	32	32

NOTE 7 – PENSION SCHEME

Purposeful operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to \$71,908 (2023 - \$9,814) .

NOTE 8 – GRANT EXPENDITURE BY REGION

	2024 \$'000	2023 \$'000
Grants awarded	4,378	2,286
Analysis of grants paid (included in cost of charitable activities)		
	2024 \$'000	2023 \$'000
Sierra Leone Projects	1,047	698
Asia Pacific	19	306
Arab States (formally Middle East / North Africa)	690	187
Europe and Central Asia	205	347
Americas and the Caribbean	862	249
Sub Saharan Africa	1,555	499
Total	4,378	2,286

NOTE 9 – FIXED ASSETS**9.1 – Tangible assets for Group and Charity**

	Computer Software	Total
	\$'000	\$'000
Cost or valuation		
As at 1 st September 2023	76	76
Additions	-	-
Disposals	(2)	(2)
<hr/>		
As at 31 st August 2024	74	74
<hr/>		
Amortisation and impairments		
As at 1 st September 2023	40	40
Amortisation	13	13
Disposals	-	-
<hr/>		
As at 31 st August 2024	53	53
<hr/>		
Net Book Value		
<hr/>		
As at 31 st August 2023	36	36
<hr/>		
As at 31 st August 2024	21	21
<hr/>		

9.2 – Intangible assets for the Group

	Land and Buildings (under construction)	Computer Equipment	Plant Machinery and Motor vehicles	Fixtures and fittings	Total
	\$'000	\$'000	\$'000	\$'000	\$'000
Cost or valuation					
As at 1 st September 2023	521	56	27	19	623
Additions	129	19	-	122	270
As at 31 st August 2024	650	75	27	141	893
Depreciation and impairments					
As at 1 st September 2023	-	30	19	11	60
Depreciation	-	18	2	10	30
As at 31 st August 2024	-	48	21	21	90
Net Book Value					
As at 31 st August 2023	521	26	8	9	564
As at 31 st August 2024	650	27	6	120	803

Tangible assets – Parent Only

	Computer Equipment	Fixtures and fittings	Total
Cost or valuation	\$'000	\$'000	\$'000
As at 1st September 2023	48	1	49
Additions	19	-	19
As at 31st August 2024	67	1	68
Depreciation and impairments			
As at 1st September 2023	26	1	27
Depreciation	17	-	17
As at 31st August 2024	43	1	44
Net book value			
As at 31 August 2023	22	-	22
As at 31 August 2024	24	-	24

NOTE 10 – DEBTORS AND PREPAYMENTS

	Consolidated Group		Parent Charity	
	2024 \$'000	2023 \$'000	2024 \$'000	2023 \$'000
Grant debtors	6,133	634	4,824	634
Staff working cash advances	17	5	1	-
Prepayments	37	31	35	31
Total	6,187	670	4,860	665

NOTE 11 – CREDITORS AND ACCRUALS

Amounts falling due within one year

	Consolidated Group		Parent Charity	
	2024 \$'000	2023 \$'000	2024 \$'000	2023 \$'000
Trade Creditors	262	45	261	45
Taxation and Social Security	114	58	21	23
Accruals and deferred income	420	352	51	23
Other creditors	11	-	11	-
Total	807	455	344	91

There are no (0) amounts falling due after more than one year.

The provision relates to the end of service benefits made for staff within the group as at 31st August 2024 based on the Sierra Leone Gazette.

	2024 \$'000	2023 \$'000
Balance for provisions	285	255

NOTE 12 – EVENTS AFTER THE END OF THE REPORTING PERIOD

There are no events to disclose after the end of the reporting period.

NOTE 13 – FUNDS OF THE GROUP

	Balance at 1 September 2023	Incoming Resources	Resources Expended	Transfer Between Funds	Balance at 31 August 2024
	\$'000	\$'000	\$'000	\$'000	\$'000
Unrestricted Funds	(13,945)	(5,032)	5,561	-	(13,416)
Restricted Funds					
Novo	148	(130)	(18)	-	-
Fund for Global Human Rights	(13)	-	13	-	-
FCDO	(51)	(1,058)	342	-	(767)
With and For Girls	(1,562)	(4,010)	2,064	(447)	(3,955)
Global Resilience Fund	(1,234)	(1,264)	1,142	504	(852)
Wellspring	(3)	-	3	-	-
IRIS	(34)	-	91	(57)	-
Irish Aid	(12)	(600)	461	-	(151)
Survivors' Solidarity Fund	-	-	-	-	-
Red Rosa	(238)	-	238	-	-
ICONIQ	(1)	-	1	-	-
10th Africa Conference on Sexual Health and Rights	150	(123)	(27)	-	-
Global Giving	17	(17)	-	-	-
Fund for a Just Society (Eyala)	(6)	(350)	108	-	(248)
ISDAO	-	(500)	47	-	(453)
Sawa Shabab	-	(9)	7	-	(2)
RAWA	-	(152)	65	-	(87)
CRIF	(47)	(2,290)	674	-	(1,663)
PSVI	(157)	(340)	327	-	(170)
Total Restricted Funds	(3,043)	(10,843)	5,537	-	(8,350)
Total Funds	(16,988)	(15,875)	11,098	-	(21,767)

PARENT CHARITY

Unrestricted Funds	(12,694)	(5,019)	5,381	-	(12,332)
Restricted Funds					
Novo	(2)	-	2	-	-
Fund for Global Human Rights	(35)	-	-	-	(35)
FCDO	(52)	(898)	23	-	(927)
With and For Girls	(2,022)	(3,051)	2,054	(447)	(3,466)
Global Resilience Fund	(1,238)	(832)	1,031	504	(535)
Survivors' Solidarity Fund	(1)	-	-	-	(1)
Red Rosa	(256)	-	256	-	-
ICONIQ	(1)	-	1	-	-
10th Africa Conference on Sexual Health and Rights	(1)	-	1	-	-
IRIS	(53)	-	62	(57)	(48)
Irish Aid	-	-	49	-	49
Fund for a Just Society (Eyala)	(6)	(350)	108	-	(248)
ISDAO	-	(500)	47	-	(453)
Sawa Shabab	-	(9)	7	-	(2)
RAWA	-	(152)	65	-	(88)
Tides (CRIF)	(47)	(2,290)	573	-	(1,764)
PSVI	(157)	(340)	327	-	(170)
Total Restricted Funds	(3,871)	(8,422)	4,606	-	(7,687)
Total Funds	(16,565)	(13,441)	9,987	-	(20,020)

13.1 Prior Year Consolidated Group and Parent Funds (Restated)

	Balance at 1 September 2022	Incoming Resources	Resources Expended	Transfer between funds	Balance at 31 August 2023
Unrestricted Funds	(17,242)	(2,577)	4,758	1,116	(13,945)
Restricted Funds					
Novo	(102)	(246)	507	(11)	148
Fund for Global Human Rights	(28)	(5)	22	-	(13)
FCDO (previously DFID)	1	-	(51)	-	(51)
With and For Girls	(1,572)	(1,808)	2,023	(506)	(1,562)
Global Resilience Fund	(332)	(1,904)	379	623	(1,234)
Wellspring	(39)	(87)	567	(444)	(3)
Irish Aid	(39)	(344)	563	(191)	(12)
Survivors' Solidarity Fund	4	-	(4)	-	-
Red Rosa	(44)	(244)	50	-	(238)
ICONIQ	-	-	(2)	-	(1)
Fund for a Just Society (Eyala)	(119)	-	113	-	(6)
10th Africa Conference on Sexual Health and Rights	546	(11)	38	(423)	150
Global Giving	(82)	-	196	(97)	17
IRIS	(207)	-	239	(67)	(34)
Tides (CRIF)	(64)	(168)	186	-	(47)
PSVI	-	(193)	36	-	(157)
Total Restricted Funds	(2,077)	(4,711)	4,862	(1,116)	(3,043)
Total Funds	(19,319)	(7,289)	9,620	-	(16,988)

PARENT CHARITY

Unrestricted Funds	(16,761)	(2,670)	5,571	1,166	(12,694)
Restricted Funds					
Novo	(252)	(246)	507	(11)	(2)
Fund for Global Human Rights	(42)	(5)	12	-	(35)
DFID	-	-	(52)	-	(52)
With and For Girls	(1,065)	(1,605)	1,204	(556)	(2,022)
Global Resilience Fund	(955)	(1,725)	819	623	(1,238)
Wellspring	(36)	(87)	567	(444)	-
Survivors' Solidarity Fund	3	-	(4)	-	(1)
Red Rosa	(45)	(244)	33	-	(256)
ICONIQ	-	-	(2)	-	(2)
Fund for a Just Society (Eyala)	(119)	-	113	-	(6)
10th Africa Conference on Sexual Health and Rights	395	(11)	38	(423)	(1)
Global Giving	(71)	-	168	(97)	-
IRIS	(144)	-	158	(67)	(53)
Irish Aid	64	-	127	(191)	-
Tides (CRIF)	(64)	(169)	186	-	(47)
PSVI	-	(193)	36	-	(157)
Total Restricted Funds	(2,331)	(4,285)	3,912	(1,166)	(3,871)
Total Funds	(19,092)	(6,955)	9,482	-	(16,565)

The specific purpose of the funds are as follows:

Unrestricted Fund / General Fund – reserves available for general operating costs

Novo – to support projects which promote for girls in Sierra Leone , transfer from general reserves during 2023 to avoid disruption of project activities

Global Girl Academy – to support inter agency co-operation and act as a point of contact in Sierra Leone

Fund for Global Human Rights – to support our participatory grant making model in Sierra Leone.

FCDO – to support our Safe Space+ programme in Sierra Leone and the MOVE project which provides flexible funding to 19 grantees from 10 districts in Sierra Leone, working to end sexual and gender-based violence and in Sierra Leone

With and For Girls – to support our With and For Girls programme providing flexible funding for girls and girl led organisations. Transfer in year to correct prior year allocations.

Global Resilience Fund – to support our emergency rapid response grant making to girls and young women responding to humanitarian crises. Transfer in year to correct prior year allocations.

Wellspring – to support Organisational development within Purposeful , transfer from general reserves during 2023 to avoid disruption of project activities

Irish Aid – to support our Girls Circles work in Sierra Leone. Transfer from general reserves during 2023 to avoid disruption of project activities

Survivors’ Solidarity Fund – to support Organisation s responding to survivors of sexual violence in Sierra Leone.

Red Rosa – to support grant making to young girls in East Africa and capture their stories of change

ICONIQ – to support our Girls Circles (Safe Space +) programme in Sierra Leone, with an emphasis on mentors’ academy.

Fund for a Just Society – to support the Eyala sister circles project, which Purposeful fiscally sponsors

ACSHR – to support costs of, including post event reporting of, the 10th Africa Conference on Sexual Health and Rights. , transfer from general reserves during 2023 to avoid disruption of project activities

Global Giving – to support the mentors academy design and implementation as part of the Girls’ Circles programme in Sierra Leone. Transfer from general reserves during 2023 to avoid disruption of project activities

IRIS – to support girls in year long film making project in Sierra Leone, Kenya and Tanzania. Transfer in year to correct prior year allocations.

Tides – to support grant making for the Children’s Rights Innovation Fund, which Purposeful fiscally sponsors.

PSVI-to support global initiatives around the impact of sexual violence on women

RAWA - to support technology promoting care and healing and wellbeing in crises

Sawa Shabab - to support a media platform for girls with disabilities, highlighting their issues and promoting communication and mutual understanding.

NOTE 14 – COMMITMENTS UNDER LEASES

Total future minimum lease payments under operating leases are given in the table below for each of the following periods:

	Consolidated Group		Parent Charity	
	2024 \$'000	2023 \$'000	2024 \$'000	2023 \$'000
Buildings				
No later than one year	1	2	1	2
Total	1	2	1	2

NOTE 15 – CAPITAL COMMITMENTS

The group has capital commitments of \$23k in 2023/24 (2022/23 \$26k) relating to the HQ building in Freetown, Sierra Leone, payable once the building has been in use satisfactorily for 12 months. The parent charity has no capital commitments (2022/23: \$nil).

NOTE 16 – RELATED PARTY TRANSACTIONS

During the year, Purposeful made the following related party transactions:

Chernor Bah (Co-Chief Executive Officer and Co-Founder)

During the year, Purposeful paid Chernor Bah \$220,000 as an end of service settlement, as required by Sierra Leone law. In 2023, Purposeful paid Chernor \$72,273.32 (2023: \$130,781.40) for partnership and advocacy services and reimbursed expenses totalling \$2.3k (2023: \$nil) for expenses incurred on behalf of Purposeful during the year. At the balance sheet date the amount due to / from Chernor Bah was \$nil (2023: \$nil).

As agreed with the Board of Trustees, medical insurance payments were also made by Purposeful for Chernor Bah directly to Cigna Life totalling \$21,201.81 (2023: \$14,085.75).

Rosa Bransky (Co-Chief Executive Officer and Co-Founder)

In April 2021, Purposeful received a \$200,000 grant from Red Rosa, a consultancy firm, of which the Purposeful Co-CEO and Co-Founder is also the CEO. The grant provided funds to capture resistance stories and grant making in East Africa. Activities relating to the grant continued this year and were managed by separate Purposeful staff. Purposeful reports to another employee of Red Rosa, as required in the grant agreement.

Dr Ramatu Bangura (Co-Chief Executive)

Dr Ramatu Bangura resigned from the board in February 2024 to take up a position of Co-CEO of Purposeful. During this time, she was paid \$50,004 for these services.

Nanah Dakoa Sekyiamah (Trustee)

Prior to Nana Darkoa Sekyiamah joining the Purposeful board, she was awarded a grant to research and publish a landscape review into young girls and GNC in the humanitarian sector. As part of this grant, \$20,400 was paid to Nana in the 2023/24 financial year. In addition to this, a follow up report was commissioned titled *Until We Are Free*, with a further \$17,625 paid for this in this financial year. A \$15,000 grant was also provided to Nana for a Francophone convening to amplify these reports.

In addition to these reports, expenses for \$914.72 were also paid to Nana in respect of the board of trustees meeting in New York during CSW.

Annemarieke Clarke

Expenses were paid to Annemarieke for travel to New York for \$621 (2023: \$nil) as part of the new board's onboarding, whilst other trustees were also in New York attending CSW.

NOTE 17 – ANALYSIS OF NET ASSETS BY FUND

	Consolidated Group			Parent Charity		
	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
As at 31 August 2024						
Fixed Assets	695	130	825	44	2	46
Current Assets	13,182	8,850	22,032	12,399	7,919	20,318
Current Liabilities	(262)	(545)	(807)	(111)	(233)	(344)
Non Current Liabilities	(199)	(85)	(284)	-	-	-
Total Net Assets	13,416	8,350	21,766	12,332	7,688	20,020
As at 31 August 2023						
Fixed Assets	551	49	600	32	27	59
Current Assets	14,338	2,760	17,098	12,687	3,910	16,597
Current Liabilities	(124)	(331)	(455)	(25)	(66)	(91)
Non Current Liabilities	(139)	(118)	(257)	-	-	-
Total Net Assets	14,626	2,360	16,986	12,694	3,871	16,565

NOTE 18 – SUBSIDIARY PERFORMANCE

The Board of We Are Purposeful has effective control over We Are Purposeful Sierra Leone, a Non-Governmental Organisation, limited by guarantee in Sierra Leone. Summary financial information for We Are Purposeful Sierra Leone:

	2024	2023
	\$'000	\$'000
<i>Statement of Income and Expenses</i>		
Income	3,797	1,072
Expenditure	(2,688)	(1,739)
Surplus / (Deficit)	1,109	(667)
<i>Balance Sheet as at 31st August 2024</i>		
Fixed Assets	779	531
Current Assets	1,716	491
Creditors: Amounts falling due within one year	(686)	(357)
Creditors: Amounts calling due after more than one year	(284)	(252)
	1,525	413

Purposeful Productions Inc is a separate legal entity. As at 31st August 2024, the Board of We Are Purposeful also has responsibility over a US entity, Purposeful Productions Inc which gained 501(c)(3) status in 2025.

We Are Purposeful

England & Wales - Charity number 1169844

Accounts



Company Registration Number: 10346701
Charity Registration Number: 1169844

We Are Purposeful Ltd

(a company limited by guarantee)

Annual Report and Financial Statements for the Year ending 31 August 2023

We Are Purposeful Ltd
Studio 3b, Blue House Yard, 5 River Park Road, London N22 7TB
wearepurposeful.org
Company Number 10346701

We Are Purposeful Ltd

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Reference and Administrative Details

Company Registered Number 10346701
 Charity Registered Number 1169844
 The charity is incorporated in England and Wales.

Principle Offices:

Studio 3b Blue House Yard	2 Lewis Drive
5 River Park Road	Hill Station
Wood Green	Freetown
London	Sierra Leone
N22 7TB	
UK	

The charity is governed by the Board of Trustees. The trustees are responsible for overseeing the management of all the affairs of Purposeful and delegate day-to-day management of the charity to the Executive Leadership Team.

The Advisory Board in Sierra Leone provides an advisory role and continues to play a vital role in Purposeful’s development and programming. The boards consist of:

Incoming Board of Trustees	Appointed	Designation
Ms Maheen Kaleem	15 March 2024	Chairperson/President
Ms Fanta Toure	15 March 2024	Secretary
Ms Mariama Jalloh-Heyward	15 March 2024	Treasurer
Mrs Annemarieke Clarke	15 March 2024	Trustee
Ms Tynesha McHarris	15 March 2024	Trustee
Ms Andrea Lynch	22 May 2024	Trustee
Ms Nana Darkoa Sehyiamah	15 March 2024	Trustee

Outgoing Board of Trustees	Appointed	Resigned
Mrs Margaret Collier	25 August 2016	31 March 2024
Mrs Christina Fuller	25 August 2016	31 March 2024
Rev Dr Marie Barnett (Chair)	2 July 2019	15 March 2024
Mrs Chloe Pope	20 April 2020	31 March 2024
Dr Ramatu Bangura	31 July 2020	19 February 2024

Sierra Leone Advisory Board

Mrs Asmaa James

Dr Farouk Sessay

Mrs Valnora Edwin

With and For Girls Strategic Advisory Board

Empower

FRIDA – The Young Feminist Fund

MamaCash

The Global Fund For Children

The Global Fund For Women

Foundation For A Just Society

Purposeful - Executive Leadership Team

Chernor Bah Co- founder / co-CEO

Rosa Bransky Co-Founder / co-CEO

Sian Lord Baptiste – Chief of Organisational Effectiveness

Annie Murthi – Director of Finance - Left on the 13th July 2023

Ester Nyazvigo - Director of Finance - Started on the 24th July 2023

Senior Leadership Team

Aminata Kamara - Co-Head, Resourcing Resistance

Liesel Bakker - Co-Head, Resourcing Resistance

Haja Sowa - Head of Programmes

Josephine Kamara - Head of Media, Advocacy and Communications

Hawa Brima - Head of Operations

Safeguarding Team

Chernor Bah	Designated Safeguarding Lead
Aminata Kamara	Designated Safeguarding Person – Resourcing Resistance
Haja Sowa	Designated Safeguarding Person – Programmes
Haja Umu Jalloh	Designated Safeguarding Person – Programmes
Yeiwah Kaindaneh	Designated Safeguarding Person – Media, Advocacy and Comms
Valnora Edwin	Designated Safeguarding Person – Advisor Board Sierra Leone
Dr Ramatu Bangura	Designated Safeguarding Person – UK Board

Professional Advisors

The following organisations provide professional advice and services to Purposeful:

Banks

NatWest Commercial & Private Banking
Ground Floor
Gredley House
1-11 Broadway,
Stratford,
E15 4WG
UK

Guaranty Trust Bank (SL) Ltd
Sparta Building
Freetown
Sierra Leone

United Bank for Africa SL (Limited)
Charlotte Street
Freetown
Sierra Leone

Solicitors

Bates Wells
10 Queen Street Place
London
EC4R 1BE
UK

Renner Thomas Solicitors
Top Floor,
81 Pademba Road
Freetown
Sierra Leone

Covington and Burling LPP
The New York Times Building
620 Eighth Ave
New York
United States

Auditor

Moore Kingston Smith
6th Floor
9 Appold Street
London
EC2A 2AP
UK

Moore Sierra Leone
55 Sir Samuel Lewis Road
Freetown
1278
Sierra Leone



Trustees Annual Report and Financial Statements for the year ending 31st August 2023

STRUCTURE, GOVERNANCE AND LEADERSHIP

Purposeful is a charitable company limited by guarantee, incorporated under the name of Purposeful Productions on the 28th August 2016, and registered as a charity with the UK Charity Commission. On 9th March 2021 the name was changed to We Are Purposeful to better align to the values, ethos and activities of the charity. The charity's articles of association provide that its trustees are the only members of the charity.

Its principal office is Studio 3b, Blue House Yard, 5 River Park Road, Wood Green, London N22 7TB, with a country office located at 2 Lewis Drive, Hill Station, Freetown, Sierra Leone. The charity is governed by the Board of Trustees. The trustees are responsible for overseeing the management of all the affairs of Purposeful and delegate day-to-day management of the charity to the Executive Leadership Team. The trustees hold indemnity insurance.

WHO WE ARE – OUR VALUES AND MISSION

At Purposeful, the future moves to the collective power of girls. Headquartered in Sierra Leone, we are the world's first Africa-rooted, global hub to resource girls' resistance. We centre girls and young feminists' own visions, realities, power—and liberation. And in their activism, a new world is being born.

All across the globe, girls and young feminists are organising, pushing back, and demanding a future of justice, dignity, and joy. The status quo - from policy and funding to culture and systems - is set up to separate girls and young women from their power, and splinter and divide everyone else. On the other side of girls' resistance is freedom, for girls - and for everyone else, if we have the courage to follow their lead, work together, and move differently. At Purposeful, we invite the world to step into the future we need.

Our vision:

Girls are living in safety, dignity and freedom, and the world is transformed.

Our Values:

A set of core beliefs and values guide all that we do at Purposeful, from the decisions we make to our organisational policies and practices, and most importantly, how we show up in this work as girls' allies and advocates, holding ground so that girls can step into their power.

- Taking bold action
- Many ways of knowing
- Centering lived expertise
- Deep embodiment
- Cultivating radical imagination
- Joy as resistance
- Power in diversity
- Rooted in sisterhood

What We Do:

We work in four roles: centering feminist education as the bedrock of social justice movements; holding space for girls to build a base for their shared struggles or disrupting spaces where girls have been ignored or shut out; amplifying girls' voices to make sure they are heard in all realms of power, and most importantly; moving money directly into their hands, and where they are, so that power and money is returned at scale to those whom it has always really belonged.

LETTER FROM THE CHAIR

As the world continues to cycle through a never ending phase of crisis, Purposeful has come to represent a safe haven, a hub, a home for girls and their allies across the world. I am particularly proud of the way in which the organisation has continued to weather the storm in the face of unprecedented external pressures. Our extraordinary team continues to show up for the girls and young feminists who are so usually pushed out, shut out or forgotten in mainstream Development and Philanthropic practice. It is a testament to their vision, values and ethic that I am able to share such a wide ranging set of achievements for this year, some highlights of which include;

- 182 Global Grantees
- 5 Girls Circle Partners together supporting 15,000 girls and 600+ Mentors across 6 districts in Sierra Leone
- Funding in 95 countries
- \$450,000 + Crisis response funding
- 5 Alternative Rites of Passage Partners (FGM) reimagining the Bondo with hundreds of girls
- 24 episodes of Karo Kura were broadcast, reaching approximately 500,000 girls and community members across Sierra Leone
- \$7 m+ mobilised over 12 months
- 18 Publications, 13 Blog articles and 3 Films
- 8 International Conferences as sponsors, mainstage speakers, panellists & side events
- 15 Purposeful hosted events

What a remarkable set of achievements as we draw the curtains on our first five years as an organisation. I cannot wait to see what the next five will bring.

Onwards in solidarity,



Maheen Kaleem
Chair of the Purposeful Board of Trustees
Date: 21 August 2024

PURPOSEFUL TRUSTEES' REPORT

Programmatic Issues Purposeful has Supported:

Abortion Assistance / Rights, Access to Education, Afro-descendants Rights, Arts and Creativity, Activism, Climate Justice, Civil Society, Digital Safety, Disability Justice, Early and Forced Marriage, Economic Empowerment, Gender Equality, Tackling Violence Against Girls and Women, Indigenous Rights, LGBTQIA+ Trans Rights, Migration and Displacement, Mobilisation / Strengthening Movements, Participation and Democracy, Peace Building, Sex Workers' Rights, Sexual Reproductive Health and Rights, Youth Rights and Girls' Rights.

Key Initiatives September 2022 - August 2023:

Resourcing Resistance

- With and For Girls Fund
- Global Resilience Fund (GRF)
- With and For Girls Collectives

Programmes

- Girls' Circles - feminist safe spaces for 15,000 girls
- Karo Kura Konection - Mass Media
- Mentors' Academy
- Wati Kura
- The Sierra Leone Adolescent Girls' Network

Media, Advocacy and Comms (MAC)

- International Platforms and Events
- Digital Campaigns
- GEWE Act, Child Rights Act and Spotlight on FGM
- Karo Kura Radio Broadcast - girl centred media
- Circles of Us Fellowship

Learning and Insights

- Our Learning Agenda
- Publications and Reports

AN OVERVIEW OF OUR CORE PROJECTS THIS YEAR

RESOURCING RESISTANCE:

The With and For Girls Fund

Grounded in feminist principles of solidarity and reciprocity, we continue reimagining what it means to hold movement resources in deep relationship and with deep accountability to girls. Our With and For Girls Fund centres girls at the heart of decision-making, taking a participatory approach to where we move money. Our advisors continue to help us move funding to the most impactful girl and young women-led groups across the world.

Through the With and For Girls Fund, we seek to be in a deep relationship with girls and their allies that we resource, based on their needs rather than the grant that they apply for. The depth of our relationship is not just in time and resources, it is also a moment of intense connection and support. It works to build trust and honest relationships with girls so they can guide us to support them in the ways they need.

Throughout this period, the majority of resources we distribute have been as renewals to existing grantees as flexible funds and core support, allowing groups to define their own budgets and dedicate funds to where they believe it is most needed. In particular, the funds were used to cover traditionally and increasingly underfunded areas like overheads and general operating costs.

Some of the types of funding we have, and continue to offer, include but are not limited to:

- Core and flexible general support multi-year funding.
- Visibility Funding: funding girls to access the platforms they need to tell their own stories in their own voices, through travel grants to global peer spaces, events and conferences. In this period, this has included Women Deliver, CSW, and some regional spaces, including the largest Latin America feminist conference of the region (EFLAC).
- Emergency funding to existing grantee partners outside of GRF funding - this has been both to individuals and groups who are facing specific backlash, risk, crisis or need due to internal circumstance in the group or context.
- Collective care and wellbeing funds to support groups or individuals to set up and make a reality their cultures, and practices of collective and individual care and radical rest.
- Collaboration and solidarity funding: supporting transnational movement-building with and for girls and providing opportunities for girls to collaborate across borders and exchange solutions.
- Storytelling and documentation funding for girls to capture their own stories and build narrative power.

The Global Resilience Fund (GRF)

From Syria to Ukraine, to Congo, to Palestine, to Afghanistan, to Guatemala - the world over - crisis have persisted over the past year, all interconnected with systemic injustices. With ongoing wars and armed conflict, worsening climate crisis, the highest ever number of people in displacement and rising inequality, humanitarian and chronic intersecting crisis are only expected to worsen. Despite being disproportionately impacted by crisis, girls and young feminists continue to show up in consistent, brave, and creative ways for their communities.

The Global Resilience Fund moved over \$450,000 USD to 11 countries to respond to crises ranging from earthquakes, floods, hurricanes, to political unrest, war, armed conflict, forced migration and displacement, and backlash and persecution. We have supported activists with accompaniment and access to platforms to connect with other donors and access new funds, document their stories and human rights violations, and support their healing and mental health.

While every crisis is different, there are consistent ways girls and young women organise:

- In the absence of functioning state or multilateral institutions, girls are providing direct humanitarian aid for each other, including food, water and sanitation.
- Girls and young activists are facilitating informal safe spaces in crisis and building rapid psychosocial support systems and networks of care.
- They are documenting atrocities of war, through citizen journalism, rapid participatory action research, and creative arts-based methodologies.
- They are demanding accountability for their communities, advocating with and for girls impacted by violence, and holding the line on hard-won human rights gains.

Some of our broader response efforts include: **Ukraine**: organising activist-funder dialogues to provide a chance for girls and young activists to share their realities. In partnership with activists and funders, we developed a [publication](#) that highlighted the frontline response efforts of young activists. **Sudan**: we organised a public forum on how Sudanese young people and girls are impacted by the crisis and what transformative solidarity looks like - the dialogue was documented in this [article](#). In the wake of the **Syria and Turkey** earthquake we moved direct resources to over 20 groups responding in their communities. We have continued to co-create spaces of collective care and healing with groups in crisis across the SWANA regions.

Our donor organising and documentation also expanded. In partnership with MADRE and the Global Fund for Women, we launched a landscaping study on girls and humanitarian resourcing by Nana Darkoa Sehyiamah and Claire Provost, to be shared at CSW 2024. In partnership with the Feminist Humanitarian Network, and Children's Rights Innovation Fund, we held a space for young activists to share their work at the Humanitarian Leadership Conference. In partnership with UNICEF, we co-organised a Resourcing Girls Adolescent Girls Learning Circle, bringing together private and bilateral funders. The space aims to unlock resources and deepen accountability for girls. Solidarity and collaboration between funders, coming together in moments of crisis has been critical.

With and For Girls Collective (WFG Collective)

The Collective is a group of justice funders committed to resourcing girls activism for the long term. Made up of Women's funds, International NGOs, Public and Private Foundations. The WFG Collective is the only collaborative of its kind, drawing from different points in the girls funding ecosystem. They continue to use their insights and influence from across philanthropic and development spaces to support a learning and advocacy agenda that will transform our own practices and the practices across philanthropy.

The WFG Collective members approved a five-year learning and advocacy agenda this year after a near nine-month process of collaborative partner and stakeholder discussions. The advocacy goals are:

- Funders across the girls funding ecosystem track their data so as to move more and better resources to girls and to hold funders accountable to their commitments to girls.
- Funders formalise accountability to girls in their grant-making.
- Through dynamic learning spaces, the WFG Collective partners and others across the ecosystem, transform their grant-making practices and make the case for resourcing politicised girls' work.

Each advocacy goal has a set of tracking and learning questions attached to it. Additionally, each year, we will set a learning agenda for the following year in order to go deep into topic areas that will transform our own practices and the practices across philanthropy. For 2022/23, our learning agenda focused on:

- A question of accountability: What is the best way to centre girls in decision-making and leadership in funding practices and what are the benefits of doing so?
- A question of grant-making practice: What are the best practices in resourcing and supporting girl-led and girl-centred groups and what are the benefits of doing so?

We have worked with a small working group of WFG Collective partners to develop a taxonomy to help track not only funding from the Collective but a wider offering to the ecosystem more broadly.

PROGRAMMES:

Girls' Circles Collectives (GCC)

For over three years, GCC has been bringing girls together in ways that enable them to analyse the roots of their oppression, strategise for individual and collective change, and access resources and assets to bring their strategies to life. We have worked with five local partners across six districts in Sierra Leone and they have been supported with unrestricted grants as they continue to support girls in their communities and their organisational goals.

Girls are meeting in autonomous girl-only spaces, where they come together, learn together, build trust, exchange strategies, and foster collective power. Groups of girls meet with their young women mentors (approximately 548 across the programme), once a week, across six districts of Sierra Leone.

We have shifted money to girls and their mentors through mentors' stipends, refreshment budgets, and unrestricted resources (micro-grants) for girls' organising put directly in the hands of girls. A total of **114** grants reached **5,103** girls and **209** mentors with a total sum of **\$74,190 USD**. This money, in its different forms, fuels their ability to act, dream, make choices, and to transform their communities.

With the resources, across our network of young women mentors, we know that many are using their stipends to take national exams and/or return to education in 2022/2023.

'They can confidently speak up for themselves. They know their rights and what their parents should and should not do to them. They know what men should not do to them. They know that early marriage is wrong.' - Mentor, Falaba

'I now do business and business is flowing... I don't ask men for money anymore. Even if I visit a man, I don't feel pressure to have sex with them and can leave at any time because I don't have to depend on them to give me money for transport.' - Girl (17), W/A Rural

'When girls have money, they can do business and take care of themselves. Men can no longer take advantage of me because I have my own money and don't need them to support me.' - Girl (18), Bombali

Karo Kura Konection

We have continued to support mentors to deliver life skills through a weekly radio drama and talk show. Series 3 and 4 have been aired over the last year, complemented by a series of audio and written offerings, including discussion guides, videos and music, providing an in-depth reflection and conversation on consciousness-raising and resistance.

Mentors Academy

We continued to support our Feminist Mentors' Academy, accompanying a group of 50 mentors on a personal journey of discovery, solidarity, and joy, grounded in feminist education, somatic approaches, and movement-building theory. We also subtly embed feminist education in our radio drama and talk show. We have had three gatherings with the 50 mentors and concluded with a mentors festival where they curated activities showcasing what they have learned together both individually and collectively. These young women have formed a movement to address issues affecting them in their communities as they will continue to support other young women and girls through their self-discovery.

Wati Kura

As part of our initiative to end FGM/C in Sierra Leone, we have worked in solidarity with four local organisations, girl activists, and feminist allies, to create sustained action to end FGM/C. Through the grant given to these local organisations, they have engaged in community dialogue and activities, sparking cultural conversations to eliminate harmful practices, embracing an alternative rite of passage, and amplifying voices to shift the narrative around gender, power, and FGM.

Partners engagement in actions to end FGM/C is having a positive impact in communities, with a raised commitment to ending FGM/C and embracing the culture with an alternative rite of passage. In three districts in Sierra Leone, 76 Soweis (those who carry out the practice) have registered to stop, in addition to 18 ex-soweis who have now stopped the practice of FGM/C. Also, 12 Chiefs in the same districts have committed to end FGM/C in their communities and are actively involved in all community engagement and campaigns against FGM/C.

Salone Adolescent Girls Network

Purposeful is the convener for the Salone Adolescent Girls Network, a coalition of over 160 local, national and international organisations in Sierra Leone. The network shares resources and evidence-based best practice and coordinates, campaigns and catalyses collective voice with and on behalf of girls. The unprecedented power of so many organisations speaking with one voice and one vision across spaces and places in Sierra Leone has meant a level of attention and resources for girls unimaginable even a few years ago.

Our coalition-building initiative has continued to create an impact by strengthening and coordinating the network initiatives. The network has elected new steering committee members composed of local and INGO staff to move the network activities. They have held quarterly coalition-building meetings at a national and district level.

MEDIA, ADVOCACY AND COMMS (MAC)

International Platforms and Events

The significance of Purposeful as a key actor in the field has been leveraged through a commitment to increasing strategic team presence at sector events and international conferences. Over the year, the team led on a CSW67 side event - receiving feedback from multiple sources as one of the most powerful events of the fortnight - with four other events and as speakers on multiple panels. The Head of MAC opened the London WOW Festival on the main stage with Julia Gilliard, Former Prime Minister of Australia. Similarly, the strategic decision to sponsor and attend Women Deliver was to ensure participation as main stage panellists, to lead a side event, and to mobilise six partners to collaborate in delivering a Girls' Resistance Space programme that spanned the five days and acted as a visible hub for our work. The conference put into the sharpest focus, the disconnect between the rhetoric being used in the sector and what it actually takes to meaningfully resource girls' work. The political tensions were apparent in the space with the language of girls' work being co-opted and depoliticised, and all this has served to further underline a MAC strategic goal to amplify the power of young feminist movements and support young activists to tell their own stories. During the year, we further leveraged the online space in holding four webinars, centred around Disability Justice, Resourcing Resistance and Reframing the Language of FGM, along with the series of birthday season publications, with registrations of 200+ from 40+ countries in each case.

Digital Campaigns

Purposeful celebrated its five-year anniversary with a communications campaign [Seasons of the Moon](#) activated across 5 phases between October 2022 - May 2023. This birthday season was delivered through vibrant web content that unveiled the Purposeful 'story, spaces and seismic shifts in the world' and grounded our practices, politics and policies in the public domain by releasing 18 new publications, 13 blog pieces and 3 films. We began a regular bi-monthly newsletter that has seen a dramatic increase in subscribers to 3,600 since the ACSHR conference that Purposeful convened, and we moved from social media consultancy support to delivering all content in-house and almost-daily. All channels have seen exponential growth in reach over the past year with over 6,500 X followers, 3,300 Instagram followers, and 3,500 on LinkedIn since starting the channel 18 months ago.

GEWE Act, Child Rights Act & Spotlight on FGM

Sierra Leone enacted the Gender Equality and Women's Empowerment Act following 13 months of negotiations that were contributed by Purposeful as a member of the Technical Committee. This groundbreaking law was announced in January 2023 and positioned Purposeful as a key player in subsequent CSW communications and panel events to announce the provisions, with our Senior Legal Advisor appointed to draft the regulations for implementation.

Sierra Leone is in the process of amending the Child Rights Act, and Purposeful was a participant in the review process. Of particular interest are two landmark new sections of the Bill. One criminalises FGM of girls (any girl under the age of 18). The other sets the age of marriage for all at 18 years-old.

In April 2023, we accelerated our campaigning with community organisations, movement leaders and legal experts, and launched a landmark strategic litigation for two legal cases with the IHRDA and FAHP in the effort to end FGM in Sierra Leone - one in the domestic courts of Sierra Leone and the other at the Economic Community of West Africa States Community Court of Justice. Our press announcement picked up international media interest later in 2023, and the cases are still live. During this period, the team produced a documentary film highlighting the moves of Sierra Leonean women, and has facilitated dialogue and community engagement workshops to grow shared understanding and build advocacy for this work.

Karo Kura Radio Broadcast - Girl Centred Media

The MAC team, in close collaboration with the Programmes and Learning and Insights teams, developed and delivered a fourth series of the weekly radio drama Karo Kura Kompin, and its talkshow, Karo Kura Konection. This season, we introduced a debate show element, Kapu Sens to further explore the themes and issues that arose in the drama. The team co-wrote and published with Learning and Insights a new [publication](#) to spotlight the unique behaviour change methodology and celebrate the impact of girl-centred media in Sierra Leone, now broadcasting to 38 national stations weekly to an estimated 500,000 listeners. As Karo Kura has broadened its reach it is currently deepening new storylines around FGM, the process of contextualisation with girls' lived experience is more important than ever. The team is in development for Series 5 and holding Listening Circles and Development Circles with Girls' Circles Collectives mentors and girls, before production is underway towards broadcasting in 2024.

Circles of Us Fellowship

Over the course of one year, the MAC team launched and delivered a filmmaking and storytelling fellowship with 20 adolescent girls and young women from Sierra Leone, Kenya, and Tanzania to be part of a transcontinental space to reflect on and share their own stories, and those of others in their communities. In partnership with International Resource for Impact and Storytelling (IRIS) and Our Collective Practice, the project has equipped them with new storytelling, filmmaking and photography skills, which they have used to amplify their stories and political organising around resisting marriage, violence, pregnancy, FGM, LGBTQIA+ rights, disability rights, and the fight to stay in school. The project continues through to October 2023 and will culminate in global dissemination of their films.

LEARNING AND INSIGHTS:

Our Learning Agenda

Key to this year was the publishing of our Learning Agenda as part of the birthday communications season. This practical and accessible report showed the radical distinction in our Learning & Insights approach to that of traditional monitoring, evaluation and learning (MEL) approaches that have so far defined the sector. It shared the principles and insights, and communicated our intentions to the world, holding us accountable to our partners and ultimately to the girls and young feminists we work with and for.

Publications

Purposeful continued this year to facilitate and publish ground-breaking research and publications that centre the stories and experiences of the girls most removed from power. Together with our partners, we use these insights to advocate, with and for girls, at local, national and global levels. Learning & Insights reports produced during this year include; 'Integrating Disability Justice into Girl-Centred Programming', 'Inside the Circle - building power through Girls' Collectives in Sierra Leone', 'Resourcing Girls' Resistance - emerging lessons from Sierra Leone', and a foundational report charting and lifting the principles of the Purposeful journey; '5 Years of Resourcing Resistance: moving money to the margins.'

In collaboration with the MAC team, the team authored 'Girl Centred Media as a Tool for Transformation' and worked closely with the Resourcing Resistance team reports on 'Resourcing Disability Justice' and 'Girls and Young Feminists at the Forefront Against Russia's Imperialist War in Ukraine.'

The team's research continued to be cited in INGO reports and academic articles. All the reports and publications above can be found here: <https://wearepurposeful.org/publications-and-resources/>

THE PURPOSEFUL TEAM

Purposeful continues to build an extraordinary team of leaders, activists and advocates with a diverse range of experience, knowledge and technical expertise. We have a team of 49 staff across continents, with the majority of staff based in Sierra Leone and the U.K. We continue to be supported by a number of freelance consultants who have brought their external expertise to developing our MEL, strategic plans and media products, and to advise on grant-making and advocacy.

As a proudly feminist organisation with a deep commitment to embodying our values in all that we do, we have invested heavily in our collective political feminist education, sending staff on a pilot of the Feminist Night School sessions. Following a 4-day working week, we are an accredited 4-day a week employer which has impacted not only the team's commitment to work but also the quality of work / life balance.

In February 2023, the full Purposeful team came together for the first time since the pandemic for a staff retreat in Ghana. The focus was to re-connect and re-align with each other and the organisation's vision, ethos, and culture. In addition, a strategy process for organisational development and growth took place resulting in new team structures, roles, and a revision and reallocation of workstreams. New Head of Department roles were created for every department and four senior managers were promoted into those positions. The introduction of a senior management team at this level has not only reduced the line management responsibility and work load on the Executive Leadership Team but provided more clarity for the organisation in the following areas:

- Line management
- Individual and team roles and responsibilities and workstreams
- Accountability for actions or decisions at different management levels
- Clear progression routes through the organisation

Purposeful will continue to prioritise and strengthen organisational growth and development, and will be carrying out an independent Organisational Mapping Tool (OMT) Assessment in September 2024 which involves collective staff reflection of all areas of the charity and will result in clear recommendations for areas that need strengthening and development.

INTERNAL POLICIES AND COMPLIANCE:

Policy Development

Purposeful continues to consistently review and revise its internal policies, systems and processes to support the continued expansion of the organisation and projects. The management review and updating of policies are allocated to relevant heads of department who are responsible for the ongoing monitoring and implementation and ensure regular reviews and updates are made. Any amendments are then reviewed by Executive Leadership and presented to the Board for final approval.

Purposeful has undergone a number of external due diligence processes with funders this year including a rigorous FCDO assessment in which the organisation was deemed to have strong and robust policies appropriate for the organisation. They stated:

'Purposeful has clear and appropriate processes and structures for deciding and implementing strategies and projects. These are backed by a comprehensive and well drafted set of policies to manage specific risk categories, including fiduciary risk.'

'A combination of clear and enforced policies, an experienced team, and commitment to robust monitoring provide high levels of assurance that risks will be managed effectively'.

'The operations and finance team supports delivery of the organisation's activities. In both teams, there are highly skilled and experienced staff with clear segmented duties and responsibilities with clear policies and processes that underpins their work.'

'It is positive that Purposeful has significant resource to ensure best practice on operations, HR, and finance.'

Purposeful also has an Equivalency Determination (ED) with NGO source which allows U.S. funders to check that a foreign grantee is the equivalent of a U.S. public charity and has the due diligence in place. The organisation's current ED expires in March 2024.

We are compliant with current data protection regulations but due to the growth of the organisation, we have identified the need to carry out an organisational review of data management, cyber and data security and IT processes to ensure that our information is safe and we remain compliant in this area. Planning for this work has begun and will take place in

the next financial year with an external consultant who has knowledge and experience in data management and security, and also Purposeful's funding and programmatic requirements. This work will result in implementation of new systems and processes and an updated data and cyber security policy.

Legal

Work has continued to get our U.S. entity operational. We have secured pro-bono legal support from Covington and Burling LLP in New York who are advising on this. They are working closely with our U.K. and Sierra Leone lawyers to ensure that there is a clear governance structure between the three entities; as the bulk of Purposeful funding now comes directly from the U.S. and there is a ceiling on the amount of progressive funding we can mobilise from the U.K. Once the U.S. entity is set up, the majority of funds will come through it and be regranted to the U.K. and U.S. for specific activities. Each entity will have an independent board and will have the responsibility for governance and compliance of operations and activities in line with legislative requirements in their countries. In addition, Purposeful has been working with an external consultant, Strategy for Humanity, to review current governance practices especially surrounding the current Board of Trustees, governing documents and roles and responsibilities. They will provide recommendations for how best to structure Purposeful's Boards and support Purposeful to implement the required changes. This process should be completed in the next financial year.

Safeguarding

Purposeful's Safeguarding Policy is a statement of intent that outlines our commitment to safeguard adolescent girls, children, young people and vulnerable adults who may come into contact with our organisation. Purposeful staff, volunteers and others working on behalf of our organisation are obliged to create and maintain environments that prevent sexual exploitation and abuse and child abuse and promote the implementation of this policy. The policy provides a framework of principles, standards and guidelines for both individual and organisational practice.

Purposeful is committed to ensuring that staff, volunteers and others working on behalf of our organisation receive training, understand and prioritise the safety and welfare of adolescent girls, children, young people, vulnerable adults and the wider community at all times.

There have been no reported safeguarding issues in this period. Safeguarding is integrated into all areas of our organisation and there is an experienced and skilled safeguarding team in all departments and at all levels, including on the Board. Safeguarding is reviewed monthly as part of our risk management process and is a standing item on the Purposeful Board.

All staff, freelancers, and partners have received training on the updated processes and policies and safeguarding training takes place annually.

'Purposeful's approach to safeguarding is robust, thorough, and reflects significant best practice. Purposeful has an impressive suite of well drafted policies and practices covering safeguarding and whistleblowing and plans to work with grantees to strengthen their

organisational approaches. They also have a comprehensive staff handbook laying out the responsibilities of staff and its policies.’ - FCDO Due Diligence Report - 22nd August 2023

Annual Risk Statement

Purposeful considers good risk management to be a vital part of its operational requirements. Purposeful recognises that risk is an everyday part of charitable activity and managing it effectively is essential to achieve our key objectives and meet our obligation to use the funding we receive responsibly and in an efficient and effective manner, despite the challenges faced.

Risk management is an ongoing concern, and risk registers are reviewed and updated monthly. Risk management updates are included in the organisation's board reports and presented to the Board of Trustees at every board meeting. Purposeful's risk appetite is a key factor in setting our reserves policy.

Overall, our risks fall into external, delivery, safeguarding, fiduciary, reputational and operational risks. Safeguarding risks are ever present given our focus on adolescent girls and how deeply embedded in culture some of the harmful practices towards them are, which can also expose our staff who advocate against such violence to risks. Purposeful has a robust approach to safeguarding which mitigates the risk.

Overall our risk levels are minor to moderate. Risks and their impacts are higher for fiduciary risks (e.g. risk of fraud in a cash economy) and safeguarding. For each risk we have identified mitigating actions, which are integrated into our ongoing engagement with partners. Full details of Purposeful's approach to risk management is included in our Risk Management Policy which is freely available to members of staff, freelancers, partners, donors, volunteers and Trustees.

Public Benefit

The Trustees confirm that they have complied with the requirements of Section 4 of the Charities Act 2011, to have due regard to the public benefit guidance published by the Charity Commission of England and Wales.

Remuneration of the Executive Leadership Team

The Trustees are responsible for setting the remuneration for the Executive Leadership Team. Remuneration levels are benchmarked to the sector and reviewed on an annual basis. Market details of the senior leadership remuneration can be found in Note 6 of the financial statements.

Reserves Policy

Purposeful Trustees meticulously strategised the utilisation of the generous Mackenzie Scott gift to ensure long-term stability. The majority of the funds were securely invested in a high-yield deposit account through Natwest, our trusted banking partner in the U.K. Throughout the 2022-23 financial year, the Executive Leadership Team diligently followed the agreed-upon plan, aligning expenditures with the Trustees' vision.

With a substantial total fund amounting to £13 million, putting us ahead of our £1 million set limit, Purposeful remains committed to a proactive approach in evaluating optimal fund utilisation. By closely monitoring spending patterns and adhering to established budgets, we maintain fiscal responsibility while steadfastly pursuing our core mission of empowering girls comprehensively.

Looking ahead, our focus remains on sustaining our financial resilience for the years ahead. We are dedicated to upholding our primary objective of supporting girls' empowerment holistically, ensuring that resources are allocated efficiently to further our impact.

Going Concern

Our funders and partners continue to demonstrate unwavering support in one-off and multi-year grants. Multi-year grants are secured through to the 2026-27 financial year and additional commitments are in the pipeline. These multi-year grants, constituting 45% of our budget, provide a solid foundation for our operations. Coupled with the Mackenzie Scott gift funds, prudently held in long-term deposit accounts, we are well-positioned to sustain and advance our mission of transforming the lives of girls worldwide for a significant duration.

FINANCIAL REVIEW

This year marked saw a significant period of growth as we have continued to build on and consolidate our activities, ongoing strategic planning and visioning that will pave the way for the next half of our decade of existence.

Our income is down 61%. It is important to note that this is largely due to the exceptional one-time gift of \$15 million we received last year. When we compare with the 2021 financial year however, we have actually seen a commendable increase. This is a testament to the effectiveness of our fundraising endeavours and the steadfast support from our funders and partnerships.

Amidst challenges, we have remained agile in responding to crises, thanks to the unwavering support of our granting partners. Our Resourcing Resistance team has played a pivotal role in this, enabling us to extend our reach to girls and feminists in every corner of the globe during times of need. This collective effort reinforces our commitment to our mission and fuels our determination to make a meaningful impact in the world.

Throughout the past year, our expenditure has seen a notable increase, largely driven by our commitment to impactful grant-making that aligns closely with our values and mission. Notably, our grant-making efforts have surged by an impressive 77%, reflecting our steadfast dedication to amplifying our impact and effecting positive change on a larger scale.

Our staff costs have increased compared to last year as our staff occupy a pivotal role in our activities. As we chart our course for the years ahead., Purposeful has witnessed a focus on elevating our activities to new heights. Our dedicated staff members play a pivotal role in driving this evolution, engaging in programme activities, providing support to our grantees, and spearheading our advocacy, learning, and influencing initiatives - their dedication remains unwavering.

Our Executive Leadership and management teams continue to maintain a vigilant watch over our expenditure, diligently seeking opportunities to optimise efficiency while remaining steadfast in our mission. We have also taken proactive measures to mitigate the impact of exchange rate differences, particularly given the significant sums of funds held on our books. By adopting a strategy of matching currencies when incurring expenses, we aim to minimise exposure to fluctuating exchange rates, ensuring the stability of our financial operations as we continue to advance our mission.

Our balance sheet proudly reflects our heightened financial strength and stability, a testament to Purposeful's continued growth and resilience. Notably, our fixed assets have surged by an impressive 25% compared to the previous year, driven by the ongoing construction of our building. As this structure begins to take shape, it stands as a powerful symbol of our commitment to the feminist movement in Sierra Leone, serving as a beacon of empowerment and progress.

While our current assets have experienced a modest decline of 13% compared to last year, this marginal decrease is largely in line with expectations. Importantly, when contrasted with

figures from 2021, we observe a significant uptick, attributable to a substantial donation that we have strategically earmarked for long-term expenditure.

Furthermore, our end-of-service provision for our dedicated Sierra Leone staff has increased by 27%, reaching £202k from £159k. This increase reflects the continued expansion of our team in Sierra Leone as we deepen our impact and outreach in the region. We remain steadfast in our efforts to mitigate our exposure to such provisions, implementing strategies to ensure prudent management of resources while sustaining our organisational growth and impact.

Principle funding sources

Our primary funding sources are crucial pillars of support for Purposeful's initiatives: The Novo Foundation, administered through Tides, remains a vital partner as we enter the third year of our \$6 million USD unrestricted funding grant, extending into the 2023-2024 financial year. This unrestricted funding allows Purposeful to strengthen our infrastructure for grant-making, enhance our programme initiatives, and maintain a spirit of innovation within the sector.

The Mackenzie Scott gift, primarily directed towards unrestricted funds, further bolsters our financial resources. Significant grants from Wellspring and the Ford Foundation also contribute to our unrestricted funding pool.

In addition to unrestricted funds, we have secured restricted funds from partners such as Tides, FJS, and OSF, to support our Resourcing Resistance portfolio. The Global Resilience Fund, supported by organisations like the Chanel Foundation, Oak Foundation, and the Equality Fund, remains instrumental in providing disaster and relief grants, aiding girls and feminists in emergency and crisis situations.

Purposeful continues to serve as a fiscal sponsor for Eyala, a feminist communications project amplifying African feminist voices. Funded by the Fund for a Just Society, Purposeful offers capacity-building and operational support for Eyala, alongside the Politics of Sexual Violence Initiative (PSVI), a global effort examining the impact of sexual violence on women's political identities.

Our collaboration with the Children's Rights Innovation Fund extends to supporting their Decolonise! grant-making programme beyond the global north.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The charity trustees (who are also the directors of We Are Purposeful for the purposes of company law) are responsible for preparing the trustees' report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing the financial statements, the trustees are required to:

- Select suitable accountancy policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are both prudent and reasonable;
- State whether applicable U.K. Accounting Standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the charitable company at any time and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charitable company and hence take all reasonable steps for the prevention and detection of fraud and any other irregularities.

This report has been prepared in accordance with the special provisions of Part 15 of Companies Act 2006.

STATEMENT AS TO DISCLOSURE TO OUR AUDITORS

In so far as the trustees are aware at the time of approving our trustees' annual report:

- There is no relevant audit information of which the charitable company's Auditors are unaware
- The trustees have taken all steps that they ought to have taken to make them aware of any relevant audit information and to establish that the Auditors are aware of such information.

This report has 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) and the Charities Act 2011.



Maheen Kaleem
Chair of the Purposeful Board of Trustees
Date 21 August 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF WE ARE PURPOSEFUL

Opinion

We have audited the financial statements of We are Purposeful (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 August 2023 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 August 2023 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's and parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on

the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 23, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our

auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely

related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP.

James Saunders (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

6th Floor, 9 Appold Street
London
EC2A 2AP

Date: 23 August 2024

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31ST AUGUST 2023

		2023			2022		
	Note	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
		£'000	£'000	£'000	£'000	£'000	£'000
Incoming resources							
Income and endowments from:							
Grants, Donations and legacies		242	(7)	235	11,509	99	11,608
Charitable activities		1,906	3,933	5,839	1,129	2,938	4,067
Total	3	2,148	3,926	6,074	12,638	3,037	15,675
Resources expended							
Expenditure on:							
Raising funds	4	2	-	2	2	-	2
Charitable activities	4	2,975	3,790	6,765	1,316	4,051	5,367
Total		2,977	3,790	6,767	1,318	4,051	5,369
Exchange loss/ (gain)		884	297	1,181	(1,624)	(125)	(1,749)
Net income / (expenditure)		(1,713)	(161)	(1,874)	12,944	(889)	12,055
Transfer between funds	13	(938)	938	-	-	-	-
Net movement in funds		(2,651)	777	(1,874)	12,944	(889)	12,055
Reconciliation of funds:							
Total funds brought forward at 1 st September 2022	13	13,867	1,670	15,537	923	2,559	3,482
Total funds carried forward at 31 st August 2023	13	11,216	2,447	13,663	13,867	1,670	15,537

BALANCE SHEETS AS AT 31ST AUGUST 2023

	Note	Consolidated Group		Parent	
		2023	2022	2023	2022
		£'000	£'000	£'000	£'000
Fixed assets					
Tangible assets	9.1	446	369	20	14
Intangible assets	9.2	31	12	31	13
Total fixed assets		477	381	51	27
Current assets					
Debtors	10	537	59	533	28
Cash at bank and in hand		12,962	15,488	12,572	15,197
Total current assets		13,499	15,547	13,105	15,225
Current Liabilities					
Creditors and accruals	11	110	232	72	135
Net current assets		13,389	15,315	13,033	15,090
Total assets less current liabilities		13,866	15,696	13,084	15,117
Provisions for liabilities	11	203	159	-	-
Total net assets or liabilities		13,663	15,537	13,084	15,117
Funds of the Charity					
Restricted income funds	13	2,447	1,670	3,114	1,875
Unrestricted funds	13	11,216	13,867	9,970	13,241
Total funds		13,663	15,537	13,084	15,117

The notes on p32 to p49 form a full part of these financial statements. The financial statements were approved and authorised for issue on the authority of the board and signed on its behalf by:



Maheen Kaleem
Chair of the Purposeful Board of Trustees
21 August 2024

CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31ST AUGUST 2023

	2023	2022
	£'000	£'000
Cash Flows from Operating Activities		
Net Income	(1,874)	12,055
Depreciation / amortisation	15	22
Exchange differences on translation	(15)	9
Changes in Debtors and Prepayments	(478)	(13)
Changes in Creditors & Accruals	(121)	51
Changes in Provisions	44	108
Net Cash Flows from Operating Activities	(2,429)	12,232
Cash Flows from Investment Activities		
Purchase of Property Plant and Equipment	(97)	(194)
Net Cash Flows from Investment Activities	(97)	(194)
Net Increase in cash	(2,526)	12,038
Beginning Cash Balance	15,488	3,450
Ending Cash Balance	12,962	15,488

1. Charity Status

The Charity is limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office is:

Studio 3b Blue House Yard

5 River Park Road

Wood Green

London

N22 7TB

2. Accounting Policies

2.1 Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

2.2 Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) effective 1 January 2015 - (Charities SORP (FRS 102)). They also comply with the Companies Act 2006 and Charities Act 2011.

2.3 Basis of preparation

We are Purposeful meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes. The financial statements are prepared in Sterling, which is the functional currency of the company. Monetary amounts are rounded to the nearest thousand pounds.

2.4 Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity. The charity has sufficient funds for project delivery and has a commitment from funders to continue programming.

2.5 Income and endowments

All 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.

Donations and legacies

Donations are recognised on a receipt basis unless a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds. In this case, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that these conditions will be fulfilled in the reporting period. Legacies are recognised when Purposeful is notified, there is probability of receipt and the amount is quantifiable.

Grants receivable

Grants are recognised when the charity has entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Gifts in kind

Gifts in kind are recognised in different ways depending on how they are used by the charity:

- (i) Those donated for onward transmission to beneficiaries are included in the Statement of Financial Activities as incoming resources and resources expended when they are distributed. They are valued at the amount the charity would have had to pay to acquire them.
- (ii) Those donated for use by the charity itself are included when receivable. They are valued at the amount the charity would have had to pay to acquire them.

Donated services and facilities

Donated services and facilities are valued at the amount the charity would have had to pay to acquire them.

2.6 Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs into that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of assets' use. Other support costs are allocated based on the spread of staff costs.

Raising funds

There are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grant expenditure

Grants payable are payments made to third parties in the furtherance of the charitable objectives. 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 Statement of Financial Activities once the recipient of the grant has provided the specific service or output.

Grants payable without performance conditions are recognised in the accounts when a commitment has been made and communicated to the recipient, and there are no conditions to be met relating to the grant which remain in the control of the charity.

Grant provisions

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

2.7 Support Costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas or per capita, staff costs by the time spent and other costs by their usage

2.8 Governance Costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustee's meetings and reimbursed expenses.

2.9 Taxation

The charity is considered to pass the test set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.10 Fixed Assets

Individual fixed assets costing £150 or more are initially recorded at cost.

Depreciation and amortisation

Depreciation/amortisation is provided on tangible/intangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset Class	Depreciation/Amortisation method and rate
Computer Equipment	3 years straight line
Intangible Software	3 years straight line
Motor Vehicles	3 years straight line
Fixture and Fittings	4 years straight line

2.11 Cash and cash equivalents

Cash and cash equivalents comprise of cash on hand and call deposits with original maturities of three months or less.

2.12 Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement to the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

2.13 Foreign Exchange

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

The results of overseas operations are translated at the average rates of exchange during the period and their balance sheets at the rates ruling at the balance sheet date. Exchange differences arising on translation of the opening net assets and results of overseas operations are reported in the Statement of Financial Activities and accumulated in the appropriate fund.

Other exchange differences are recognised in the Statement of Financial Activities in the period in which they arise, except for:

- 1) exchange differences on transactions entered into to hedge certain foreign currency risks (see above).
- 2) exchange differences arising on gains and losses on non-monetary items which are recognised in other comprehensive income.

2.14 Fund structure

Unrestricted funds are donations and other incoming resources receivable or generated from the objectives of the charity without further specific purpose and are available as general funds.

Restricted funds are to be used for the specific purpose as laid down by the donor. Expenditure which meets this criteria is charged to the fund, together with a fair allocation of management and support costs, where applicable.

2.15 Pensions and other post-retirement benefits

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further

contributions even if the fund does not hold sufficient assets to pay all the employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

2.16 Financial Instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs) except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs) unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the Balance Sheet when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when:

- a) the contractual right to the cash flows from the financial asset expire or are settled
- b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or
- c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

2.17 Judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to the accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of revision and future periods if the revision affects the current and future periods.

The most significant estimates and assumptions which affect the carrying amounts of assets and liabilities in the financial statements relate to:

The useful economic lives of assets, which Purposeful have estimated to be 3 years apart from furniture and fixtures, which we estimate to be 4 years. Most Purposeful assets relate to computer equipment and furniture and fixtures where historical experience has formed the basis of this judgement.

Preparation of the accounts on a going concern basis, which Purposeful trustees judge to be a fair assumption based on the intentions of Purposeful for the next 12 months and availability of funding.

2.18 Consolidation

The financial statements present the Consolidated Statement of Financial Activities (SOFA), the Consolidated and Parent Charity Balance Sheets and the Consolidated Cash Flow Statement, comprising the consolidation of the Charity and with its wholly owned subsidiary, We Are Purposeful Sierra Leone. As permitted by s408 Companies Act 2006, the parent charity has not presented its own Statement of Financial Activities and related notes.. The results of the subsidiary are disclosed in note 18.

NOTE 3 - ANALYSIS OF INCOME

	2023		2022	
	Unrestricted funds £'000	Restricted funds £'000	Total funds £'000	Prior year £'000
Donations and legacies:				
Donations and gifts	242	(7)	235	11,608
Grants including capital grants:				
Grants provided by government/other charities	1,906	3,933	5,839	4,067
Total	2,148	3,926	6,074	15,675

NOTE 4 - ANALYSIS OF EXPENDITURE

	2023		2022	
	Unrestricted Funds £'000	Restricted Funds £'000	Total Funds £'000	Prior Year £'000
Expenditure on raising funds				
Fundraising	2	-	2	2
Total expenditure on raising funds	2	-	2	2
Expenditure on charitable activities				
Grants Awarded	438	1,372	1,810	1,020
Capacity Building & Movement	841	1,192	2,033	2,061
Advocacy & Influencing	74	71	145	304
Global Projects	16	30	46	138
Staff Costs	1,167	1,016	2,183	1,448
Operating Costs	355	77	432	271
Governance	84	32	116	125
Total expenditure on charitable activities	2,975	3,790	6,765	5,367
Total Expenditure	2,977	3,790	6,767	5,369

NOTE 5 – AUDIT FEE

	2023 £'000	2022 £'000
Audit Fee – UK	15	15
Audit Fee of Overseas Subsidiary	4	3
Total Audit Fees	19	18

NOTE 6 – STAFF COSTS

6.1 – Staff Costs	2023 £'000	2022 £'000
Salaries and wages	1,763	1,173
Consultants and Contractors	215	149
Social security costs	132	59
Pension costs (defined contribution scheme)	8	7
Other employee benefits	65	60
Total staff costs	2,183	1,448

Included in salaries and wages above is a termination payment of £4,568 (2022: £nil).

Band	Number of employees (2023)	Number of employees (2022)
£70,000 to £79,999	1	-
£80,000 to £89,999	-	1
£90,000 to £99,999	1	-
£110,000 to £119,999	-	1
£120,000 to £129,999	1	-
£150,000 to £159,999	-	1
£190,000 to £199,999	1	-

The total pension costs made by Purposeful in respect of the individuals above was £5,167 (2022: £3,963)

The key management personnel of the charity comprises the Co-Founder and Co-CEO, Chief of Organisational Effectiveness, and Director of Finance and Operations. The total remuneration and employee benefits, including salary, employer's National Insurance and employer's pension contributions of the key management personnel of the charity was £656,640 (2022: £566,699) .

6.2 – Average headcount in the year

	2023	2022
Charitable Activities	25	28
Governance	5	4
Total	30	32

NOTE 7 – PENSION SCHEME

Purposeful operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £8,178 (2022 - £6,870) .

NOTE 8 – GRANT EXPENDITURE BY REGION

	2023 £'000	2022 £'000
Grants awarded	1,810	1,020
Analysis of grants paid (included in cost of charitable activities)		
	2023 £'000	2022 £'000
Sierra Leone Projects	482	314
Asia Pacific	256	115
Arab States (formally Middle East / North Africa)	156	96
Europe and Central Asia	291	133
Americas and the Caribbean	208	126
Sub Saharan Africa	417	236
Total	1,810	1,020

NOTE 9 – FIXED ASSETS**9.1 – Tangible assets for the Group**

	Land and Buildings (under construction)	Computer Equipment	Plant Machinery and Motor vehicles	Fixtures and fittings	Total
	£'000	£'000	£'000	£'000	£'000
Cost or valuation					
As at 1 st September 2022	317	35	36	25	413
Additions	93	13	-	(10)	96
Exchange loss on consolidation	-	-	(15)	-	(15)
As at 31 st August 2023	410	48	21	15	494

Depreciation and impairments

As at 1 st September 2022	-	16	18	10	44
Depreciation	-	9	(3)	(1)	5
As at 31 st August 2023	-	25	15	9	49

Net Book Value

As at 31 st August 2022	317	19	18	15	369
As at 31 st August 2023	410	23	6	7	446

Tangible assets – Parent Only

	Computer Equipment	Fixtures and fittings	Total
	£'000	£'000	£'000
Cost or valuation			
As at 1st September 2022	27	1	28
Additions	15	-	15
As at 31st August 2023	42	1	43

Depreciation and impairments

As at 1st September 2022	13	1	14
Depreciation	9	-	9
As at 31st August 2023	22	1	23
Net book value			
As at 31 August 2022	14	-	14
As at 31 August 2023	20	-	20

9.2 – Intangible assets for Group and Charity

	Computer Software	Total
	£'000	£'000
Cost or valuation		
As at 1 st September 2022	37	37
Additions	28	28
As at 31 st August 2023	66	66
Amortisation and impairments		
As at 1 st September 2022	25	25
Amortisation	10	10
As at 31 st August 2023	35	35
Net Book Value		
As at 31 st August 2022	12	12
As at 31 st August 2023	31	31

NOTE 10 – DEBTORS AND PREPAYMENTS

	Consolidated Group		Parent Charity	
	2023 £'000	2022 £'000	2023 £'000	2022 £'000
Staff working cash advances	4	17	-	-
Grant debtors	509	-	509	-
Prepayments	24	42	24	28
Total	537	59	533	28

NOTE 11 – CREDITORS AND ACCRUALS

Amounts falling due within one year

	Consolidated Group		Parent Charity	
	2023 £'000	2022 £'000	2023 £'000	2022 £'000
Trade Creditors	36	72	36	72
Taxation and Social Security	45	61	18	23
Accruals and deferred income	29	99	18	40
Total	110	232	72	135

There are no (0) amounts falling due after more than one year.

The provision relates to the end of service benefits made for staff within the group as at 31st August 2023 based on the Sierra Leone Gazette.

	2023	2022
	£'000	£'000
Balance for provisions	203	159

NOTE 12 – EVENTS AFTER THE END OF THE REPORTING PERIOD

It was agreed at the board meeting held May 22 2024 that Co CEO and CO Founder Chernor Bah will get pension set at his current annual salary at time of resignation amounting to £173,600

NOTE 13 – FUNDS OF THE GROUP

	Balance at 1 September 2022	Incoming Resources	Resources Expended	Transfer Between Funds	Balance at 31 August 2023
	£'000	£'000	£'000	£'000	£'000
Unrestricted Funds	(13,867)	(2,148)	3,861	938	(11,216)
Restricted Funds					
Novo	(82)	(198)	408	(9)	119
Fund for Global Human Rights	(23)	(4)	17	-	(10)
FCDO (previously DFID)	-	-	(41)	-	(41)
With and For Girls	(1,262)	(1,494)	1,502	-	(1,254)
Global Resilience Fund	(267)	(1,387)	661	-	(993)
Wellspring	(32)	(70)	456	(357)	(3)
Irish Aid	(32)	(277)	453	(154)	(10)
Survivors' Solidarity Fund	3	-	(3)	-	(0)
Red Rosa	(35)	(196)	39	-	(192)
ICONIQ	-	-	(1)	-	(1)
Fund for a Just Society (Eyala)	(95)	-	91	-	(4)
10th Africa Conference on Sexual Health and Rights	439	(9)	31	(340)	121
Global Giving	(66)	-	157	(78)	13
IRIS	(166)	-	139	-	(27)

Tides (CRIF)	(52)	(135)	149	-	(38)
PSVI	-	(156)	29	-	(127)
Total Restricted Funds	(1,670)	(3,926)	4,087	(938)	(2,447)
Total Funds	(15,537)	(6,074)	7,948	-	(13,663)
PARENT CHARITY					
Unrestricted Funds	(13,241)	(2,148)	4,481	938	(9,970)
Restricted Funds					
Novo	(203)	(198)	408	(9)	(2)
Fund for Global Human Rights	(35)	(4)	9	-	(30)
FCDO (previously DFID)	-	-	(42)	-	(42)
With and For Girls	(1,304)	(1,494)	1,173	-	(1,625)
Global Resilience Fund	(267)	(1387)	659	-	(995)
Wellspring	(29)	(70)	456	(357)	-
Irish Aid	52	-	102	(154)	-
Survivors' Solidarity Fund	2	-	(4)	-	(2)
Red Rosa	(35)	(196)	27	-	(204)
ICONIQ	-	-	(1)	-	(1)
Fund for a Just Society (Eyala)	(95)	-	91	-	(4)
10th Africa Conference on Sexual Health and Rights	318	(9)	31	(340)	-
Global Giving	(57)	-	135	(78)	-
IRIS	(170)	-	127	-	(43)
Tides (CRIF)	(52)	(136)	149	-	(39)
PSVI	-	(156)	29	-	(127)
Total Restricted Funds	(1,876)	(3,650)	3,350	(938)	(3,114)
Total Funds	(15,117)	(5,798)	7,831	-	(13,084)

13.1 Prior Year Consolidated Group and Parent Funds

	Balance at 1 September 2021	Incoming Resources	Resources Expended	Balance at 31 August 2022
Unrestricted Funds	(923)	(12,638)	(306)	(13,867)
Restricted Funds				
Novo	(15)	-	(67)	(82)
Fund for Global Human Rights	(11)	(41)	29	(23)
FCDO (previously DFID)	(398)	(311)	709	-
With and For Girls	(1,393)	(1,218)	1,349	(1,262)
Global Resilience Fund	(196)	(449)	378	(267)
Wellspring	(64)	-	32	(32)
Irish Aid	(212)	-	180	(32)
Survivors' Solidarity Fund	(3)	-	6	3
Red Rosa	(145)	-	110	(35)
ICONIQ	(32)	-	32	-
Fund for a Just Society (Eyala)	(90)	(83)	78	(95)
10th Africa Conference on Sexual Health and Rights	-	(343)	782	439
Global Giving	-	(303)	237	(66)
IRIS	-	(236)	70	(166)
Tides (CRIF)	-	(53)	1	(52)
Total Restricted Funds	(2,559)	(3,037)	3,926	(1,670)
Total Funds	(3,482)	(15,675)	3,620	(15,537)

PARENT CHARITY				
Unrestricted Funds	(452)	(12,637)	(152)	(13,241)
Restricted Funds				
Novo	(88)	-	(115)	(203)
Fund for Global Human Rights	(3)	(41)	9	(35)
FCDO	5	(311)	306	-
With and For Girls	(1,359)	(1,218)	1,274	(1,304)
Global Resilience Fund	(196)	(449)	378	(267)
Wellspring	(63)	-	32	(30)
Survivors' Solidarity Fund	(3)	-	6	3
Red Rosa	(145)	-	110	(35)
ICONIQ	(32)	-	32	-
Fund for a Just Society (Eyala)	(90)	(83)	78	(95)
10th Africa Conference on Sexual Health and Rights	-	(254)	572	318
Global Giving	-	(303)	246	(57)
IRIS	-	(236)	66	(170)
Irish Aid	-	-	52	52
Tides(CRIF)	-	(53)	1	(52)
Total Restricted Funds	(1,974)	(2,948)	3,047	(1,875)
Total Funds	(2,426)	(15,585)	2,895	(15,117)

The specific purpose of the funds are as follows:

Unrestricted Fund / General Fund – reserves available for general operating costs

Novo – to support projects which promote advocacy for girls in Sierra Leone , transfer from general reserves during the year to avoid disruption of project activities

Global Girl Academy – to support inter agency co-operation and act as a point of contact in Sierra Leone

Fund for Global Human Rights – to support our participatory grant making model, Tar Kura, in Sierra Leone.

FCDO – to support our Safe Space+ programme in Sierra Leone

With and For Girls – to support our With and For Girls programme for girl led global advocates and activists.

Global Resilience Fund – to support our emergency rapid response grant making to girl and young women activists in humanitarian crisis contexts

Wellspring – to support organisational development within Purposeful , transfer from general reserves during the year to avoid disruption of project activities

Irish Aid – to support our FGM and Girls Circles work in Sierra Leone. Transfer from general reserves during the year to avoid disruption of project activities

Survivors' Solidarity Fund – to support organisations responding to rape and victims of sexual violence in Sierra Leone.

Red Rosa – to support grant making to young girl activists in East Africa and capture their stories of resistance

ICONIQ – to support our Girls Circles (Safe Space +) programme in Sierra Leone, with an emphasis on mentors' academy.

Fund for a Just Society – to support the Eyala sister circles project, which Purposeful fiscally sponsors

ACSHR – to support costs of, including post event reporting of, the 10th Africa Conference on Sexual Health and Rights. , transfer from general reserves during the year to avoid disruption of project activities

Global Giving – to support the mentors academy design and implementation as part of the Girls' Circles programme in Sierra Leone. Transfer from general reserves during the year to avoid disruption of project activities

IRIS – to support girl activists in Sierra Leone and Kenya / Tanzania to curate stories and media products of their activism

Tides – to support grant making for the Children's Rights Innovation Fund, which Purposeful fiscally sponsors.

PSVI-to support a global initiatives around the impact of sexual violence on women's political identities

NOTE 14 – COMMITMENTS UNDER LEASES

Total future minimum lease payments under operating leases are given in the table below for each of the following periods:

	Consolidated Group		Parent Charity	
	2023 £'000	2022 £'000	2023 £'000	2022 £'000
Buildings				
No later than one year	-	2	-	2
Total	-	2	-	2

NOTE 15 – CAPITAL COMMITMENTS

The group has capital commitments of £124k 2023/24, 2021/22 £290k relating to the HQ building in Freetown, Sierra Leone. A commitment of £26k is also payable once the building has been in use satisfactorily for 12 months. The parent charity has no capital commitments (2022/23: £nil).

NOTE 16 – RELATED PARTY TRANSACTIONS

During the year, Purposeful made the following related party transactions:

Chernor Bah (Co-Chief Executive Officer and Co-Founder)

During the year, Purposeful paid Chernor Bah £183,446 (2022: £161,238) for partnership and advocacy services and reimbursed expenses totalling £5,286 (2022: £nil) for expenses incurred on behalf of Purposeful during the year. At the balance sheet date the amount due to / from Chernor Bah was £nil (2022: £Nil). As agreed with the Board of Trustees, medical insurance payments were also made by Purposeful for Chernor Bah directly to Cigna Life totalling £22,445 (2022: £21,202) .

NOTE 17 – ANALYSIS OF NET ASSETS BY FUND

	Consolidated Group			Parent Charity		
	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	£'000	£'000	£'000	£'000	£'000	£'000
As at 31 August 2023						
Fixed Assets	438	39	477	27	24	51
Current Assets	11,320	2,179	13,499	10,978	2,127	13,105
Current Liabilities	(30)	(80)	(110)	(20)	(52)	(72)
Non Current Liabilities	(110)	(93)	(203)	-	-	-
Total Net Assets	11,618	2,045	13,663	10,985	2,099	13,084
As at 31 August 2022						
Fixed Assets	338	43	381	12	15	27
Current Assets	13,682	1,865	15,547	13,266	1,959	15,225
Current Liabilities	(67)	(165)	(232)	(37)	(98)	(135)
Non Current Liabilities	(86)	(73)	(159)	-	-	-
Total Net Assets	13,867	1,670	15,537	13,241	1,875	15,117

NOTE 18 – SUBSIDIARY PERFORMANCE

The Board of Purposeful Productions has effective control over Purposeful Productions Sierra Leone, a Non-Governmental Organisation, limited by guarantee in Sierra Leone. Summary financial information for Purposeful Productions Sierra Leone):

	2023 £'000	2022 £'000
<i>Statement of Income and Expenses</i>		
Income	1,847	1,072
Expenditure	(1,607)	(1,739)
Surplus / (Deficit)	240	(667)
<i>Balance Sheet as at 31st August 2023</i>		
Fixed Assets	426	358
Current Assets	395	310
Creditors: Amounts falling due within one year	(39)	(100)
Creditors: Amounts calling due after more than one year	(202)	(159)
	580	409

We Are Purposeful

England & Wales - Charity number 1169844

Accounts



Company Registration Number: 10346701

Charity Registration Number: 1169844

We Are Purposeful

(a company limited by guarantee)

Annual Report and Financial Statements for the Year ending 31 August 2022

Purposeful Productions
Studio 3b, Blue House Yard, 5 River Park Road, London N22 7TB
www.purposefulproductions.org
Company Number 10346701

Purposeful Productions

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Reference and Administrative Details

Company Registered Number 10346701
Charity Registered Number 1169844

The charity is incorporated in England and Wales.

Principle Offices:

Studio 3b Blue House Yard	2 Lewis Drive
5 River Park Road	Hill Station
Wood Green	Freetown
London	Sierra Leone
N22 7TB	
UK	

The charity is governed by the Board of Trustees. The trustees are responsible for overseeing the management of all the affairs of Purposeful and delegate day-to-day management of the charity to the Executive Leadership Team.

The Advisory Board in Sierra Leone provides an advisory role and continues to play a vital role in Purposeful's development and programming. The boards consist of:

UK Board of Trustees	Appointed	Sierra Leone Advisory Board
Mrs Margaret Collier	25 August 2016	Asmaa James
Mrs Christina Fuller	25 August 2016	Farouk Sessay
Rev Dr Marie Barnett (Chair)	2 July 2019	Valnora Edwin
Mrs Chloe Pope	20 April 2020	Rev Dr Marie Barnett
Dr Ramatu Bangura	31 July 2020	

With and For Girls Strategic Advisory Board

Comic Relief
Empower
FRIDA – The Young Feminist Fund
MamaCash
The Global Fund For Children
The Global Fund For Women
Plan International UK
Fund For A Just Society

Purposeful - Executive Leadership Team

Chernor Bah Co- founder / co-CEO
Rosa Bransky Co-Founder / co-CEO
Annie Murthi – Director of Finance and Operations

Senior Leadership Team (in addition to Executive Team)

Sian Lord Baptiste – Chief of Media and Production
Purity Kagwiria – Director, With and For Girls

Safeguarding Team

Chernor Bah	Designated Safeguarding Lead
Purity Kagwiria	Designated Safeguarding Person – Resourcing Resistance
Aminata Kamara	Designated Safeguarding Person – Resourcing Resistance
Haja Sowa	Designated Safeguarding Person – Programmes
Haja Umu Jalloh	Designated Safeguarding Person – Programmes
Valnora Edwin	Designated Safeguarding Person – Advisor Board Sierra Leone
Dr Ramatu Bangura	Designated Safeguarding Person – UK Board

Full biographies of the whole Purposeful team are available on the website
www.wearepurposeful.org

Professional Advisors

The following organisations provide professional advice and services to Purposeful:

Banks

NatWest Commercial & Private Banking
Ground Floor
Gredley House
1-11 Broadway,
Stratford,
E15 4WG
UK

Guaranty Trust Bank (SL) Ltd
Sparta Building
Freetown
Sierra Leone

Solicitors

Bates Wells
10 Queen Street Place
London
EC4R 1BE
UK

Renner Thomas Solicitors
Top Floor,
81 Pademba Road
Freetown
Sierra Leone

Auditor

Moore Kingston Smith
6th Floor
9 Appold Street
London
EC2A 2AP
UK

Moore Sierra Leone
55 Sir Samuel Lewis Road
Freetown
1278
Sierra Leone



Trustees Annual Report and Financial Statements for the year ending 31st August 2022

STRUCTURE, GOVERNANCE AND LEADERSHIP

Purposeful is a charitable company limited by guarantee, incorporated under the name of Purposeful Productions on the 28th August 2016, and registered as a charity with the UK Charity Commission. On 9th March 2021 the name was changed to We Are Purposeful to better align to the values, ethos and activities of the charity. The charity's articles of association provide that its trustees are the only members of the charity.

Its principal office is Studio 3b, Blue House Yard, 5 River Park Road, Wood Green, London N22 7TB, with a country office located at 2 Lewis Drive, Hill Station, Freetown, Sierra Leone.

The charity is governed by the Board of Trustees. The trustees are responsible for overseeing the management of all the affairs of Purposeful and delegate day-to-day management of the charity to the Executive Leadership Team. The trustees hold indemnity insurance

WHO WE ARE – OUR VALUES AND MISSION

Purposeful is an Africa-rooted global hub for girls' activism. For millennia girls have played a critical role in struggles for freedom and liberation. From Africa's anti-colonial movements to the Arab spring to climate justice organising and everything in between - their resistance has always sparked and sustained transformational change. And yet, too often girls are separated from resources and shut out from decision-making spaces, their power deliberately obscured and hidden from view.

Centering the political power of young feminists across the world, we work so that girls and their allies have access to the resources, networks and platforms they need to power their activism and remake the world.

Our vision:

Girls are living in safety, dignity and freedom, and the world is transformed.

Our Values:

A set of core beliefs and values guide all that we do at Purposeful, from the decisions we make to our organisational policies and practices, and most importantly, how we show up in this work as girls' allies and advocates, holding ground so that girls can step into their power.

- Taking bold action
- Many ways of knowing
- Centering lived expertise
- Deep embodiment
- Cultivating radical imagination
- Joy as resistance
- Power in diversity
- Rooted in sisterhood

What We Do:

Centering the political power of girl activists, we enter all of our work through a power-building lens - redistributing power assets, building collective power, organising power holders and transforming power structures.

LETTER FROM THE CHAIR

The ground has been too hot this year, the wind too fierce, the rain too heavy. Flood, Burn, eat, repeat. We thought this might be a year of quiet. When the world went back to where it had been before the madness of COVID-19. But of course there is no back. Indeed for many of us the past was not so cool and calm and quiet anyway - not the fabled place of dreams we have already painted into our shared imagination. There is only forward. But how does one move forward when the world is on fire? When it rains and rains until the mud flows and washes away everything above, everything below?

Which way is forward?

A question so simple and yet so complex it might swallow one up in a tornado of possibility, until there is no visibility, until the ground underneath disappears. Which way is forward? This year we started with one word. Together. One word, a fire shelter, a cool pool of water in the middle of a burning desert. Together in community, dancing with our people, huddled round white-boards and laptops and scraps of paper. Over plates of rice and on long flights and lifting our voices up together. Oh how many ways we have been together this year! And together not just physically, or even just metaphorically, but also through our policy, our practices, the reshaping and building of Purposeful so that it is a shelter that might just hold all of us in our full humanity. And of course together so very literally. In Freetown, nine hundred of us, gathered from across Africa, hosted by us, debating, shouting, planning, negotiating, learning, demanding a way forward, towards a world of safety and justice and dignity. Feeling in those rooms so clearly, the only way is together.

Which way is forward?

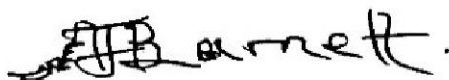
The paths girls are forging. Because as we ponder that question in our hallowed halls we know that girls are already beating paths onwards, in so many directions, criss-crossing the oceans with such clarity and energy it sometimes appears that they are walking on water. But they are not walking on water. They are walking on ground that is on fire and yet somehow they keep moving, through the cinders and ashes. All over the world, everywhere. Certainly in the 90+ countries where we have encountered them this year. Accompanied them for small parts of the journey, with resources of finance and friendship, on calls and at convenings, through the illustration and amplification of their words in reports and as we've talked, calling their names into hallowed rooms again and again. Painting pictures of the journeys they are forging trying to make others stop. Listen. Look at how many paths girls are charting. If only the world could see them, through the cloud of ashes in front of them.

Which way is forward?

Not always running or walking. Sometimes sitting. Sitting in circles of girls like we were always meant to do. Fire circles. Back to that time when burning didn't destroy everything. This year 15,000 of them, across our Sweet Salone. Sitting and learning. Questioning, debating, picking up and pulling apart and asking how we got here. How we might change

things. And from those circles and those conversations, those hard won wisdoms passed down the generations; we blow away the dust, sweep away the ash, shove aside the mud and look! There! Right below us! Paths already forged, almost lost to the elements, newly discovered, newly remembered. There were always ways forward. And that last one. Lest we forget her. Perhaps the most sacred. Those pulled from our shared imaginations, burning pathways to liberation in the night sky.

These have been our ways forward this year. As they always have been. As they always will be.

A handwritten signature in black ink, appearing to read 'Marie Barnett'. The signature is written in a cursive style with a large, stylized 'M' and 'B'.

Dr Reverend Marie Barnett

PURPOSEFUL TRUSTEES' REPORT

HIGHLIGHTS – SEPTEMBER 2021 – AUGUST 2022

Year in Numbers:

- 182 Global Grantees
- 900+ participants from 41 countries coming together at the 10th Africa Conference on Sexual Health and Rights
- 5 Girls Circle Partners together supporting 15,000 girls and 600+ Mentors across 6 districts in Sierra Leone
- granted across 58 countries
- 5 Alternative Rites of Passage Partners (FGM) reimagining the Bondo with hundreds of girls
- 32 episodes of Karo Kura were broadcast, reaching approximately 100,000 girls and community members across Sierra Leone
- 2 new team members
- £15.5m mobilised over 12 months

Countries where we've funded:

Afghanistan, Azerbaijan, Belarus, Benin, Bhutan, Bolivia, Botswana, Brazil, Burkina Faso, Cameroon, Chile, Colombia, DRC, Dominican Republic, Ecuador, Egypt, Georgia, Ghana, Guatemala, Haiti, India, Iraq, Jordan, Kazakhstan, Kenya, Kyrgyzstan, Lebanon, Macedonia, Madagascar, Malawi, Malaysia, México, Micronesia, Morocco, Mozambique, Nepal, Nicaragua, Nigeria, North Macedonia, Pakistan, Palestine, Peru, Rwanda, Senegal, Sierra Leone, Somalia, South Africa, South Sudan, Tanzania, Thailand, Tunisia, Uganda, Ukraine, United States of America, Uzbekistan, Vietnam, and Yemen.

Programmatic issues Purposeful has supported:

Abortion Assistance / Rights, Access to education, Afrodescent Rights, Arts and creativity, Artivism, Climate Justice, Civil Society, Digital Safety, Disabilities, Early and Forced Marriage, Economic empowerment, Education, Gender equality, Gender-Based Violence, Indigenous rights, LGBTIQAI+ rights, Migration and displacement, Mobilisation / Strengthening Movements, Participation & Democracy, Peace Building, Sex Workers' Rights, Sexual Reproductive Health and Rights, Trans people with disabilities, Tackling Violence Against Girls & Women, Youth rights Girls rights

Key Initiatives September 2021 - August 2022:

Redistributing Power Assets:

- With and For Girls Fund
- Global Resilience Fund for Girls and Young Women
- Tar Kura Youth Fund
- Karo Kura Resilience Fund
- Girls Collectives

Building Collective Power:

- Girls Circles - feminist safe spaces for 15,000 girls
- Karo Kura Konnections Mass Media

Organising power holders:

- Survivors Solidarity Fund
- The Sierra Leone Adolescent Girls Network
- 10th African Conference on Sexual Health and Rights (ACSHR)

Transforming Power Structures:

- Alternative Rites of Passage
- Radical Inclusion Policy

Convening to end violence in this lifetime

ACSHR

Since confirmation in late January that Purposeful would be hosting the 10th Africa Conference on Sexual Health and Rights, we worked at pace to secure the venue, accommodation venues, artists, side events and agree the conference programme, ready to welcome over 900 delegates from over 41 countries to Sierra Leone.

We partnered with Women of the World (WOW) who helped to programme our arts and culture programme and Wellness Space, as well as sourcing well known speakers and contributors outside of our networks.

We started with a closed Girls Summit event for 60 girls within our With and For Girls portfolio, who continued to attend the 2-day Youth Conference with an additional 300 youth delegates, and a 3 day Main Conference with 600 delegates. We also ran 2 pre conference workshops, a two day Circles of Us which was the kick off for a year long project working with 10 girls in Sierra Leone focusing on Girls resistance, storytelling and filmmaking skills, and a one day Black Girl Play Photography workshop with international Photographer and Advocate Scheherazade Tillet training local female photography collective Girls behind the Lens. These young women became our media team throughout the conference capturing all photo and film content.

In true Purposeful style, there was music and dancing throughout the entire conference, with highlights including the opening and closing ceremonies which featured Yemi Alade and Yvonne Chaka Chaka. DJs and music acts throughout the days also acted as an immense relief in between sessions that often focused on heavy topics, and allowed us to truly showcase Sierra Leone culture and share it with international delegates. The music, combined with the designated wellness space, allowed activists to be held safely throughout the period where we anticipated triggering conversations. The [ACSHR website](#) has been updated with photos in the Gallery and news articles in the Media sections.

Feedback was remarkable, and humbling to receive such praise from high level delegates such as the Vice President of Liberia and the President of Sierra Leone, as well as from funding partners on the conference and a lot of youth delegates. But perhaps the biggest win of all for the movement was the President's live announcement had unanimously approved a safe motherhood bill that will include a range of critical provisions to ensure the health and dignity of all girls and women of reproductive age in Sierra Leone, including access to abortion.

AN OVERVIEW OF OUR CORE PROJECTS THIS YEAR

RESOURCING RESISTANCE:

THE WITH AND FOR GIRLS FUND

Grounded in feminist principles of solidarity and reciprocity, we continue reimagining what it means to hold movement resources in deep relationship and with deep accountability to girls. Our With and For Girls Fund centres girls at the heart of decision making, taking a participatory approach to where we move money to. Our 20 advisors across Malaysia, Pakistan, India, Tonga, Nepal, Zambia, Kenya, Sierra Leone, Nigeria, Jordan, Sudan, Morocco, USA, Mexico, El Salvador, Colombia, Dominican Republic, Romania, Serbia, and Kazakhstan have helped us move funding to the most impactful girl and young women-led groups across the world. This year we moved over £470k to 157 groups.

We also launched the Girls Fund in partnership with Plan International as part of the work towards Generation Equality. Through this, we resourced 28 groups with £100k across 20 countries.

TAR KURA

Our Tar Kura youth fund continues across Sierra Leone, with a greater focus on accompaniment and safeguarding sessions in the last year, as requested by our 15 Tar Kura partners. We have worked with them to develop their own safeguarding policies and guidance, strengthening their work with young people safely. In its third year, there has also been an emphasis on learning from the programme to date, to inform a feedback loop and how we can continue programming with impact.

THE GLOBAL RESILIENCE FUND

From Palestine to Ukraine, to Ethiopia, to Haiti, to Afghanistan, to Nicaragua - the world over - we are seeing increasing and intersecting crises fuelled by oppressive and exploitative systems. With an ongoing global pandemic, wars and armed conflict, worsening climate crisis, the highest ever number of people in displacement, and rising inequality, humanitarian and chronic intersecting crises are only expected to worsen. Despite being disproportionately impacted by crises, girls and young feminists continue to show up in consistent, brave, and creative ways for their communities.

Understanding the importance of collective care for and by girls and young feminists, the Global Resilience Fund (GRF) resourced the collective care and collaboration efforts of 35 girl and young feminist-led groups who experienced the COVID-19 crisis within the context of political and environmental crises. In addition to these crucial efforts focused on care and collaboration, GRF supported young feminist groups with direct rapid response funding in crisis in Lebanon, Haiti, Ukraine, the Occupied Territories of Palestine, and Pakistan. Recognizing that support beyond funding, especially during crises, is critical, the GRF worked with over 150 girl and young feminist groups first funded in 2020, offering accompaniment and connection spaces. This included activist-led spaces (coaching circles, Disability Justice Dialogues, workshops on resource mobilization, and digital security), hosting a Latin American and Caribbean Collective Care Festival, and curating more than 6 activists and funder community reflection spaces. We also amplified the voices, experience, and wisdom of young activists through a campaign that was launched on Human Rights Day, entitled Our needs, demands, and dreams, released a publication that expanded on the power of activists-led accompaniment, four articles that focused collective care, accompaniment, and a feminist humanitarian response, and published *Resourcing Disability Justice: Our Feminist Journey Toward Centring Disability Justice*. Lastly, we drafted our living strategy that outlines the vision and focus of the Fund. As we continue to face growing and compounding crises, the role of the GRF in nursing a thriving ecosystem to support girls' and young feminists' care, resistance, and resilience is more apparent than ever.

BUILDING COLLECTIVE POWER:

GIRLS CIRCLES COLLECTIVES

As the COVID-19 pandemic unfolded in Sierra Leone last year, and social distancing measures were inevitably put into place, the potential for girls to be together with mentors was greatly diminished. Drawing on extensive experience developing communications for social change initiatives - in and beyond emergencies - we created a virtual safe space for adolescent girls through a mixture of factual and fictional radio/audio content that was pushed to mentors via mobile phones to be consumed by small groups of girls still meeting in safe-space groupings, and via radio for mass girls' consumption. And as girls came together again in 21/22, we recognised the value of the virtual safe space programme and have continued to use these assets to support mentors in their delivery of life skills in these safe spaces through:

- Karo Kura Konnection Radio drama
- Karo Kura Kompin Talk Show
- Weekly one-page discussion guides

In a short space of time the radio content has had a huge impact on cultural conversations in Sierra Leone, which we hope to continue as we set up a series on FGM, bolstered by a set of debates to add to the radio drama and talk show toolkit. And whilst the majority of funding for this activity from FCDO ended this year, our hope is that such assets can be tweaked for other contexts, and all content will be made open source in the next year.

'We have a choice to choose what we want and won't allow the men to abuse us. –Girl (age 19), Karene

I used to be foolish with men for Le5000, now Karo Kura Konection has made me believe that I can work and earn something for myself. I am part of a group my mentor setup to sell fish. Girl (18), Bonthe

As part of our sustainability planning, we have also used these assets to spark ideas of collectives with girls' circles, and many circles have come together organically to start small business enterprises with others encouraged to apply for small seed funds from Purposeful following their financial literacy training.

I no longer accept violence from my husband. I'm now doing petty trading from the refreshment money given to them by their mentor. I'm contributing to taking care of the home. Girl (19), Moyamba

"It is important for a girl to have money because she will be respected. In this community for instance, when a girl doesn't have money and can't dress well or take care of herself, most people refer to her as a "douchebag". But as soon as we received the money, people have learnt to respect us and our opinions. We no longer had to chase after men for money and so even the rate of teenage pregnancy in our community has declined."



Mentors Academy

Mentors Academy brings together a cohort of 50 mentors from across Purposeful's safe space portfolio in March 2022, to more deeply support their feminist awakening journey, as part of our commitment to building a base of feminist activists across rural Sierra Leone. The first session began with the theme of my relationship with myself, the nature of power, freedom and love, sessions included yoga, movement/dance, creative writing, my life story, river of life, confidence, public speaking, assertiveness, singing, a social night, resilience, and identity, beginning an exciting trajectory for future sessions in 2022/23.

ORGANISING POWER HOLDERS

WITH AND FOR GIRLS COLLECTIVE

The With and For Girls Collective members approved a 5-year learning and advocacy agenda this year after a near 9 month process of collaborative partner and stakeholder discussions. The advocacy goals are:

- Funders across the girls funding ecosystem track their data so as to move more and better resources to girls & to hold funders accountable to their commitments to girls.
- Funders formalise accountability to girls in their grant-making.
- Through dynamic learning spaces, WFG partners and others across the ecosystem, transform their grant making practices and make the case for resourcing politicized girls' work.

Each advocacy goal has a set of tracking and learning questions attached to it. Additionally, each year we will set a learning agenda for the following year in order to go deep into topic areas that will transform our own practices and the practices across philanthropy. For 2022/23, our learning agenda will focus on:

- A question of accountability: What is the best way to centre girls in decision making and leadership in funding practices & what are the benefits of doing so?
- A question of grant making practice: What are the best practices in resourcing and supporting girl-led and girl-centred groups & what are the benefits of doing so?

We have worked with a small working group of Collective partners to develop a taxonomy to help track not only funding from the Collective but a wider offering to the ecosystem more broadly.

SALONE ADOLESCENT GIRLS NETWORK

In December 2021, training was held for Freetown partners of SAGN on the Radical Inclusion in School Policy. This training gave the partners a better understanding of the provisions and thematic areas within the Radical Inclusion in school policy and allowed them an opportunity to identify an advocacy agenda, target group, proposed activities and messages to promote the policy objectives they want to focus on. Work also continues to update the database of SAGN members, to create a central data source of where members work, what their core focus is and how they can be contacted. This year has been a year of change, with new Steering Committee members appointed.

TRANSFORMING POWER STRUCTURES

WATI KURA

A second year of funding was agreed for Wati Kura in Sierra Leone, with new partners selected and funded to continue their FGM work. Partners were invited to develop and review the draft of series four of the Karo Kura Konnection drama, which focuses on FGM and provided vital feedback for how to phase and build up messaging on such a culturally sensitive topic.

Following on from the success of A Bloodless Rite, a second documentary was filmed capturing partners' anti FGM activities in Port Loko, Makeni, Kambia and Tonkolili, which we hope to showcase in 2023.

LOOKING FORWARD

Purposeful will turn 5 in October, an important moment to celebrate, document the trajectory of our work over the last half decade, and amplify the impact of our partners and allies across the world. Our 5th birthday celebration includes the launch of a series of landmark reports.

With the significant gift of \$15m, we will consider the balance between financial sustainability and the urgent immediate needs of the girls and grassroots partners we support across the world. Over the next year we will double down on existing commitments, bring new donor partners into the work, and pursue a set of targeted breakthrough advocacy goals in consort with movement partners and critical movement moments - including the fight for safe abortion and to end the practice of FGM in West Africa.

THE PURPOSEFUL TEAM

Purposeful continues to build an extraordinary team of leaders, activists and advocates with a diverse range of experience, knowledge and technical expertise. We have gone from a team of 36 to 49 staff across continents, with the majority of staff based in Sierra Leone, the U.K. and Kenya. We continue to be supported by a number of freelance consultants who have brought their external expertise to developing our MEL, strategic plans and media products, and to advise on grant-making and advocacy.

Purposeful ran another fellowship this year and was delighted to take on 4 of the 6 fellows as staff in Sierra Leone.

As a proudly feminist organisation with a deep commitment to embodying our values in all that we do, we have invested heavily in our collective political feminist education, sending staff on a pilot of the Feminist Night School sessions. We have also piloted a 4 day working week, to solidify the core belief that our value is not measured in time spent working, but on the quality of impact our team has in the world.

INTERNAL POLICIES AND COMPLIANCE

Policy Development:

In depth work took place in the year to update and revise Purposeful's internal policies and processes to support the continued expansion of the organisation and projects. There were a number of updates that were outstanding and we now have additional policies on Training, Scholarships and a revised travel policy, all of which contribute to the development of the organisation's Internal Controls. These are and continue to be monitored by the senior leadership team and are regularly revised as required.

Legal:

Work is taking place with Purposeful legal teams in the UK and Sierra Leone to review and strengthen the legal agreements and governing documents between the two entities and the US entity. Purposeful has now registered in the US and is taking steps to further operationalise this entity and change our governance structure, such that the US entity becomes the Parent of the group. As the bulk of Purposeful funding now comes directly from the US, and there is a ceiling on the amount of progressive funding we can mobilise from the UK, the trustees believe it is in the best interests of the charity to shrink the UK entity and build up the US and Sierra Leone offices. Accordingly, we have also plotted out a transition programme of some functions, either to Sierra Leone to be closer to the work, or to the US for fundraising opportunities. This process should be completed in the next financial year.

Safeguarding:

Purposeful's Safeguarding Policy is a statement of intent that outlines our commitment to safeguard adolescent girls, children, young people and vulnerable adults who may come into contact with our organisation. Purposeful staff, volunteers and others working on behalf of our organisation are obliged to create and maintain environments that prevents sexual exploitation and abuse and child abuse and promotes the implementation of this policy, which the policy provides a framework of principles, standards and guidelines for both individual and organisational practice.

Purposeful is committed to ensuring that staff, volunteers and others working on behalf of our organisation receive training, understand and prioritise the safety and welfare of adolescent girls, children, young people, vulnerable adults and the wider community at all times. Managers are also committed to ensuring their teams are safe, particularly when advocating against harmful practices that could cause a backlash.

All staff, freelancers, partners and Trustees have received training on the updated processes and policies. The following safeguarding training has taken place this year:

Purposeful All Staff - Safeguarding Refresher Training took place on 5th October 2021, whilst safeguarding also remains a key part of any new staff members' induction process. We aim to carry out training for our implementing partners annually and safeguarding refresher training took place in March 2022 for partners.

Annual Risk Statement

Purposeful considers good risk management to be a vital part of its operational requirements. Purposeful recognises that risk is an everyday part of charitable activity and managing it effectively is essential to achieve our key objectives and meet our obligation to use the funding we receive responsibly and in an efficient and effective manner, despite the challenges faced.

Purposeful's latest risk register was approved by the Board of Trustees on the 27/02/2023. Risk management is an ongoing concern and risk registers are reviewed and updated monthly. Risk management updates are included in the organisations quarterly review and presented to the Board of Trustees at every board meeting. Purposeful's risk appetite is a key factor in setting our reserves policy.

Overall our risks fall into external, delivery, safeguarding, fiduciary, reputational and operational risks.

Safeguarding risks are ever present given our focus on adolescent girls and how deeply embedded in culture some of the harmful practices towards them are, which exposes our staff who advocate against such violence to risks as well. A range of mitigation strategies have been put in place as outlined in the safeguarding section above.

Most recently our fiduciary risks decreased due to the significant unrestricted gift from Makenzie Scott via the Silicon Valley Community Fund, as well as the falling away of FCDO funding which was dependent on a slowing UK GNI.

Overall our risk levels are moderate to major, with impacts also falling in moderate to major. Risks and their impacts are higher for fiduciary risks (e.g. risk of fraud in a cash economy) and safeguarding. For each risk we have identified mitigating actions, which are integrated into our ongoing engagement with partners. Full details of Purposeful's approach to Risk management is included in our Risk Management Policy which is available to all members of staff, freelancers, partners, donors, volunteers and Trustees.

Public Benefit

The Trustees confirm that they have complied with the requirements of section 4 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission of England and Wales.

Remuneration of the Executive Leadership Team

The Trustees signed initial remuneration for the Executive Leadership team at the beginning of Purposeful for the duration of the initial three-year Novo grant. Remuneration levels

were reviewed in April 2020, with the board agreeing an initial 10% increase and asking a sub-committee to conduct a more thorough benchmarking exercise to critically assess market rates and recommend new remuneration levels to the wider board for adoption. Following this process, the co-CEO and Co-Founders' remuneration was revised on 1st January 2021, and again in October 2022, backdated to February 2022 to bring it in line with market conditions and recognise the achievements of Purposeful in its first five years, culminating in the \$15m gift. Details of the senior leadership remuneration can be found in Note 6 of the financial statements.

Reserves Policy

The majority of predictable funding received is restricted to specific programmes under Purposeful, whether under our Resourcing Resistance or Building Power strategies. These include both direct and indirect cost allocation. This year, Purposeful was the recipient of a large unrestricted gift, a one-off event. Knowing that it is unlikely such a gift will be received again, the trustees acknowledge the importance of using the funds in the most strategic way, balancing the redistribution of these resources to girls and the financial sustainability of Purposeful, holding our ambition to continue innovating and strategically responding to crises as they deepen and disproportionately affect girls.

Whilst Purposeful seeks to hold reserves of £2-2.5m with at least £1m of unrestricted reserves, the gift has pushed us out of these limits. As we continue to strategically assess the best use of the funds, we will keep our reserves policy under review. At the year end, Purposeful holds unrestricted reserves of £13.9m and restricted reserves of £1.6m. We will seek to redistribute the bulk of our unrestricted reserves and prioritising resourcing girls' resistance holistically, whilst planning for our financial sustainability within the next 3 years.

Going Concern

Whilst our largest grant (FCDO) closed out in February 2022, Purposeful trustees consider Purposeful remains a going concern, not least due to the significant gift made to Purposeful.

FINANCIAL REVIEW

In our fifth year of operating, Purposeful has seen its energy directed in bigger and better ways. As we hosted the 10th Africa Conference on Sexual Health and Rights, a convening of over 900 people from 41 different countries, with over half of them young activists, we amplified our advocacy agenda and made space for young people. And exciting this gave an opportunity for the first post pandemic With and For Girls convening as part of the Girls Summit before the ACSHR. All this at a time when we closed out our FCDO fund, and found new ways to keep that commitment to girls and mentors going through supplementary funding from Irish Aid and Global Giving. We continued to build on the rapid response grant making, responding to crises in Ukraine, Palestine, Afghanistan and Pakistan on top of a focus on collective care for our prior year grantees. And the biggest win of all was the recognition from Mackenzie Scott, awarding us a \$15m unrestricted gift. Accordingly, total income is at a record level this year of £15.6m (increasing by 173%) with 81% being unrestricted and 19% restricted as FCDO income has fallen away at the end of the grant period.

Our expenditure this year is down 23% to £3.6m, reflecting the impact of an exchange gain on \$15m due to the value of USD at the end of August. Excluding such an extraordinary realised exchange gain, spend would be 16% higher than in 2021. Expenditure continues to be driven by grant making, although it now comprises 29% of spend (compared to 46% in 2021), demonstrating the commitment to resourcing girls' resistance remains a key priority. However, now that the Global Resilience Fund is maturing into a longer term humanitarian fund, we seek to accompany grantees in ways other than just through financial resources. Capacity and movement building has therefore become a higher area of spend (58% this year compared to 12%). Our staff also remain a key cost driver in Purposeful (39% of expenditure, up 12% from 2021), as they undertake programme activities, support our grantees and drive our advocacy, learning and influencing activities in the coming years.

Our balance sheet at the year end is representative of our organisational growth, with all balances increasing compared to last year. Notably our fixed asset base is up significantly (77%) as Purposeful's building construction continues, with it due to be finalised in Spring 2023. We ended August in a highly liquid position again this year, driving an increase to our current assets of 144% to £15.5m, mainly due to the cash gift from Mackenzie Scott being received towards the end of the year. We feel a significant responsibility to use this funding wisely, as it is a real one-off event, and so we must balance the long term potential of it to sustain the movement with redistributing the assets to girls that have been systemically extracted from them in prior generations to create this wealth.

Our end of service provision for Sierra Leone staff has increased by 212% to £159k from £51k, reflecting the annual increases owed to staff employed for over 12 months, particularly with only 1 staff member leaving at the end of the year in Sierra Leone. We anticipate this continuing to increase annually, particularly as the team grows next year and we continue to monitor the exposure to this.

Group net assets in the balance sheet of £15.5m have increased by 346% from £3.5m at the end of last year, reflecting the impact of the major gift. Purposeful's restricted reserves remain strong at just over £1.6m as we draw down on donor funds, and our unrestricted reserves have notably increased by 140% to £13.9m, driven by the gift from Mackenzie Scott and the third year of our operating grant from Novo.

Principle funding sources

The Novo Foundation, through Tides, continues to be an important funding source, as we are in the third year of our \$6m unrestricted funding grant (secured until December 2024). This unrestricted funding source is allowing Purposeful to build up our infrastructure to support grant making, and recalibrate and bolster our Safe Space and programmes work, and allows Purposeful to maintain a risk appetite for innovation in the sector.

In February, Purposeful's funding from FCDO came to an end, ending a significant funding relationship, although not a strategic one. Last year we had already sown fundraising seeds to continue our Safe Space work across Sierra Leone, and have seen Global Giving and Irish Aid step in to contribute to some of the gap. We continue to work with FCDO in Sierra Leone to offer thought leadership in the country.

Significant contributions from Ford Foundation and Wellspring Philanthropic Foundation (a 2 year grant) and the Foundation for a Just Society, as well as continuing contributions from the rest of the WFG collective have fully covered the grant making and operational costs of the programme this year. With and For Girls is also collaborating with Irish Aid, Plan International and others on the Generation Equality Fund as part of the Beijing+25 commitments.

The Global Resilience Fund has also continued to bring exposure to other key players in the philanthropic sector, with funding received from Channel Foundation, Oak Foundation, Sigurd Rausing and the Equality Fund as well as second year commitments from some existing funding partners. Presently, the funding partners recognise the need for a continued response and Purposeful has strategised how this fund can fit into our resourcing resistance portfolio as a humanitarian fund.

Purposeful has continued to act as a fiscal sponsor to Eyala, a feminist communications project that profiles and explores what it means to be an African feminist today through conversations with young women. Funded through the Fund for a Just Society, Purposeful provides capacity building and operational support for Eyala, managed by Françoise Moudouthe.

We have also signed an MOU with Children's Rights Innovation Fund to support their Decolonize! grantmaking programme outside of the global north.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The charity trustees (who are also the directors of We Are Purposeful for the purposes of company law) are responsible for preparing the Trustees' Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing the financial statements, the trustees are required to:

- Select suitable accountancy policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are both prudent and reasonable;
- State whether applicable UK Accounting Standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the charitable company at any time and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charitable company and hence take all reasonable steps for the prevention and detection of fraud and any other irregularities.

This report has been prepared in accordance with the special provisions of Part 15 of Companies Act 2006.

STATEMENT AS TO DISCLOSURE TO OUR AUDITORS

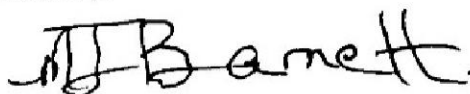
In so far as the trustees are aware at the time of approving our trustees' annual report:

- There is no relevant audit information of which the charitable company's Auditors are unaware
- The trustees have taken all steps that they ought to have taken to make them aware of any relevant audit information and to establish that the Auditors are aware of such information.

This report has 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 UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

This report was approved by the board of directors and trustees on 17/04/2022 and signed on its behalf by:



Dr Rev Marie Barnett

Chair of the Purposeful Board of Trustees

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF WE ARE PURPOSEFUL

Opinion

We have audited the financial statements of We are Purposeful (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 August 2022 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 August 2022 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's and parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a

material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 21, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and

detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP.

James Saunders (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

6th Floor, 9 Appold Street
London
EC2A 2AP

Date: **2 May 2023**

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31ST AUGUST 2022

		2022			2021		
	Note	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
		£'000	£'000	£'000	£'000	£'000	£'000
Incoming resources							
Income and endowments from:							
Grants, Donations and legacies	3	11,509	99	11,608	-	1	1
Charitable activities		1,129	2,938	4,067	916	4,802	5,718
Total		12,638	3,037	15,675	916	4,803	5,719
Resources expended							
Expenditure on:							
Raising funds	4	2	-	2	-	-	-
Charitable activities	4	1,316	4,051	5,367	848	3,750	4,598
Total		1,318	4,051	5,369	848	3,750	4,598
Exchange (gain) / loss		(1,624)	(125)	(1,749)	-	-	-
Net income / (expenditure)		12,944	(889)	12,055	68	1,053	1,121
Net movement in funds							
		12,944	(889)	12,055	68	1,053	1,121
Reconciliation of funds:							
Total funds brought forward at 1 st September 2021	13	923	2,559	3,482	855	1,506	2,361
Total funds carried forward at 31 st August 2022		13,867	1,670	15,537	923	2,559	3,482

BALANCE SHEETS AS AT 31ST AUGUST 2022

		Consolidated Group		Parent	
		2022	2021	2022	2021
	Note	£'000	£'000	£'000	£'000
Fixed assets					
Intangible assets	9.1	12	22	13	22
Tangible assets	9.2	369	196	14	5
Total fixed assets		381	218	27	27
Current assets					
Debtors	10	59	46	28	24
Cash at bank and in hand		15,488	3,450	15,197	2,535
Total current assets		15,547	3,496	15,225	2,559
Current Liabilities					
Creditors and accruals	11	232	181	135	160
Net current assets		15,315	3,315	15,090	2,399
Total assets less current liabilities		15,696	3,533	15,117	2,426
Provisions for liabilities	12	159	51	-	-
Total net assets or liabilities		15,537	3,482	15,117	2,426
Funds of the Charity					
Restricted income funds	13	1,670	2,559	1,875	1,974
Unrestricted funds	13	13,867	923	13,241	452
Total funds		15,537	3,482	15,117	2,426

The notes on p29 to p43 form a full part of these financial statements. The financial statements were approved and authorised for issue on the authority of the board and signed on its behalf by:



Rev Dr Marie Barnett
Chair of the Purposeful Board of Trustees
17 April 2023

CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31ST AUGUST 2022

	2022	2021
	£'000	£'000
Cash Flows from Operating Activities		
Net Income	12,055	1,121
Depreciation / amortisation	22	25
Exchange differences on translation	9	
Changes in Debtors and Prepayments	(13)	413
Changes in Creditors & Accruals	51	56
Changes in Provisions	108	10
Net Cash Flows from Operating Activities	12,232	1,625
Cash Flows from Investment Activities		
Purchase of Property Plant and Equipment	(194)	(214)
Net Cash Flows from Investment Activities	(194)	(214)
Net Increase in cash	12,038	1,411
Beginning Cash Balance	3,450	2,039
Ending Cash Balance	15,488	3,450

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST AUGUST 2022

1. Charity Status

The Charity is limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office is:
Studio 3b Blue House Yard
5 River Park Road
Wood Green
London
N22 7TB

2. Accounting Policies

2.1 Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

2.2 Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) effective 1 January 2015 - (Charities SORP (FRS 102)). They also comply with the Companies Act 2006 and Charities Act 2011.

2.3 Basis of preparation

Purposeful Productions meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes. The financial statements are prepared in Sterling, which is the functional currency of the company. Monetary amounts are rounded to the nearest thousand pounds.

2.4 Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity. The charity has sufficient funds for project delivery and has a commitment from funders to continue programming (please refer to Note 14).

2.5 Income and endowments

All 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.

Donations and legacies

Donations are recognised on a receipt basis unless a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds. In this case, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that these conditions will be fulfilled in the reporting period. Legacies are recognised when Purposeful is notified, there is probability of receipt and the amount is quantifiable.

Grants receivable

Grants are recognised when the charity has entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Gifts in kind

Gifts in kind are recognised in different ways depending on how they are used by the charity:

- (i) Those donated for onward transmission to beneficiaries are included in the Statement of Financial Activities as incoming resources and resources expended when they are distributed. They are valued at the amount the charity would have had to pay to acquire them.
- (ii) Those donated for use by the charity itself are included when receivable. They are valued at the amount the charity would have had to pay to acquire them.

Donated services and facilities

Donated services and facilities are valued at the amount the charity would have had to pay to acquire them.

2.6 Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs into that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of assets' use. Other support costs are allocated based on the spread of staff costs.

Raising funds

There are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grant expenditure

Grants payable are payments made to third parties in the furtherance of the charitable objectives. 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 Statement of Financial Activities once the recipient of the grant has provided the specific service or output.

Grants payable without performance conditions are recognised in the accounts when a commitment has been made and communicated to the recipient, and there are no conditions to be met relating to the grant which remain in the control of the charity.

Grant provisions

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

2.7 Support Costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas or per capita, staff costs by the time spent and other costs by their usage

2.8 Governance Costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustee's meetings and reimbursed expenses.

2.9 Taxation

The charity is considered to pass the test set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by

Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.10 Fixed Assets

Individual fixed assets costing £150 or more are initially recorded at cost.

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset Class	Depreciation method and rate
Computer Equipment	3 years straight line
Intangible Software	3 years straight line
Vehicles	3 years straight line
Furniture and Fixtures	4 years straight line

2.11 Cash and cash equivalents

Cash and cash equivalents comprise of cash on hand and call deposits with original maturities of three months or less.

2.12 Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement to the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

2.13 Foreign Exchange

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

The results of overseas operations are translated at the average rates of exchange during the period and their balance sheets at the rates ruling at the balance sheet date. Exchange differences arising on translation of the opening net assets and results of overseas operations are reported in the Statement of Financial Activities and accumulated in the appropriate fund.

Other exchange differences are recognised in the Statement of Financial Activities in the period in which they arise, except for:

- 1) exchange differences on transactions entered into to hedge certain foreign currency risks (see above).
- 2) exchange differences arising on gains and losses on non-monetary items which are recognised in other comprehensive income.

2.14 Fund structure

Unrestricted funds are donations and other incoming resources receivable or generated from the objectives of the charity without further specific purpose and are available as general funds.

Restricted funds are to be used for the specific purpose as laid down by the donor. Expenditure which meets this criteria is charged to the fund, together with a fair allocation of management and support costs, where applicable.

2.15 Pensions and other post-retirement benefits

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all the employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

2.16 Financial Instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs) except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs) unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the Balance Sheet when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when:

- a) the contractual right to the cash flows from the financial asset expire or are settled
- b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or
- c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

2.17 Judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to the accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of revision and future periods if the revision affects the current and future periods.

The most significant estimates and assumptions which affect the carrying amounts of assets and liabilities in the financial statements relate to:

The useful economic lives of assets, which Purposeful have estimated to be 3 years apart from furniture and fixtures, which we estimate to be 4 years. Most Purposeful assets relate to computer equipment and furniture and fixtures where historical experience has formed the basis of this judgement.

Preparation of the accounts on a going concern basis, which Purposeful trustees judge to be a fair assumption based on the intentions of Purposeful for the next 12 months and availability of funding.

NOTE 3 - ANALYSIS OF INCOME

	2022		2021	
	Unrestricted funds £'000	Restricted funds £'000	Total funds £'000	Prior year £'000
Donations and legacies:				
Donations and gifts	11,509	99	11,608	1
Grants including capital grants:				
Grants provided by government/other charities	1,129	2,938	4,067	5,718
Total	12,638	3,037	15,675	5,719

NOTE 4 - ANALYSIS OF EXPENDITURE

	2022		2021	
	Unrestricted Funds £'000	Restricted Funds £'000	Total Funds £'000	Prior Year £'000
Expenditure on raising funds				
Fundraising	2	-	2	-
Total expenditure on raising funds	2	-	2	-
Expenditure on charitable activities				
Grants Awarded	73	947	1,020	2,134
Capacity Building & Movement	380	1,681	2,061	562
Advocacy & Influencing	184	120	304	193
Global Projects	3	135	138	14
Staff Costs	449	999	1,448	1,240
Operating Costs	153	118	271	360
Governance	74	51	125	95
Total expenditure on charitable activities	1,316	4,051	5,367	4,598
Total Expenditure	1,318	4,051	5,379	4,598

NOTE 5 - AUDIT FEE

	2022 £'000	2021 £'000
Audit Fee – UK	15	15
Audit Fee of Overseas Subsidiary	3	3
Total Audit Fees	18	18

NOTE 6 – STAFF COSTS

6.1 – Staff Costs	2022	2021
	£'000	£'000
Salaries and wages	1,173	974
Consultants and Contractors	149	141
Social security costs	59	48
Pension costs (defined contribution scheme)	7	7
Other employee benefits	60	70
Total staff costs	1,448	1,240

Included in within salaries and wages above is a termination payment of £4,568

Band	Number of employees (2022)	Number of employees (2021)
£60,000 to £69,999		1
£80,000 to £89,999	1	
£110,000 to £119,999	1	1
£120,000 to £129,999		1
£150,000 to £159,999	1	

The total pension costs made by Purposeful in respect of the individuals above was £3,963 (2021: £2,632)

The key management personnel of the charity comprises the Co-Founder and Co-CEO, Chief of Production and Director of Finance and Operations. The total remuneration and employee benefits, including salary, employer's National Insurance and employer's pension contributions of the key management personnel of the charity was £566,699 (2021: £385,555).

6.2 – Average headcount in the year

	2022	2021
Charitable Activities	28	27
Governance	4	3
Total	32	30

NOTE 7 – PENSION SCHEME

Purposeful operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £6,870 (2021 - £6,931).

NOTE 8 – GRANT EXPENDITURE BY REGION

	2022 £'000	2021 £'000
Grants awarded	1,020	2,134

Analysis of grants paid (included in cost of charitable activities)

	2022 £'000	2021 £'000
Sierra Leone Projects	314	1,320
Asia Pacific	115	165
Arab States (formally Middle East / North Africa)	96	118
Europe and Central Asia	133	163
Americas and the Caribbean	126	214
Sub Saharan Africa	236	154
Total	1,020	2,134

NOTE 9 – FIXED ASSETS**9.1 – Intangible assets for Group and Charity**

	Computer Software £'000	Total £'000
Cost or valuation		
As at 1 st September 2021	37	37
Additions	-	-
As at 31 st August 2022	37	37
Depreciation and impairments		
As at 1 st September 2021	15	15
Amortisation	10	10
As at 31 st August 2022	25	25
Net Book Value		
As at 31 st August 2021	22	22
As at 31 st August 2022	12	12

9.2 – Tangible assets

	Land and Buildings (under construction)	Computer Equipment	Plant, machinery and motor vehicles	Fixtures and fittings	Total
	£'000	£'000	£'000	£'000	£'000
Cost or valuation					
As at 1 st September 2021	153	18	44	13	228
Additions	164	17	-	12	193
Exchange loss on consolidation			(7)		(7)
As at 31 st August 2022	317	35	36	25	414

Depreciation and impairments

As at 1 st September 2021	-	12	11	9	32
Depreciation	-	4	7	1	12
As at 31 st August 2022	-	16	18	10	44

Net Book Value

As at 31 st August 2021	153	6	33	4	196
As at 31 st August 2022	317	19	18	15	369

Tangible assets – Parent Only

	Computer Equipment	Fixtures and fittings	Total
	£'000	£'000	£'000

Cost or valuation

As at 1st September 2021	12	1	13
Additions	15	-	15
As at 31st August 2022	27	1	28

Depreciation and impairments

As at 1st September 2021	8	-	8
Depreciation	5	1	6
As at 31st August 2022	13	1	14

Net book value

As at 31 August 2021	4	1	5
As at 31 August 2022	14	-	14

NOTE 10 – DEBTORS AND PREPAYMENTS

	Consolidated Group		Parent Charity	
	2022 £'000	2021 £'000	2022 £'000	2021 £'000
Staff working cash advances	17	12	-	-
Prepayments	42	34	28	24
Total	59	46	28	24

NOTE 11 – CREDITORS AND ACCRUALS

Amounts falling due within one year

	Consolidated Group		Parent Charity	
	2022 £'000	2021 £'000	2022 £'000	2021 £'000
Trade Creditors	72	136	72	128
Taxation and Social Security	61	30	23	16
Accruals and deferred income	99	15	40	16
Total	232	181	135	160

There are no (0) amounts falling due after more than one year.

Included within taxation and social security is £1,593 (2021: £1,275) that relates to pension amount due.

NOTE 12 – PROVISIONS

	Consolidated Group	
	2022 £'000	2021 £'000
Balance at 1 st September	51	41
Provision during the year	111	30
Payments	(3)	(16)
Balance at 31st August	159	51

The provision relates to the end of service benefits made for staff within the group as at 31st August 2022 based on the Sierra Leone Gazette.

NOTE 13 – FUNDS OF THE GROUP

	Balance at 1 September 2021 £'000	Income Resources £'000	Resources Expended £'000	Balance at 31 August 2022 £'000
Unrestricted Funds	(923)	(12,638)	(306)	(13,867)
Restricted Funds				
Novo	(15)	-	(67)	(82)
Fund for Global Human Rights	(11)	(41)	29	(23)
FCDO	(398)	(311)	709	-
With and For Girls	(1,393)	(1,218)	1,349	(1,262)
Global Resilience Fund	(196)	(449)	378	(267)
Wellspring	(64)	-	32	(32)
Irish Aid	(212)	-	180	(32)
Survivors' Solidarity Fund	(3)	-	6	3
Red Rosa	(145)	-	110	(35)
ICONIQ	(32)	-	32	-
Fund for a Just Society (Eyala)	(90)	(83)	78	(95)
ACSHR	-	(343)	782	439
Global Giving	-	(303)	237	(66)
IRIS	-	(236)	70	(166)
Tides (CRIF)	-	(53)	1	(52)
Total Restricted Funds	(2,559)	(3,037)	3,926	(1,670)
Total Funds	(3,482)	(15,675)	3,620	(15,537)

PARENT CHARITY

Unrestricted Funds	(452)	(12,637)	(152)	(13,241)
Restricted Funds				
Novo	(88)	0	(115)	(203)
Fund for Global Human Rights	(3)	(41)	9	(35)
FCDO	5	(311)	306	0
With and For Girls	(1,359)	(1,218)	1,274	(1,304)
Global Resilience Fund	(196)	(449)	378	(267)
Wellspring	(63)	0	32	(30)
Survivors' Solidarity Fund	(3)	-	6	2
Red Rosa	(145)	-	110	(35)
ICONIQ	(32)	-	32	-
Fund for a Just Society (Eyala)	(90)	(83)	78	(95)
ACSHR	-	(254)	572	318
Global Giving	-	(303)	246	(57)
IRIS	-	(236)	66	(170)
Irish Aid	-	-	52	52
Tides (CRIF)	-	(53)	1	(52)
Total Restricted Funds	(1,974)	(2,948)	3,047	(1,875)
Total Funds	(2,426)	(15,585)	2,895	(15,116)

13.1 Prior Year Consolidated Group and Parent Funds

	Balance at 1 September 2020	Incoming Resources	Resources Expended	Balance at 31 August 2021
Unrestricted Funds	(855)	(916)	848	(923)
Restricted Funds				
Novo	(236)	(113)	334	(15)
Fund for Global Human Rights	(6)	(30)	25	(11)
FCDO	(340)	(2,044)	1,986	(398)
With and For Girls	(556)	(1,498)	661	(1,393)
Global Resilience Fund	(258)	(620)	682	(196)
Wellspring	(77)	-	13	(64)
Irish Aid	(12)	(227)	27	(212)
Survivors Solidarity Fund	(21)	(1)	19	(3)
Red Rosa	-	(143)	(2)	(145)
ICONIQ	-	(34)	2	(32)
Fund for a Just Society (Eyala)	-	(92)	2	(90)
Total Restricted Funds	(1,506)	(4,802)	3,750	(2,559)
Total Funds	(2,361)	(5,719)	4,598	(3,482)
PARENT CHARITY				
Unrestricted Funds	(855)	(916)	1,319	(452)
Restricted Funds				
Novo	(65)	(113)	90	(88)
Fund for Global Human Rights	(3)	(30)	30	(3)
FCDO	(165)	(2,044)	2,214	5
With and For Girls	(556)	(1,499)	696	(1,359)
Global Resilience Fund	(258)	(620)	682	(196)
Wellspring	(76)	-	13	(62)
Survivors' Solidarity Fund	(1)	(1)	(1)	(4)
Red Rosa	-	(143)	(2)	(145)
ICONIQ	-	(34)	2	(32)
Fund for a Just Society (Eyala)	-	(92)	2	(90)
Total Restricted Funds	(1,124)	(4,576)	3,726	(1,974)
Total Funds	(1,979)	(5,492)	5,045	(2,426)

The specific purpose of the funds are as follows:

Unrestricted Fund / General Fund – reserves available for general operating costs

Novo – to support projects which promote advocacy for girls in Sierra Leone

Global Girl Academy – to support inter agency co-operation and act as a point of contact in Sierra Leone

Fund for Global Human Rights – to support our participatory grant making model, Tar Kura, in Sierra Leone.

FCDO – to support our Safe Space+ programme in Sierra Leone

With and For Girls – to support our With and For Girls programme for girl led global advocates and activists.

Global Resilience Fund – to support our emergency rapid response grant making to girl and young women activists in humanitarian crisis contexts

Wellspring – to support organisational development within Purposeful

Irish Aid – to support our FGM and Girls Circles work in Sierra Leone. We expect to receive more funding for this in 2022/23.

Survivors' Solidarity Fund – to support organisations responding to rape and victims of sexual violence in Sierra Leone. We expect this fund to continue and further funds to be received in 2022/23

Red Rosa – to support grant making to young girl activists in East Africa and capture their stories of resistance

ICONIQ – to support our Girls Circles (Safe Space +) programme in Sierra Leone, with an emphasis on mentors' academy. We do not expect further funds from this donor.

Fund for a Just Society – to support the Eyala sister circles project, which Purposeful fiscally sponsors

ACSHR – to support costs of, including post event reporting of, the 10th Africa Conference on Sexual Health and Rights. We expect some further funds in 2022/23 and will transfer any remaining balance from unrestricted funds.

Global Giving – to support the mentors academy design and implementation as part of the Girls' Circles programme in Sierra Leone

IRIS – to support girl activists in Sierra Leone and Kenya / Tanzania to curate stories and media products of their activism

Tides – to support grant making for the Children's Rights Innovation Fund, which Purposeful fiscally sponsors.

NOTE 14 – COMMITMENTS UNDER LEASES

Total future minimum lease payments under operating leases are given in the table below for each of the following periods:

	Consolidated Group		Parent Charity	
	2022 £'000	2021 £'000	2022 £'000	2021 £'000
Buildings				
No later than one year	2	3	2	3
Total	2	3	2	3

NOTE 15 – CAPITAL COMMITMENTS

The group has capital commitments of £290k (\$338k) in 2022/23 (2021/22: £nil) relating to the HQ building in Freetown, Sierra Leone. A commitment of £26k (\$30k) is also payable in 2023/24 once the building has been in use satisfactorily for 12 months. The parent charity has no capital commitments (2021/22: £nil).

NOTE 16 – RELATED PARTY TRANSACTIONS

During the year, Purposeful made the following related party transactions:

Chernor Bah (Co-Chief Executive Officer and Co-Founder)

During the year, Purposeful paid Chernor Bah £161,238 (2021: £130,781) for partnership and advocacy services and reimbursed expenses totalling £nil (2021: £nil) for expenses incurred on behalf of Purposeful during the year. At the balance sheet date the amount due to / from Chernor Bah was £nil (2021: £Nil).

As agreed with the Board of Trustees, medical insurance payments were also made by Purposeful for Chernor Bah directly to Cigna Life totalling £21,202 (2021: £14,087).

Rosa Bransky (Co-Chief Executive Officer and Co-Founder)

In April 2021, Purposeful received a \$200,000 grant from Red Rosa, a consultancy firm, of which the Purposeful Co-CEO and Co-Founder is also the CEO. The grant provided funds to capture resistance stories and grant making in East Africa. Activities relating to the grant continued this year and were managed by separate Purposeful staff. Purposeful reports to another employee of Red Rosa, as required in the grant agreement.

NOTE 17 – ANALYSIS OF NET ASSETS BY FUND

	Consolidated Group			Parent Charity		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds		Funds	Funds	
£'000	£'000	£'000	£'000	£'000	£'000	
As at 31 August 2022						
Fixed Assets	338	43	381	12	15	27
Current Assets	13,682	1,865	15,547	13,266	1,059	15,225
Current Liabilities	(67)	(165)	(232)	(37)	(98)	(135)
Non Current Liabilities	(86)	(73)	(159)	-	-	-
Total Net Assets	13,867	1,670	15,537	13,241	1,875	15,117
As at 31 August 2021						
Fixed Assets	165	53	218	12	15	27
Current Assets	778	2,718	3,496	459	2,100	2,559
Current Liabilities	(20)	(161)	(181)	(20)	(140)	(160)
Non Current Liabilities	-	(51)	(51)	-	-	-
Total Net Assets	923	2,559	3,482	451	1,975	2,426

NOTE 18 – SUBSIDIARY PERFORMANCE

The Board of Purposeful Productions has effective control over Purposeful Productions Sierra Leone, a Non-Governmental Organisation, limited by guarantee in Sierra Leone. Summary financial information for Purposeful Sierra Leone is as follows (detailed information is given in the full financial statements of Purposeful Productions Sierra Leone):

	2022	2021
	£'000	£'000
<i>Statement of Income and Expenses</i>		
Income	1,072	2,902
Expenditure	(1,739)	(2,179)
Surplus / (Deficit)	(667)	723
<i>Balance Sheet as at 31 August 2022</i>		
Fixed Assets	358	192
Current Assets	310	937
Creditors: Amounts falling due within one year	(100)	(20)
Creditors: Amounts falling due after more than one year	(159)	(50)
	409	1,059

The board of We Are Purposeful also has effective control over Purposeful Productions Inc a Non-Profit Corporation registered in the state of New Jersey in the USA. Purposeful Productions Inc is currently dormant.

We Are Purposeful

England & Wales - Charity number 1169844

Accounts

Company Registration Number: 10346701

Charity Registration Number: 1169844



We Are Purposeful

(a company limited by guarantee)

Annual Report and Financial Statements
for the Year ending 31 August 2021

We Are Purposeful

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Reference and Administrative Details

Company Registered Number 10346701
 Charity Registered Number 1169844

The charity is incorporated in England and Wales.

Principle Offices:

Studio 3a Blue House Yard	2 Lewis Drive
5 River Park Road	Hill Station
Wood Green	Freetown
London	Sierra Leone
N22 7TB	
UK	

The charity is governed by the Board of Trustees. The trustees are responsible for overseeing the management of all the affairs of Purposeful and delegate day-to-day management of the charity to the Executive Leadership Team.

The Advisory Board in Sierra Leone provides an advisory role and continues to play a vital role in Purposeful's development and programming. The boards consist of:

UK Board of Trustees	Appointed	Resigned	Sierra Leone Advisory Board
Mrs Margaret Collier (Chair)	25 August 2016		Asmaa James
Ms Jody Myrum	25 August 2016	11 Feb 2021	Farouk Sessay
Ms Christina Fuller	25 August 2016		Valhora Edwin
Rev. Dr. Marie Barnett	2 July 2019		Rev. Dr. Marie Barnett
Mrs Chloe Pope	20 April 2020		
Dr Ramatu Bangura	31 July 2020		

With and For Girls Strategic Advisory Board

Comic Relief	Wellspring Philanthropic Foundation
Empower	NoVo Foundation
FRIDA – The Young Feminist Fund	Plan International UK
MamaCash	Ford Foundation
The Global Fund for Children	The Global Fund for Women

Purposeful - Executive Leadership Team

Chernor Bah Co- founder / Co-Chief Executive Officer
 Rosa Bransky Co-Founder / Co-Chief Executive Officer
 Sian Lord-Baptiste - Chief Operating Officer

Senior Leadership Team

Zanele Sibanda- Programme Director
 Purity Kagwiria - Director of With and For Girls Collective
 Annemarieke Murthi – Head of Finance

Safeguarding Team

Chernor Bah	Designated Safeguarding Lead
Aminata Kamara	Designated Safeguarding Person – Network / Karo Kura
Haja Umu Jalloh	Designated Safeguarding Person – Karo Kura
Haja Sowa	Designated Safeguarding Person – Karo Kura Girls Circles
Valnora Edwin	Designated Safeguarding Person – Advisory Board Sierra Leone
Jody Myrum	Designated Safeguarding Person – UK Trustee

Full biographies of the whole Purposeful team are available on the website

www.wearepurposeful.org

Professional Advisors

The following organisations provide professional advice and services to Purposeful:

Banks

NatWest Commercial & Private Banking
Ground Floor
Gredley House
1-11 Broadway,
Stratford,
E15 4WG
UK

Guaranty Trust Bank (SL) Ltd
Sparta Building
Freetown
Sierra Leone

Solicitors

Bates Wells Braithwaite
10 Queen Street Place
London
EC4R 1BE
UK

KMK Solicitors
Top Floor,
81 Pademba Road
Freetown
Sierra Leone

Auditors

Moore Kingston Smith
Devonshire House
60 Goswell Road
London
EC1M 7AD
UK

Moore Sierra Leone
55 Sir Samuel Lewis Road,
Freetown
1278
Sierra Leone



We Are Purposeful Annual Report and Financial Statements for the Year Ending 31 August 2021

STRUCTURE, GOVERNANCE AND LEADERSHIP

Purposeful is a charitable company limited by guarantee, incorporated under the name of Purposeful Productions on the 28th August 2016, and registered as a charity with the UK Charity Commission. On 9th March 2021 the name was changed to We Are Purposeful to better align to the values, ethos and activities of the charity. The charity's articles of association provide that its trustees are the only members of the charity.

Its principal office is Studio 3a, Blue House Yard, 5 River Park Road, Wood Green, London N22 7TB, with a country office located at 2 Lewis Drive, Hill Station, Freetown, Sierra Leone.

The charity is governed by the Board of Trustees. The trustees are responsible for overseeing the management of all the affairs of Purposeful and delegate day-to-day management of the charity to the Executive Leadership Team.

WHO WE ARE – OUR VALUES AND MISSION

Purposeful is an Africa-rooted global hub for girls' activism. For millennia girls have played a critical role in struggles for freedom and liberation. From Africa's anti-colonial movements to the Arab spring to climate justice organising and everything in between - their resistance has always sparked and sustained transformational change. And yet, too often girls are separated from resources and shut out from decision-making spaces, their power deliberately obscured and hidden from view.

Centering the political power of young feminists across the world, we work so that girls and their allies have access to the resources, networks and platforms they need to power their activism and remake the world.

Our vision:

Girls are living in safety, dignity and freedom, and the world is transformed.

Our Values:

A set of core beliefs and values guide all that we do at Purposeful, from the decisions we make to our organisational policies and practices, and most importantly, how we show up in this work as girls' allies and advocates, holding ground so that girls can step into their power.

Taking bold action
Many ways of knowing
Centering lived expertise
Deep embodiment
Cultivating radical imagination
Joy as resistance
Power in diversity
Rooted in sisterhood

What We Do:

Centering the political power of girl activists, we enter all of our work through a power-building lens - redistributing power assets, building collective power, organising power holders and transforming power structures.

LETTER FROM THE CHAIRS

As the pandemic continued to ravage communities across the world this last year, so too has the roll back of hard won human rights been breathtaking in sheer speed and audacity. The climate crisis rages on, human rights defenders are being disappeared at alarming and ever increasing numbers. Too many of our girls have been lost to violence at the hands of men, of the state, of illness and disease that should never have taken them, of systems and structures of extraction and exploitation that continue to claim and claim them. Two years into this pandemic and we are tired. Our people are tired. Two years of working from rooms that are too small and too noisy, of being apart from each other. Of the fear and the loneliness, of the upsidedown-ness. And yet somehow, despite all of this, there is hope. There is hope in every village, in every corner of the globe where girls and young women are gathering, organising, pushing back to imagine better worlds for themselves and us all. There is hope in the ways that girls are modelling another kind of way of being together in the world. There is hope in the ways young activists have mobilised for their communities - providing emergency relief support while continuing to work towards a world that is more just and fair and free. As the state and traditional aid agencies have retreated everywhere, the space that young activists have always occupied has taken on a beautiful and at times technicolour clarity.

This belief, this renewed clarity, has powered our work at Purposeful in ever more rooted and radical ways. We have moved with speed but also care and accountability to redistribute resources to hundreds and hundreds of girls and young women's groups and collectives across more than 90 countries. We have held space to learn and document together, launching landmark reports that lift up the stories and experiences of thousands of girls in Sierra Leone and hundreds of young women activists across the world. In the face of politically motivated Aid cuts, we have reimagined our programmes to ensure that tens of thousands of girls can continue to gather across Sierra Leone every week. To gather in circles of sisterhood and solidarity, connected to resources and spaces of consciousness raising and feminist political education. After a landmark win in the West African Court of Human Rights last year we spent 2021 working to ensure that legal provision would translate to real life action for pregnant and parent learners, co-creating a first of its kind Radical Education Policy with and for the Ministry of Education and all of Sierra Leone's girls. Oh how we have fought, and oh how we have won.

But we have also loved, and cared, and held, and even amongst it all we have danced and sung. We have tried to rest, as much as to rest has sometimes felt like the opposite of what we must do in the face of all of this pain and need and energy and momentum. We renewed our commitment to collective care, launching a feminist wellness academy and committing to holding space for thousands of activists and allies with a first of its kind, trauma informed pedagogy in Sierra Leone and across the world. We continued to build our feminist boat that is Purposeful, committing to policies and practices that will see us through this and future storms together. As we look back on this last year, amongst all that has been lost and won, we know that a world of safety, dignity and freedom for girls and us all is a little closer in reach.

Dr Reverend Marie Barnett and Margaret Collier

Co-Chairs, We Are Purposeful Board of Trustees

PURPOSEFUL TRUSTEES' REPORT

HIGHLIGHTS – SEPTEMBER 2020 – AUGUST 2021

Year in Numbers:

- 182 Global Grantees
- 6 Girls Circle Partners together supporting 15,000 girls and 600+ Mentors across 6 districts in Sierra Leone
- 4 Survivors Solidarity Fund partners, 100's of financial supporters
- 79 countries
- 5 Alternative Rites of Passage Partners (FGM) reimagining the Bondo with hundreds of girls
- 52 episodes of Karo Kura were broadcast, reaching approximately 100,000 girls and community members across Sierra Leone
- 7 new team members
- £5.7m mobilised over 12 months

Countries where we've funded:

Afghanistan, Algeria, Angola, Armenia, Azerbaijan, Barbados, Belarus, Benin, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Bulgaria, Cameroon, Canada, Chad, China, Colombia, Costa Rica, Croatia, DRC, Ecuador, Egypt, France, Georgia, Ghana, Guatemala, Haiti, Honduras, India, Indonesia, Jordan, Kazakhstan, Kenya, Lebanon, Malawi, Malaysia, México, Morocco, Namibia, Nepal, Nicaragua, Nigeria, Pakistan, Palestine, Papua New Guinea, Peru, Philippines, Puerto Rico, Romania, Rwanda, Saint Lucia, Samoa, Senegal, Serbia and Montenegro, Sierra Leone, Somalia, South Africa, South Sudan, Sri Lanka, St Kitts, Sudan, Tanzania, Thailand, Tunisia, Turkey, Uganda, Ukraine, United States, Uzbekistan, Venezuela, Vietnam, Yemen and Zimbabwe.

Programmatic issues Purposeful has supported:

Abortion Assistance / Rights, Access to education, Afrodescent Rights, Arts and creativity, Artivism, Climate Justice, Civil Society, Digital Safety, Disabilities, Early and Forced Marriage, Economic empowerment, Education, Gender equality, Gender-Based Violence, Indigenous rights, LGBTIQAI+ rights, Migration and displacement, Mobilisation / Strengthening Movements, Participation & Democracy, Peace Building, Sex Workers' Rights, Sexual Reproductive Health and Rights, Sports, Technology, Trans people with disabilities, Tackling Violence Against Girls & Women, Youth rights Girls rights

Key Initiatives September 2020 - August 2021:

Redistributing Power Assets:

- Global Resilience Fund for Girls and Young Women
- With and For Girls Fund
- Tar Kura Youth Fund
- Karo Kura Resilience Fund
- Girls Collectives

Building Collective Power:

- Girls Circles - feminist safe spaces for 15,000 girls
- Karo Kura Konnections Mass Media

Organising power holders:

- Survivors Solidarity Fund
- The Sierra Leone Adolescent Girls Network

Transforming Power Structures:

- Alternative Rites of Passage
- Radical Inclusion Policy

SUPPORTING GIRLS THROUGH A GLOBAL HEALTH CRISIS

COVID-19, like any other crisis, is exposing and exacerbating all of the existing systemic inequality and violence that positions girls as particularly vulnerable – especially girls who face multiple forms of oppression. Public health, the economy and girls' safety and bodily autonomy are inextricably linked. All over the world — across countries and context — girls play the role of primary caregivers for so many in the community. In a health crisis, this caregiving burden increases dramatically. In the absence of functioning health and social care services in so many places, girls become frontline health responders. Girls also face huge cultural pressures to provide for their families, even though they are the most likely to be distanced from assets like money, goods, services, transportation and so on. Closing of schools and other learning settings not only limit girls' access to education, but further isolate them from communities of other girls. When girls and young women are removed from their peers, we know rates of violence, teenage pregnancy and forced marriage soar.

But this is only part of the story. While we know girls face extreme vulnerabilities, we also know that they are immensely powerful. Across the world, local communities are organising and collectivising at an unprecedented scale. Never has there been a truer example of citizen organising power, and of the deep transnational bonds that connect us all as humans. Whether they know it or not, these communities are using the very organising tools that girl activists and their feminist allies have been using for decades in their struggles for justice. Indeed, it has never been more important to learn from the leadership of the girls and young women who live through lock-downs, political uncertainty and economic instability every day.

Our Covid Response, globally and in Sierra Leone, has responded to the specific needs, potentials and possibilities of and for girl led change, including:

- > Access to flexible rapid response resources
- > Space to hold and define the terms of giving through participatory process
- > Spaces of solidarity and social connection in the context of deep isolation
- > Targeted and ongoing access to credible information regarding the pandemic and beyond
- > Inspiration, role models, music, art and joy at scale

THE GLOBAL RESILIENCE FUND

The Global Resilience Fund for Girls and Young Women was conceived in April 2020 and officially launched on May 28th. The Fund is a collective effort in response to the Covid-19 crisis. It has continued to bring together more than 234 partners since its inception, and to date has leveraged over \$1.2m for young feminist activists across the world. In 20/21, the Fund built on the grants made in the previous financial year, making an additional 131 rapid and fully flexible grants with a ceiling of \$5,000 to girls collectives and organisations led by girls or young women under 30 years and whose income is below \$50,000 a year. The fund is operating in 5 languages and continues to grow, with second year commitments made by some existing partners, and new partners such as Channel Foundation joining the collective response.

The Fund has also been an incredible learning journey for us, as we've reached so many girl activist groups in a short period of time, disbursing over \$688k. It didn't come without challenges, as we strived to keep the Fund as inclusive and rapid as possible, managing the overheads ourselves and redesigning reporting requirements through the use of learning calls and reflections with activists and panellists. Many of these reflections can be found in our [Weathering the Storm](#) Report.

Direct from grantees:

- ★ “With such invaluable support, we are able to co-shape the feminist realities/world/agenda that we imagine.”
- ★ “As there are very few grants that support initiatives like us, this grant was crucial to continue working.”
- ★ “This does not only prove to us as young girls strong and wise, but this will also open many doors in achieving our aims and goals as a newly formed organization.”
- ★ “We owe the whole team for supporting our community in a transphobic society. This is really invaluable to get your support for making our community stronger and cope with inequality and discrimination.”

Virtual Safe Spaces and Mass Media in Sierra Leone

At the programmatic level, all of our work aims to **connect girls with each other**, with **critical assets** (including information) and with **community level mentors**, in order that they can **learn - together, support each other** and **imagine alternative futures** for themselves and their communities. We do this through the provision of evidence based safe-spaces - run by grass-roots partners and young women mentors, underpinned by best in class curriculum designed specifically for marginalised girls in Sierra Leone.

As the COVID-19 pandemic unfolded in Sierra Leone and social distancing measures were inevitably put into place, the potential for girls to be together with mentors was greatly diminished. Drawing on extensive experience developing communications for social change initiatives - in and beyond emergencies - **we created a virtual safe space for adolescent girls** through a mixture of factual and fictional radio/audio content that was pushed to mentors via mobile phones to be consumed by small groups of girls still meeting in safe-space groupings, and via radio for mass girls' consumption.

- The Talkshow presenters set up a weekly theme and encourage discussion and reflection about issues raised in the drama, support girls to 'come together' around particular discussion topics, and provide a platform for girls voices and views and can provide key information about laws, rights and services for girls - as well as messaging directly related to the COVID-19 virus.
- The Drama engages the audience emotionally and models new norms and behaviours without putting potential audiences off by 'preaching'. They are an ideal medium to showcase role models – or put a spotlight on negative behaviour. As such, they can help girls develop aspirations that go beyond the models of womanhood they see around them, and they can provide role models for gender-sensitive masculinity and parenting.
- Weekly one-page discussion guides are sent to mentors who are able to bring together small groups of girls to support them to build trust amongst the group, and go deeper on core-topics, in preparation for full programme delivery once the crisis is over.
- The team managed to develop and deliver the weekly show to air in just 8 weeks with the show broadcast on 32 stations across the country over 70 times a week. In addition the radio show and discussion guides for mentors are sent directly to their mobile phones along with additional resources including Covid 19 - Posters, PSA's and animations. This has continued with Series 2 (10 episodes) airing by April, with both series repeated as the Delta wave of Coronavirus hit Sierra Leone.

In a short space of time the radio content has had a huge impact on cultural conversations in Sierra Leone, with FCDO agreeing to fund the initiative beyond the emergency for a full 2 year term. Feedback from the drama and talk show throughout the year has been incredibly positive and evidenced real impact:

"The girls circle has gained a wider audience in the community as such their knowledge and perceptions about rape, early marriage and any form of GBV has changed for the better" – Field Officer, Bombali (Feb 2021)

AN OVERVIEW OF OUR CORE PROJECTS THIS YEAR

★ **With and For Girls Fund:** Under the leadership of the new Fund Director, WFG started a strategic planning process in February 2020 which was completed at the end of 2020. Purposeful used this process to collapse all the separate fund strands under one With and For Girls Fund, acting as Purposeful's grant making arm. This involved fully integrating the Sierra Leone and International teams and centred on four objectives:

- **Resourcing girls' resistance and imagination:** Support girls activism and organising with flexible funding, accompaniment and connections through the WFG Fund

- **Learning to transform our practice:** Develop a grounded community of learning and move towards transforming our funding practices in our institutions to recentre girls' power and decision making through the WFG Fund and WFG Collective.
- **Reorganising power and resources:** Influence other funders and key actors to redistribute more and better resources to politicised girls' work through the WFG Collective
- **Nourishing our home and our people:** Ensure the WFG Fund and WFG Collective are thriving, well resourced, with deeper alignment in values and practice.

Whilst there remains some work to finalise in operationalising the new WFG strategic plan, WFG also disbursed its first funding round in August 2021 under the First Moon window, disbursing 52 grants to girl-led and girl-focused groups. Under the new strategic plan, a higher volume of grants will be disbursed in coming years to reach a greater number of grassroots organisations.

Work finalising the strategy of the WFG Collective continues and is anticipated to be completed in early 2022.

- ★ **Karo Kura (New Moon):** After a 3-year relationship, Purposeful issued its final round of funding to existing Karo Kura partners this year, who have continued to scale their work with girls throughout Sierra Leone throughout our funding relationship. Purposeful has continued to approve support for reallocation of funds in response to the impact of COVID-19 on girls as well as re-allocation of funds for the purchase of sanitation and dignity kits. Purposeful will not renew these grants as we seek to bring all grantmaking under the WFG Fund, with lower value but higher volume grants to resource more girl-led, smaller grassroots groups.
- ★ **Tar Kura (New Fire)** In partnership with the Fund for Global Human Rights (FGHR), 10 youth led organisations, who were selected by youth panellists aged between 15-19 last year, to receive grants, completed their implementation. FGHR renewed the grant for a second year and an additional five partners were selected, bringing the total number of groups funded to 15. As three youth panellists aged out of the programme, nine undertook training on Safeguarding, Conflicts of Interest, Personal Hygiene, Respecting Boundaries and Group Dynamics / Teamwork.
- ★ **Girl Collectives Fund:** Purposeful successfully funded 12 girls collective groups in Moyamba and Port Loko (Sierra Leone), five of which were girl-led groups with the other seven being led by young women. A few highlights from the groups include a collective which has started farming, using proceeds to purchase school materials and home courses for out of school members, a weekly safe space clubhouse, and launching other businesses to fund school materials for girls in their collective. The collectives have been a great source of learning for us, as we piloted the use of WhatsApp to converse with groups in local languages for monitoring, evaluation and learning purposes.
- ★ **Survivors Solidarity Fund:** Following the disbursement of funds in August 2020, Rainbo Initiative, Aberdeen Women's Center, Legal Access through Women Yearning for Equality Rights and Social Justice (L.A.W.Y.E.R.S), and SMART Women's Initiative, are using funds to coordinate their services for a more survivor centered holistic response. One of the major steps taken was to set up and furnish a support room for Sexual and Gender Based Violence Survivors at the Law Court Building. 910 SGBV Survivors were also supported by Rainbo during the year, who hired two additional doctors with Purposeful providing psychosocial support for staff. SMART Women's Initiative also worked with the National Association for the Deaf to introduce sign language training for all SSF partners.

- ★ **Salone Adolescent Girls Network:** The Sierra Leone Adolescent Girls Network is a loose coalition of partners that came together to share and support each other when Ebola hit in 2014. Supported and funded by Purposeful, the Network has continued to grow to a coalition of over 150 members including UN-agencies, INGOs, NGOs and CBOs.

The network continues to share resources and evidence-based best practices, including safeguarding and communication skills sessions, coordinate a range of campaigns and catalysed collective voice with and for girls. The Network successfully formed 4 district chapters in Koinadugu, Kambia, Kono and Moyamba which now consist of a total of 62 members.

- ★ **Reaching Girls at Scale:** Purposeful has continued to deliver the Karo Kura Girls Circle a Safe Space+ programme, reaching over 15,000 girls in 6 districts of Sierra Leone. Supported by the UK Foreign and Commonwealth Development Office (FCDO, previously DFID) and in partnership with six national organisations with deep roots in the community, Karo-Kura Girls Circle successfully recruited girls and mentors to meet twice a week in purpose-built spaces or renovated community buildings. Here the girls learn about life skills, build their confidence and solidarity, and dream about what they could be in future. The cuts to FCDO funding meant this programme has gone through several iterations, including cuts to partners and staff who have handled those difficulties with significant grace, and we are proud that the programme has continued to reach all beneficiaries despite reduced funding.

*“The girls enjoy that **being a girl is very powerful and special**, because they can stand and fight for themselves also they have confidence to talk in public. That is, **to make a choice**, and also make a decision for themselves. The other things that the girls enjoy most, is about friendship, how friendship is very important in their life – those make them enjoy most about life skills sessions in this month” Mentor – Falaba*

*“Last month, the topic power brings changes to the girls in my club. At first they did not know that they have power to refuse early marriage, but **now girls are putting their power into actions**” Mentor – Bombali*

★ **Alternative Rites of Passage:** On 8th October 2020, the International Day of the Girl Child, Purposeful launched '[A Bloodless Rite](#)' – a short documentary on the journey of a group of girls as they are initiated into Bondo Society through alternative rights of passage. Launched both online and at a venue in Freetown, the screening attracted activists, partners and representatives from the US and Irish Embassies. During the 16 Days of Activism (25th November – 10th December 2020), film screenings were shown in 4 different districts in Sierra Leone, sparking conversations with Soweis (FGM Practitioners), women, men, girls and community elders about alternative rites of passage.

Building on these successful activities, and in commemoration of the Zero Tolerance Day to FGM (6th February 2021), we partnered with the Amazonian Initiative Movement to conduct a media takeover with Soweis, FGM survivors and alternative rite initiates, in 15 radio stations across 7 districts. In May, we entered a partnership with Irish Aid to expand our work against FGM across Sierra Leone as part of our Wati Kura initiative.

- ★ **Radical Inclusion Policy:** Purposeful and partners have been advocating for many years against the Sierra Leonean Government's draconian ban on pregnant girls school attendance. After winning the court case at the ECOWAS regional human rights court and the lifting of the Pregnant Girls Ban from school, this opened up an opportunity for influencing the policy. The government invited Purposeful to lead a committee that would draft the policy. The draft policy promotes and supports the Constitutional Rights of all children to education, with a particular focus on previously marginalised groups. The Radical Inclusion policy seeks to ensure equitable access, retention and inclusion in every region and was officially launched by the Government of Sierra Leone in March 2021.
- ★ **Purposeful Feminist Academy:** Taking bold action, Purposeful is prioritising feminist wellness and professional development, including mental health and psychosocial support (MHPSS) for our frontline staff, partners and allies in Sierra Leone and globally. Centered in the African Feminist movement, we are reframing the manner in which we view our individual and collective wellness by creating a culturally appropriate wellness model and system of care through high level technical assistance on policy, guidelines and evidence-based psycho-education and trainings, and service delivery of MHPSS that impacts the social determinants of health across various sectors of survivors of SGBV, Feminists and Practitioners.
- ★ **Amplifying girls voices across decision making spaces:** This year we have appeared in local, national and international news outlets - including BBC Women's Hour, Apple Podcast, Euronews, Hollywood Reporter and Forbes.

Purposeful has supported, co-organised and facilitated girls participation in the following events:

LOOKING FORWARD

With the success of the Global Resilience Fund, and the ongoing challenges faced by girls the world over exacerbated by Covid-19, we anticipate that the Global Resilience Fund will continue to operate for another year. Funding is still being raised for this emergency fund, and grants will continue to be disbursed although Purposeful will no longer continue to fully fund the overheads of this fund in future. Alongside grant making, we will continue to accompany grantees, facilitating webinars and workshops to build capacity of grantees and strengthen networks and bonds between them. Recognising the emotional toll of the pandemic, we also plan to host a Collective Care Festival in Latin America to work with physical, emotional and spiritual care, and have plans to bring together activists and funders to facilitate action orientated conversations to allow both activists and funders to reflect and rethink approaches and practices in current philanthropy models.

The With and For Girls Fund will continue to grow in the next year, as we seek to provide multi-year grants to grantees and resource more grass-roots activists throughout Sierra Leone and more widely across the world. Work with the Collective to finalise a learning and advocacy strategy continues and we anticipate that process being finalised by early 2022.

Our FCDO funded programme Girls' Circles will end in February 2022, at which point Purposeful will use the platform to transition to a new way of working with the existing mentors, partners and girls that we recruited at the start of the programme. Running repeats of the radio drama and talk show has allowed the space for re-strategizing the future of this work, and building on other key themes, such as FGM, which are sensitive and therefore important to broadcast in an appropriate way, and setting up clubs to become collectives, giving them

the economic freedom to support each other. Purposeful has successfully fundraised other resources to maintain programming for another year, and continues to seek alternative resources to maintain and document this important work.

Under our Purposeful Feminist Academy, work is under way to negotiate an MOU with ministries within the Sierra Leone government to provide SGBV practitioners with evidence based MHPSS training. This would be a monumental shift in Sierra Leone, as MHPSS has been widely neglected across survivor services.

Following the success of the Radical Inclusion in Education policy, our Advocacy and Movement Building work will continue to strive for change in Sierra Leone. Key themes that will be focused on in the coming years include:

- Ending Sexual and Gender Based Violence
- Ending FGM/C in Sierra Leone
- Ending Child Marriage in Sierra Leone
- Sexual and Reproductive Health Rights
- Feminist Consciousness Raising

Purposeful will also work towards finalising a learning agenda, to allow us to more intentionally capture data and advocate key messages within the sector.

THE PURPOSEFUL TEAM

Purposeful continues to build an extraordinary team of leaders, activists and advocates with a diverse range of experience, knowledge and technical expertise. This year has been a challenging year, where restricted funding cuts have challenged our ways of being to our core. As we have continued to ground in our new strategy, and hold girls central to that, we have transitioned one of our key programmes, resulting in the loss of 5 staff in Sierra Leone. We have gone from a team of 49 to 36 staff in Sierra Leone, Kenya and the UK. This has been supported by a number of freelance consultants who have brought their external expertise to developing our MEL, strategic plans and media products.

Purposeful strengthened its operational team to support this transition of programmes and welcomed a new Chief Operating Officer in Sierra Leone, Operations Manager and HR & Operations Coordinator, with plans in 2021/22 to build the finance, communications and advocacy teams across the organisation.

As a proudly feminist organisation with a deep commitment to embodying our values in all that we do, we have invested heavily in visioning and values alignment and a comprehensive onboarding process for all new staff. Due to the Covid-19 pandemic, we have not been able to come together face to face in nearly two years, but have invested in additional activities that regularly bring the team together including weekly Radical Reading, a political feminist education session that provides space for the team as a whole to consider a reading and weave it into their practice and also group wellness to connect and support the team through the additional stress and anxiety caused by the pandemic as well as manage the emotional impact of the work. As new waves of Covid-19 spread, Purposeful continued to be agile with teams working remotely and coming back into offices when and where appropriate. The leadership team also met three times a week to review and revise operational and delivery plans during these peaks and staff supervision and team meetings were increased to ensure consistent communication and delivery. When vaccinations became available in Sierra Leone, Purposeful arranged for vaccines to be administered at the office for staff and their families to help protect them from the virus, and strongly encouraged UK and International staff to become vaccinated as soon as practicable. We also arranged for a doctor to speak to staff

about Covid-19 vaccinations and immunity to help provide medical reassurance and counteract any vaccine hesitancy.

A new Trustee Dr Ramatu Bangura was approved as a new board member in July 2020 and officially joined the Purposeful board of Trustees in November 2020. She brings a wealth of knowledge in advocacy, philanthropic funding and girls programming and will be an additional asset to the already dynamic board of Trustees. One of our founding trustees, Jody Myrum, stepped down from the board in February 2021, and has since acted as a co-leader of the Global Resilience Fund whilst Rosa Bransky (Co-CEO and Co-Founder) took maternity leave.

INTERNAL POLICIES AND COMPLIANCE

Policy Development:

In depth work took place last year to update and revise Purposeful's internal policies and processes to support the expansion of the organisation and projects. There were a number of minor updates that were outstanding that have now been completed including the Safeguarding, Procurement, Bribery and Anti Corruption, Value for Money Policy and the development of the organisation's Internal Controls.

In response to Covid -19, Purposeful revised its working practices and introduced proactive measures to ensure the welfare of our team and mitigate against any additional risks. These are and continue to be monitored by the senior leadership team and are regularly revised as required.

Legal:

Work is taking place with Purposeful legal teams in the UK and Sierra Leone to review and strengthen the legal agreements and governing documents between the two entities.

Purposeful has now registered in the US and now has 501(c)(3) charitable status. Further work to establish a fully functioning entity in the US is taking place, including opening a bank account and building up infrastructure to allow the organisation to employ staff and receive funding. This process should be completed in the next financial year.

Safeguarding:

Purposeful's safeguarding policy was revised last year and amendments to the policy were adopted by the Purposeful Board of Trustees in July 2020. The main purpose of this policy revision was to ensure a robust policy to support the expansion of our team and programmatic activity in Sierra Leone and globally. Our safeguarding policy is normally reviewed and amended every year, however, as Covid-19 limited face to face engagement with girls, the board agreed that a policy review would take place in 2022.

Purposeful's Safeguarding Policy is a statement of intent that outlines our commitment to safeguard adolescent girls, children, young people and vulnerable adults who may come into contact with our organisation. Purposeful staff, volunteers and others working on behalf of our organisation are obliged to create and maintain environments that prevents sexual exploitation and abuse and child abuse and promotes the implementation of this policy, which the policy provides a framework of principles, standards and guidelines for both individual and organisational practice.

Purposeful is committed to ensuring that staff, volunteers and others working on behalf of our organisation receive training, understand and prioritise the safety and welfare of adolescent girls, children, young people, vulnerable adults and the wider community at all times.

All staff, freelancers, partners and Trustees have received training on the updated processes and policies. The following safeguarding training has taken place this year:

Purposeful All Staff - Safeguarding Refresher Training took place on - 5th October 2021, after the year end.

All of our implementing partners in Sierra Leone received safeguarding training in August 2020. We aim to carry out training for our implementing partners annually and there were plans to do so last year. However, there were limitations due to Covid-19 and virtual training was not possible due to some partners' facilities and connectivity challenges in Sierra Leone. Safeguarding refresher training has now been planned for March 2022 for partners.

Annual Risk Statement

Purposeful considers good risk management to be a vital part of its operational requirements. Purposeful recognises that risk is an everyday part of charitable activity and managing it effectively is essential to achieve our key objectives and meet our obligation to use the funding we receive responsibly and in an efficient and effective manner, despite the challenges faced. Purposeful's revised risk management policy was approved by the Board of Trustees on the 25/02/2022.

Risk management is an ongoing concern and risk registers are reviewed and updated monthly by the leadership team. Risk management updates are included in the organisations quarterly review and presented to the Board of Trustees at every board meeting. Purposeful's risk appetite is a key factor in setting our reserves policy.

Overall our risks fall into external, delivery, safeguarding, fiduciary, reputational and operational risks.

Coronavirus Risk Mitigation

Currently the greatest source of external risk is the ongoing presence of COVID-19, which impacts various aspects of our work.

In response to Covid 19, Purposeful developed a responsive strategy to ensure the retention of staff and delivery of programming for girls as outlined in this report. The leadership team meets weekly to review and revise plans according to the developing situation, which includes programming, budgets and operational constraints.

Safeguarding Risks are ever present given our focus on vulnerable adolescent girls. A range of mitigation strategies have been put in place as outlined in the safeguarding section above.

Most recently our fiduciary risks increased due to the funding cuts from FCDO and uncertainty of annual budgets. Whilst this is likely to continue until the end of the Supporting Adolescent Girls' Empowerment programme, Purposeful has no plans to accept further FCDO funding which should lower this risk in the long term.

Overall our risk levels are moderate to major, with impacts also falling in moderate to major. Risks and their impacts are higher for fiduciary risks (e.g. risk of fraud in a cash economy) and safeguarding. For each risk we have identified mitigating actions, which are integrated into our ongoing engagement with partners.

Full details of Purposeful's approach to Risk management is included in our Risk Management Policy which is available to all members of staff, freelancers, partners, donors, volunteers and Trustees.

Public Benefit

The Trustees confirm that they have complied with the requirements of section 4 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission of England and Wales.

Remuneration of the Executive Leadership Team

The Trustees signed initial remuneration for the Executive Leadership team at the beginning of Purposeful for the duration of the initial three-year Novo grant. Remuneration levels were reviewed in April 2020, with the board agreeing an initial 10% increase and asking a sub-committee to conduct a more thorough benchmarking exercise to critically assess market rates and recommend new remuneration levels to the wider board for adoption. Following this process, the CEO and Co-Founders' remuneration was revised on 1st January 2021 again to bring it in line with market conditions. Details of the senior leadership remuneration can be found in Note 6 of the financial statements.

Reserves Policy

The majority of the funding received is restricted to specific programmes under Purposeful, namely With and For Girls, or the FCDO funded SAGE programme that we refer to as Karo Kura Girls' Circles. These include both direct and indirect cost allocation.

Purposeful ensures that all key operational activities are covered and are within the terms of the grants provided before allocating surplus funds as grants to grassroots organisations. Due to the organisation's current growth phase, the increased uncertainty on the fundraising landscape due to the economic fallout of the Covid-19 pandemic, and the ambition to continue innovating and strategically responding to crises as they deepen and disproportionately affect girls, Purposeful seeks to hold reserves of £2-2.5m with at least £1m of unrestricted reserves. This level continues to be reviewed by the board on an annual basis, and may be revised should external or internal factors change in future.

At the year end, Purposeful holds unrestricted reserves of £0.9m and restricted reserves just over £2.5m. We will seek to continue to grow our unrestricted reserves in the next year to reach the £1m target.

Going Concern

The effects of the Covid-19 pandemic continue to be felt globally. As part of Purposeful's commitment to flexible working under feminist principles, systems and processes for remote working already existed prior to the pandemic, and as such, there has not been a material impact to Purposeful's ability to continue working in the UK and internationally. Our multi-year unrestricted funding grants remain in place, and cash reserves are being kept at over £1m to ensure sufficient liquidity. Purposeful has been successful at galvanising a collective response

to girl-led groups globally throughout the pandemic to help respond to the changing needs of girls globally in this pandemic, allowing us to continue our organisational growth trajectory.

FINANCIAL REVIEW

In our fourth year of operating, Purposeful has seen a dramatic increase in activity as we had a full year of programming for both the FCDO Girls' Circles Safe Space+ programme and the With and For Girls programme. We were also proud to build on the rapid grant making pop-up fund in response to the challenges that girl groups face globally due to the Covid-19 pandemic.

Accordingly, total income is at a record level this year of £5.7m (increasing by 25%) with an increase in our restricted income as the Global Resilience Fund and With and For Girls Fund have grown, despite the challenges to our FCDO funding.

Like many INGOs, government grant funding has been a challenge as the Covid-19 pandemic caused a near 10% decline to UK GDP - the worst economic performance in peace time for 300 years. This, coupled with the UK Government's decision to cut the percentage of GNI that is spent on overseas development assistance to 0.5% from 0.7%, resulted in a significant budget cut to our FCDO funded Girls' Circles Safe Space+ programme. This resulted not only in a hit to Purposeful's charitable income, but also to our charitable expenditure as we had to make significant cuts to the programme, including dropping partners and making redundancies, in line with a revised grant amount.

Our expenditure this year is up 10% to £4.6m, reflecting the additional spend due to increased income, and the delays and cuts to FCDO funding. Expenditure continues to be driven by grant making (46% of total expenditure, up from 37% in 2020), demonstrating the commitment to resourcing girls' resistance. By switching to a low value high volume model of grantmaking, Purposeful has managed to broaden its distribution of resources to more grassroots groups. Capacity and movement building remains another key area of activity within Purposeful (12% of expenditure), and our change in staffing base will seek to grow both this and our advocacy and influencing activities in the coming years.

Our balance sheet at the year end is representative of our organisational growth, with all balances increasing compared to last year. Notably our fixed asset base is up significantly (657%) as Purposeful purchased a building in Sierra Leone to act as a new, sustainable girls' hub for the movement and office for our staff. We ended August in a highly liquid position again this year, driving an increase to our current assets of 40% to £3.5m, mainly due to fundraising being received in advance of grants being paid out and a decrease in our receivables days from FCDO compared to 2020.

Our end of service provision for Sierra Leone staff has increased by 23% to £50k from £41k, reflecting the annual increases owed to staff employed for over 12 months, as well as the deductions paid out to staff made redundant as a result of the FCDO funding cuts. We anticipate this continuing to increase annually and continue to monitor the exposure to this.

Group net assets in the balance sheet of £3.5m have increased by 48% from £2.4m at the end of last year, reflecting the increase in Purposeful operations through the With and For Girls Fund, our Advocacy, movement building and wellness operations and FCDO programmes, including the transition to the programme beyond FCDO funding. Purposeful's restricted reserves remain strong at just under £2.6m, and critically, our unrestricted reserves have increased by 8% to £0.9m, thanks to the second year of our operating grant from Novo.

Principle funding sources

The Novo Foundation, through Tides, continues to be an important funding source, as we are in the second year of our \$6m unrestricted funding grant (secured until December 2024). This unrestricted funding source is allowing Purposeful to build up unrestricted reserves to mitigate some of the risks of FCDO funding and allows Purposeful to maintain a risk appetite for innovation in the sector.

In 2020/21, Purposeful's funding has continued to diversify away from Novo, with FCDO (previously DFID) remaining the biggest funder of Purposeful activities for the Girls Circles' Safe Space+ programme. FCDO funding will fall away from February 2022, with the programme transitioning to a new model, funded by new donors.

Significant contributions from Ford Foundation and Wellspring Philanthropic Foundation (a 2 year grant) and the Fund for a Just Society, as well as continuing contributions from the rest of the WFG collective have fully covered the grant making and operational costs of the programme this year. With and For Girls is also collaborating with Irish Aid, Plan International and others on the Generation Equality Fund as part of the Beijing+25 commitments.

The Global Resilience Fund has also continued to bring exposure to other key players in the philanthropic sector, with funding received from Chanel Foundation, Channel Foundation, MacArthur Foundation as well as second year commitments from some existing funding partners. Presently, the funding partners recognise the need for a continued response but Purposeful does envisage that this fund will pop down as initially intended in future.

Purposeful has also acted as a fiscal sponsor to [Eyala](#), a feminist communications project that profiles and explores what it means to be an African feminist today through conversations with young women. Funded through the Fund for a Just Society, Purposeful provides capacity building and operational support for Eyala, managed by Françoise Moudouthe.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The charity trustees (who are also the directors of We Are Purposeful for the purposes of company law) are responsible for preparing the Trustees' Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing the financial statements, the trustees are required to:

- Select suitable accountancy policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are both prudent and reasonable;
- State whether applicable UK Accounting Standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the charitable company at any time and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charitable company and hence take all reasonable steps for the prevention and detection of fraud and any other irregularities.

This report has been prepared in accordance with the special provisions of Part 15 of Companies Act 2006.

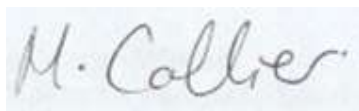
STATEMENT AS TO DISCLOSURE TO OUR AUDITORS

In so far as the trustees are aware at the time of approving our trustees' annual report:

- There is no relevant audit information of which the charitable company's Auditors are unaware
- The trustees have taken all steps that they ought to have taken to make them aware of any relevant audit information and to establish that the Auditors are aware of such information.

This report has 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 UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

This report was approved by the board of directors and trustees on 25/02/2022 and signed on its behalf by:



Ms Margaret Collier and Dr Rev Marie Barnett
Chairs of the Purposeful Board of Trustees

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF WE ARE PURPOSEFUL

Opinion

We have audited the financial statements of We are Purposeful (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 August 2021 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 August 2021 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's and parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine

whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 22, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP.

James Saunders (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

Devonshire House
60 Goswell Road
London
EC1M 7AD

Date: 2 March 2022

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED
31ST AUGUST 2021**

		2021			2020		
	Note	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
		£'000	£'000	£'000	£'000	£'000	£'000
Incoming resources							
Income and endowments from:							
Grants, Donations and legacies	3,13	-	1	1	-	365	365
Charitable activities	3,13	916	4,802	5,718	1,034	3,192	4,226
Total		916	4,803	5,719	1,034	3,557	4,591
Resources expended							
Expenditure on:							
Raising funds	4,13	-	-	-	-	1	1
Charitable activities	4,13	848	3,750	4,598	203	3,987	4,190
Total		848	3,750	4,598	203	3,988	4,191
Net (expenditure) / income		68	1,053	1,121	831	(431)	400
Other recognised Gains / (Losses)							
Exchange differences on translation		-	-	-	-	2	2
Net movement in funds		68	1,053	1,121	831	(429)	402
Reconciliation of funds:							
Total funds brought forward at 1 st September 2020	13	855	1,506	2,361	24	1,935	1,959
Total funds carried forward at 31 st August 2021	13	923	2,559	3,482	855	1,506	2,361

BALANCE SHEETS AS AT 31ST AUGUST 2021

		Consolidated Group		Parent	
	Note	2021	2020	2021	2020
		£'000	£'000	£'000	£'000
Fixed assets					
Intangible assets	9.1	22	6	22	6
Tangible assets	9.2	196	23	5	6
Total fixed assets		218	29	27	12
Current assets					
Debtors	10	46	459	24	420
Cash at bank and in hand		3,450	2,039	2,535	1,634
Total current assets		3,496	2,498	2,559	2,054
Current Liabilities					
Creditors and accruals	11	181	125	160	87
Net current assets		3,315	2,373	2,399	1,967
Total assets less current liabilities		3,533	2,402	2,426	1,979
Non-current Liabilities					
Provisions for liabilities	12	51	41	-	-
Total net assets or liabilities		3,482	2,361	2,426	1,979
Funds of the Charity					
Restricted income funds	13	2,559	1,506	1,974	1,125
Unrestricted funds	13	923	855	452	854
Total funds		3,482	2,361	2,426	1,979

The notes on p29 to p41 form a full part of these financial statements. The financial statements were approved and authorised for issue on the authority of the board and signed on its behalf by:



Ms Margaret Collier
Chair of the Purposeful Board of Trustees
25 February 2022

**CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31ST AUGUST
2021**

	2021	2020
	£'000	£'000
Cash Flows from Operating Activities		
Net Income	1,121	402
Depreciation and amortisation	25	9
Exchange differences on translation	-	(2)
Changes in Debtors and Prepayments	413	(267)
Changes in Creditors & Accruals	56	(8)
Changes in Provisions	10	40
Net Cash Flows from Operating Activities	1,625	174
Cash Flows from Investment Activities		
Purchase of Property Plant and Equipment	(214)	(5)
Net Cash Flows from Investment Activities	(214)	(5)
Net Increase in cash	1,411	169
Beginning Cash Balance	2,039	1,870
Ending Cash Balance	3,450	2,039

1. Charity Status

The Charity is limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office is:

Studio 3a Blue House Yard
5 River Park Road
Wood Green
London
N22 7TB

2. Accounting Policies

2.1 Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

2.2 Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) effective 1 January 2015 - (Charities SORP (FRS 102)). They also comply with the Companies Act 2006 and Charities Act 2011.

2.3 Basis of preparation

We Are Purposeful meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes. The financial statements are prepared in Sterling, which is the functional currency of the company. Monetary amounts are rounded to the nearest thousand pounds.

2.3.1 Basis of consolidation

We Are Purposeful has prepared consolidated accounts to include the parent charity and Sierra Leone based subsidiary, We Are Purposeful (SL) Ltd, a company limited by guarantee (company number SL301216PURPO01079) whose year end is also 31st August 2021. The UK board of trustees are the sole members of the subsidiary.

The UK board of trustees also have effective control over a subsidiary in US, Purposeful Productions Inc, a non-profit corporation registered in New Jersey (Business ID: 0450278599) with a 31 December year end. This subsidiary has not been consolidated because it is currently dormant.

2.4 Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity. The charity has sufficient funds for project delivery and has a commitment from funders to continue programming during the Covid-19 pandemic and beyond. Cash levels at the time of signing remain above \$1m, providing ample liquidity for Purposeful to meet its obligations to suppliers, partners, staff and girls globally, and we are predicting increased cash levels in the next 12 months as new donor relationships crystallise. The trustees have reviewed the charity's projections and forecasts for a period of at least 12 months from the date of approval of these financial statements and are satisfied that there is a reasonable expectation that the charity will continue in operational existence for the foreseeable future, Accordingly they continue to prepare the financial statements on a going concern basis.

2.5 Income and endowments

All 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.

Donations and legacies

Donations are recognised on a receipt basis unless a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds. In this case, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly

within the control of the charity and it is probable that these conditions will be fulfilled in the reporting period. Legacies are recognised when Purposeful is notified, there is probability of receipt and the amount is quantifiable.

Grants receivable

Grants are recognised when the charity has entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Gifts in kind

Gifts in kind are recognised in different ways depending on how they are used by the charity:

(i) Those donated for onward transmission to beneficiaries are included in the Statement of Financial Activities as incoming resources and resources expended when they are distributed. They are valued at the amount the charity would have had to pay to acquire them.

(ii) Those donated for use by the charity itself are included when receivable. They are valued at the amount the charity would have had to pay to acquire them.

Donated services and facilities

Donated services and facilities are valued at the amount the charity would have had to pay to acquire them.

2.6 Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs into that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of assets' use. Other support costs are allocated based on the spread of staff costs.

Raising funds

There are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grant expenditure

Grants payable are payments made to third parties in the furtherance of the charitable objectives. 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 Statement of Financial Activities once the recipient of the grant has provided the specific service or output.

Grants payable without performance conditions are recognised in the accounts when a commitment has been made and communicated to the recipient, and there are no conditions to be met relating to the grant which remain in the control of the charity.

Grant provisions

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

2.7 Support Costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas or per capita, staff costs by the time spent and other costs by their usage.#

2.8 Governance Costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustee's meetings and reimbursed expenses.

2.9 Taxation

The charity is considered to pass the test set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.10 Fixed Assets

Individual fixed assets costing £150 or more are initially recorded at cost.

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset Class	Depreciation / amortisation method and rate
Computer Equipment	3 years straight line
Intangible Software	3 years straight line
Vehicles	3 years straight line
Furniture and Fixtures	4 years straight line

2.11 Cash and cash equivalents

Cash and cash equivalents comprise of cash on hand and call deposits with original maturities of three months or less.

2.12 Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement to the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

2.13 Foreign Exchange

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

The results of overseas operations are translated at the average rates of exchange during the period and their balance sheets at the rates ruling at the balance sheet date. Exchange differences arising on translation of the opening net assets and results of overseas operations are reported in the Statement of Financial Activities and accumulated in the appropriate fund.

Other exchange differences are recognised in the Statement of Financial Activities in the period in which they arise, except for:

- 1) exchange differences on transactions entered into to hedge certain foreign currency risks (see above).
- 2) exchange differences arising on gains and losses on non-monetary items which are recognised in other comprehensive income.

2.14 Fund structure

Unrestricted funds are donations and other incoming resources receivable or generated from the objectives of the charity without further specific purpose and are available as general funds.

Restricted funds are to be used for the specific purpose as laid down by the donor. Expenditure which meets this criteria is charged to the fund, together with a fair allocation of management and support costs, where applicable.

2.15 Pensions and other post-retirement benefits

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay

further contributions even if the fund does not hold sufficient assets to pay all the employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

2.16 Financial Instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs) except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs) unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the Balance Sheet when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when:

- a) the contractual right to the cash flows from the financial asset expire or are settled
- b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or
- c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

2.17 Judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to the accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of revision and future periods if the revision affects the current and future periods.

The most significant estimates and assumptions which affect the carrying amounts of assets and liabilities in the financial statements relate to:

The useful economic lives of assets, which Purposeful have estimated to be 3 years. Most Purposeful assets relate to computer equipment and furniture and fixtures where historical experience has formed the basis of this judgement.

Preparation of the accounts on a going concern basis, which Purposeful trustees judge to be a fair assumption based on the intentions of Purposeful for the next 12 months and availability of funding.

NOTE 3 - ANALYSIS OF INCOME

	2021		2020	
	Unrestricted funds £'000	Restricted funds £'000	Total funds £'000	Prior year £'000
Donations and legacies:				
Donations and gifts	-	1	1	365
Grants including capital grants:				
Grants provided by government/other charities	916	4,802	5,718	4,226
Donated goods, facilities and services	-	-	-	-
Total	916	4,803	5,719	4,591

NOTE 4 - ANALYSIS OF EXPENDITURE

	2021		2020	
	Unrestricted funds £'000	Restricted funds £'000	Total funds £'000	Prior year £'000
Expenditure on raising funds				
Fundraising	-	-	-	1
Total expenditure on raising funds	-	-	-	1
Expenditure on charitable activities				
Grants Awarded	356	1,778	2,134	1,563
Capacity Building & Movement	98	464	562	611
Advocacy and Influencing	4	189	193	192
Global Projects	-	14	14	129
Staff Costs	211	1,029	1,240	1,187
Operating Costs	133	227	360	400
Governance	46	49	95	108
Total expenditure on charitable activities	848	3,750	4,598	4,190
TOTAL EXPENDITURE	848	3,750	4,598	4,191

NOTE 5 - AUDIT FEE

	2021 £'000	2020 £'000
Audit Fee – UK	15	15
Audit Fee – Overseas Subsidiary	3	3
Total Audit Fees	18	18

NOTE 6 – STAFF COSTS**6.1 – Staff Costs**

	2021	2020
	£'000	£'000
Salaries and wages	974	980
Consultants and Contractors	141	102
Social security costs	48	45
Pension costs (defined contribution scheme)	7	9
Other employee benefits	70	51
Total staff costs	1,240	1,187

Band	Number of employees	
	2021	2020
£60,000 to £69,999	1	-
£70,000 to £79,999	-	1
£80,000 to £89,999	-	-
£90,000 to £99,999	-	1
£100,000 to £109,999	-	-
£110,000 to £119,999	1	-
£120,000 to £129,999	1	-

The total pension costs made by Purposeful in respect of the individuals above was £2,632 (2020: £2,554).

The key management personnel of the charity comprises of the Co-Founders and Chief Operating Officer. The total remuneration and employee benefits, including salary, employer's National Insurance and employer's pension contributions of the key management personnel of the charity was £385,555 (2020: £307,811).

6.2 – Average headcount in the year

	2021	2020
Charitable Activities	27	32
Governance	3	3
Total	30	35

NOTE 7 – PENSION SCHEME

Purposeful operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £6,931 (2020 - £8,813)

NOTE 8 – GRANT EXPENDITURE BY REGION

	2021	2020
	£'000	£'000
Grants awarded	2,134	1,563

8 Analysis of grants paid (included in cost of charitable activities)

	2021	2020
	£'000	£'000
Sierra Leone Projects	1,320	981
Asia Pacific	165	133
Middle east and North Africa	118	146
Europe and Central Asia	163	131
Americas and the Caribbean	214	96
Sub Saharan Africa	154	76
Total	2,134	1,563

NOTE 9 – FIXED ASSETS**9.1 – Intangible assets for Group and Charity**

	Computer Software	Total
Cost or valuation	£'000	£'000
As at 1 st September 2020	14	14
Additions	23	23
As at 31 st August 2021	37	37
Depreciation and impairments		
As at 1st September 2020	8	8
Amortisation	7	7
As at 31st August 2021	15	15
Net book value		
As at 31 August 2020	6	6
As at 31 August 2021	22	22

9.2 – Tangible assets

	Land and Buildings (under construction)	Computer Equipment	Plant, machinery and motor vehicles	Fixtures and fittings	Total
Cost or valuation	£'000	£'000	£'000	£'000	£'000
As at 1 st September 2020		12	13	12	37
Additions	153	6	31	1	191
As at 31 st August 2021	153	18	44	13	228
Depreciation and impairments					
As at 1 st September 2020	-	4	6	5	15
Depreciation	-	8	5	4	17
As at 31 st August 2021	-	12	11	9	32
Net book value					
As at 31 st August 2020	-	8	7	7	22
As at 31 st August 2021	153	6	33	4	196

Tangible assets – Parent Only

	Computer Equipment	Plant, machinery and motor vehicles	Fixtures and fittings	Total
Cost or valuation	£'000	£'000	£'000	£'000
As at 1 st September 2020	10	-	1	11
Additions	2	-	-	2
As at 31 st August 2021	12	-	1	13
Depreciation and impairments				
As at 1 st September 2020	4	-	-	4
Depreciation	4	-	-	4
As at 31 st August 2021	8	-	-	8
Net book value				
As at 31 st August 2020	6	-	1	7
As at 31 st August 2021	4	-	1	5

NOTE 10 – DEBTORS AND PREPAYMENTS

	Consolidated Group		Parent Charity	
	2021	2020	2021	2020
	£'000	£'000	£'000	£'000
Accrued Income	-	406	-	406
Staff Working Cash Advances	12	19	-	-
Prepayments	34	34	24	14
Total	46	459	24	420

NOTE 11 – CREDITORS AND ACCRUALS

Amounts falling due within one year

	Consolidated Group		Parent Charity	
	2021	2020	2021	2020
	£'000	£'000	£'000	£'000
Trade creditors	136	62	128	56
Taxation and social security	30	48	16	16
Accruals and deferred income	15	15	16	15
Total	181	125	160	87

Included in other creditors this year is an amount of £1,275 relating to a pensions creditor (2020:£nil)

Amounts falling due after more than one year

	Consolidated Group		Parent Charity	
	2021	2020	2021	2020
	£'000	£'000	£'000	£'000
Accruals and deferred income	-	-	-	-
Total	-	-	-	-

NOTE 12 – PROVISIONS

	2021	2020
	£'000	£'000
Balance at 1st September	41	-
Provision during the year	26	41
Payments	(16)	-
Balance at 31st August	51	41

The provision relates to the end of service benefits made for staff within the group as at 31st August 2021 based on the Sierra Leone gazette.

NOTE 13 – FUNDS

	Balance at 1 September 2020	Incoming Resources	Resources Expended	Balance at 31 August 2021
	£'000	£'000	£'000	£'000
Unrestricted Funds	(855)	(916)	848	(923)
Restricted Funds				
Novo	(236)	(113)	334	(15)
Fund for Global Human Rights	(6)	(30)	25	(11)
FCDO	(340)	(2,044)	1,986	(398)
With and For Girls	(556)	(1,498)	661	(1,392)
Global Resilience Fund	(258)	(620)	682	(196)
Wellspring Philanthropic Foundation	(77)	-	13	(64)
Irish Aid	(12)	(227)	27	(212)
Survivors' Solidarity Fund	(21)	(1)	19	(3)
Red Rosa	-	(143)	(2)	(145)
ICONIQ	-	(34)	2	(32)
Fund for a Just Society (Eyala)	-	(92)	2	(90)
Total Restricted Funds	(1,506)	(4,802)	3,750	(2,559)
Total Funds	(2,361)	(5,719)	4,598	(3,482)
Parent Charity				
Unrestricted Funds	(855)	(916)	1,319	(452)
Restricted Funds				
Novo	(65)	(113)	90	(88)
Fund for Global Human Rights	(3)	(30)	30	(3)
FCDO	(165)	(2,044)	2,214	5
With and For Girls	(556)	(1,499)	696	(1,359)
Global Resilience Fund	(258)	(620)	682	(196)
Wellspring Philanthropic Foundation	(76)	-	13	(63)
Survivors' Solidarity Fund	(1)	(1)	(1)	(3)
Red Rosa	-	(143)	(2)	(145)
ICONIQ	-	(34)	2	(32)
Fund for a Just Society (Eyala)	-	(92)	2	(90)
Total Restricted Funds	(1,124)	(4,576)	3,726	(1,974)
Total Funds (Parent)	(1,979)	(5,492)	5,045	(2,426)

NOTE 13.1 – PRIOR YEAR CONSOLIDATED AND PARENT FUNDS

	Balance at 1 September 2019	Incoming Resources	Resources Expended	Balance at 31 August 2020
Unrestricted Funds	(24)	(1,034)	203	(855)
Restricted Funds				
Novo	(1,265)	-	1,030	(235)
Global Girl Academy	(146)	-	146	-
Fund for Global Human Rights	-	(22)	16	(6)
FCDO (previously DFID)	(120)	(1,699)	1,479	(340)
With and For Girls	(404)	(1,185)	1,033	(556)
Global Resilience Fund	-	(456)	198	(258)
Wellspring Philanthropic Foundation	-	(80)	3	(77)
Restricted Funds in Sierra Leone	-	(35)	22	(13)
Survivors' Solidarity Fund	-	(81)	60	(21)
Total Restricted Funds	(1,935)	(3,558)	3,987	(1,506)
Total Funds	(1,959)	(4,592)	4,190	(2,361)
Parent Charity				
Unrestricted Funds	(24)	(1,033)	203	(854)
Restricted Funds				
Novo	(1,167)	-	1,103	(65)
Global Girl Academy	(146)	-	146	-
Fund for Global Human Rights	-	(22)	18	(3)
FCDO (previously DFID)	(120)	(1,699)	1,654	(165)
With and For Girls	(404)	(1,185)	1,033	(556)
Global Resilience Fund	-	(456)	198	(258)
Wellspring Philanthropic Foundation	-	(80)	3	(77)
Survivors' Solidarity Fund	-	(46)	45	(1)
Total Restricted Funds	(1,837)	(3,488)	4,200	(1,125)
Total Funds	(1,861)	(4,521)	4,403	(1,979)

The specific purpose of the funds are as follows:

Unrestricted Fund / General Fund – reserves available for general operating costs

Novo – to support projects which promote advocacy for girls in Sierra Leone

Global Girl Academy – to support inter agency co-operation and act as a point of contact in Sierra Leone

Fund for Global Human Rights – to support our participatory grant making model, Tar Kura, in Sierra Leone

FCDO – to support our Safe Space+ programme in Sierra Leone

With and For Girls – to support our With and For Girls programme for girl led global advocates and activists.

Global Resilience Fund – to provide emergency funding to global grass roots activists through the Covid-19 pandemic

Wellspring Philanthropic Foundation – to support Purposeful organisational development and document learning

Irish Aid – to support publishing and communication of the Radical Inclusion education policy and anti FGM work with 4 partners across Sierra Leone

Survivors' Solidarity Fund – to support 4 local partners in Sierra Leone providing services to girls who have survived sexual abuse and rape

Red Rosa – to support resistance stories in East Africa
ICONIQ – to support our Safe Space+ programme in Sierra Leone
Fund for a Just Society – to fiscally sponsor the Eyala project, curating and amplifying African feminist stories

NOTE 14 – COMMITMENTS UNDER LEASES

Total future minimum lease payments under operating leases are given in the table below for each of the following periods:

	Consolidated Group		Parent Charity	
	2021 £'000	2020 £'000	2021 £'000	2020 £'000
Buildings				
No later than one year	-	3	-	3
Total	-	3	-	3

NOTE 16 – RELATED PARTY TRANSACTIONS

During the year, Purposeful made the following related party transactions:

Chernor Bah (Chief Executive Officer)

During the year, Purposeful paid Chernor Bah £130,781 (2020: £102,117) for partnership and advocacy services and reimbursed expenses totalling £nil (2020: £nil) for expenses incurred on behalf of Purposeful during the year. At the balance sheet date the amount due to / from Chernor Bah was £nil (2020: £Nil).

As agreed with the Board of Trustees, medical insurance payments were also made by Purposeful for Chernor Bah directly to Cigna Life totalling £14,087 (2020: £14,569)

Jody Myrum (Trustee)

Jody Myrum has been a Trustee of Purposeful since its incorporation as a registered charity. During part of the 20/21 financial year, Jody worked for the NoVo Foundation, a key funder of Purposeful, as Director - Initiative to Advance Adolescent Girls' Rights. In 2020/21, Purposeful received total grant income (including for With and For Girls) of £1,437,884 from the NoVo Foundation (2020: £1,212,461). Jody left the NoVo Foundation on 31st December 2020.

Rosa Bransky (Co-Chief Executive Officer and Co-Founder)

In April 2021, Purposeful received a \$200,000 grant from Red Rosa, a consultancy firm of which the Purposeful Co-Founder and Co-CEO is also the CEO. The grant provided funds to capture resistance stories and grant making in East Africa. Activities relating to the grant occurred during Rosa's maternity leave and are being managed by separate Purposeful staff. Purposeful reports to another employee of Red Rosa, as required by the grant agreement.

NOTE 17 – ANALYSIS OF NET ASSETS BY FUND

	Consolidated Group			Parent Charity		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds £'000	Funds £'000		Funds £'000	Funds £'000	
As at 31 August 2021						
Fixed Assets	165	53	218	4	8	12
Current Assets	778	2,718	3,496	862	1,191	2,503
Current Liabilities	(20)	(161)	(181)	(11)	(87)	(98)
Non Current Liabilities	-	(51)	(51)	-	-	-
Total Net Assets	923	2,559	3,482	855	1,112	1,967
As at 31 August 2020						
Fixed Assets	4	25	29	4	8	12
Current Assets	862	1,636	2,498	862	1,191	2,503
Current Liabilities	(11)	(114)	(125)	(11)	(87)	(98)
Non-Current Liabilities	-	(41)	(41)	-	-	-
Total Net Assets	855	1,506	2,361	855	1,112	1,967

NOTE 18 – SUBSIDIARY PERFORMANCE

The Board of We Are Purposeful has effective control over We Are Purposeful Sierra Leone, a Non-Governmental Organisation, limited by guarantee in Sierra Leone. Summary financial information for Purposeful Sierra Leone is as follows (detailed information is given in the full financial statements of We Are Purposeful Sierra Leone):

	2021 £'000	2020 £'000
<i>Statement of Income and Expenses</i>		
Income	2,902	2,049
Expenditure	(2,179)	(1,746)
Surplus / (Deficit)	<u>723</u>	<u>(303)</u>
<i>Balance Sheet as at 31 August 2019</i>		
Fixed Assets	192	39
Current Assets	937	440
Creditors: Amounts falling due within one year	(20)	(48)
Creditors: Amounts falling due after more than one year	(50)	(57)
	<u>1,059</u>	<u>374</u>

The Board of We Are Purposeful also has effective control over Purposeful Productions Inc, a Non-Profit Corporation registered in the State of New Jersey in the United States of America. Purposeful Productions Inc has 501(c)(3) status but is currently dormant.

We Are Purposeful

England & Wales - Charity number 1169844

Accounts

Company Registration Number: 10346701
Charity Registration Number: 1169844



We Are Purposeful
(Formally known as Purposeful Productions)
(a company limited by guarantee)

Annual Report and Financial Statements
for the Year ending 31 August 2020

We Are Purposeful

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Reference and Administrative Details

Company Registered Number 10346701
Charity Registered Number 1169844

The charity is incorporated in England and Wales.

Principle Offices:

Studio 3a Blue House Yard	2 Lewis Drive
5 River Park Road	Hill Station
Wood Green	Freetown
London	Sierra Leone
N22 7TB	
UK	

The charity is governed by the Board of Trustees. The trustees are responsible for overseeing the management of all the affairs of Purposeful and delegate day-to-day management of the charity to the Executive Leadership Team.

The Advisory Board in Sierra Leone provides an advisory role and continues to play a vital role in Purposeful's development and programming. The boards consist of:

UK Board of Trustees	Appointed	Sierra Leone Advisory Board
Mrs Margaret Collier (Chair)	25 August 2016	Asmaa James
Ms Jody Myrum	25 August 2016	Farouk Sessay
Ms Christina Cochrane Fuller	25 August 2016	Valnora Edwin
Rev. Dr. Marie Barnett	2 July 2019	Rev. Dr. Marie Barnett
Mrs Chloe Pope	20 April 2020	
Dr Ramatu Bangura	31 July 2020	

With and For Girls Strategic Advisory Board

Comic Relief	Wellspring Philanthropic Foundation
Empower	NoVo Foundation
FRIDA – The Young Feminist Fund	Plan International UK
MamaCash	Ford Foundation
The Global Fund for Children	The Global Fund for Women

Purposeful - Executive Leadership Team

Chernor Bah Co- founder / Chief Executive Officer
Rosa Bransky Co-Founder / Chief Strategy Officer
Sian Lord-Baptiste - Chief Operating Officer

Senior Leadership Team

Zanele Sibanda- Programme Director
Purity Kagwiria - Director of With and For Girls Collective
Annemarieke Murthi – Head of Finance

Safeguarding Team

Chernor Bah	Designated Safeguarding Lead
Aminata Kamara	Designated Safeguarding Person – Network / Karo Kura
Haja Umu Jalloh	Designated Safeguarding Person – Karo Kura
Haja Sowa	Designated Safeguarding Person – Karo Kura Girls Circles
Valnora Edwin	Designated Safeguarding Person – Advisory Board Sierra Leone
Jody Myrum	Designated Safeguarding Person – UK Trustee

Full biographies of the whole Purposeful team are available on the website

www.wearepurposeful.org

Professional Advisors

The following organisations provide professional advice and services to Purposeful:

Banks

NatWest Commercial & Private Banking
Ground Floor
Gredley House
1-11 Broadway,
Stratford,
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We Are Purposeful Annual Report and Financial Statements for the Year Ending 31 August 2020

STRUCTURE, GOVERNANCE AND LEADERSHIP

Purposeful is a charitable company limited by guarantee, incorporated under the name of Purposeful Productions on the 28th August 2016, and registered as a charity with the UK Charity Commission. On 9th March 2021 the name was changed to We Are Purposeful to better align to the values, ethos and activities of the charity. The charity's articles of association provide that its trustees are the only members of the charity.

Its principal office is Studio 3a, Blue House Yard, 5 River Park Road, Wood Green, London N22 7TB, with a country office located at 2 Lewis Drive, Hill Station, Freetown, Sierra Leone.

The charity is governed by the Board of Trustees. The trustees are responsible for overseeing the management of all the affairs of Purposeful and delegate day-to-day management of the charity to the Executive Leadership Team.

WHO WE ARE – OUR VALUES AND MISSION

Purposeful is an Africa-rooted global hub for girls' activism. For millennia girls have played a critical role in struggles for freedom and liberation. From Africa's anti-colonial movements to the Arab spring to climate justice organising and everything in between - their resistance has always sparked and sustained transformational change. And yet, too often girls are separated from resources and shut out from decision-making spaces, their power deliberately obscured and hidden from view.

Centering the political power of young feminists across the world, we work so that girls and their allies have access to the resources, networks and platforms they need to power their activism and remake the world.

Our vision:

Girls are living in safety, dignity and freedom, and the world is transformed.

Our Values:

A set of core beliefs and values guide all that we do at Purposeful, from the decisions we make to our organisational policies and practices, and most importantly, how we show up in this work as girls' allies and advocates, holding ground so that girls can step into their power.

Taking bold action

Many ways of knowing

Centering lived expertise

Deep embodiment

Cultivating radical imagination

Joy as resistance

Power in diversity

Rooted in sisterhood

What We Do:

Centering the political power of girl activists, we enter all of our work through a power-building lens - redistributing power assets, building collective power, organising power holders and transforming power structures.

LETTER FROM THE CHAIR

In so many ways this has been an unprecedented year - and in so many ways the Purposeful team has stepped up and responded for girls and the movements we love and support. We have responded with a speed and scale that is quite frankly unprecedented - launching a multichannel media brand airing daily on radios across Sierra Leone and reaching an estimated 100,000 girls and hundreds of thousands of community members; we have fundraised close to a million dollars, including from a range of new donors; we have launched a new global fund operating in 5 languages; launched 2 new Sierra Leone specific funds, including the countries first fund mobilisation platform #BySaloneForSalone; we've constituted two advisory committees with young activists from across the world; set up a mechanism to connect with 800 mentors and 15,000+ girls across Sierra Leone, through mobile phones acquired and distributed in the first 10 days of the crisis, so that we can support girls to stay connected during the lock-down.

And we've done this all working from home, while caring for babies and toddlers and teenagers and aging relatives. We've worked through personal crisis, loss, fear and deep uncertainty. We've held each other with grace and care and forgiveness. And we've laughed. And we've made music. And we've even danced.

Through challenging and exhilarating times, Purposeful has worked hard to hold onto the core of who we are and what we believe, holding the line on our feminist values, our commitments to reaching the girls others shut out or ignore, and holding on to our deep belief that if we can model what a feminist future can look like in the Purposeful family, our dreams of freedom and liberation will be a little closer in reach. During this challenging year, Purposeful has prioritised time and space for self care and wellbeing, with team radical reading, exploring inspirational and revolutionary quotes and text to motivate, inspire and collectively reflect. We have a full time specialist to provide in house mental health and psychological support to the team holding healing space for us collectively and individually; we've fundraised resources to provide coaching support for team members across the organisation; and we've prepared for our summer shut down, a moment for some much deserved #radicalrest

Never have we more deservedly declared, WeArePurposeful.



Maggie Collier
Chair, We Are Purposeful Board of Trustees

PURPOSEFUL TRUSTEES' REPORT

HIGHLIGHTS – SEPTEMBER 2019 – AUGUST 2020

Year in Numbers:

- 142 Global Resilience Grantees
- 150 Salone Adolescent Girls Network Partners
- 25 With and For Girls Grantees
- 21 Karo Kura Grantees
- 9 Tar Kura young activist Grantees
- 5 Catalyst Grantees providing critical direct services to girls
- 6 Girls Circle Partners together supporting 15,000 girls and 600 Mentors across 6 districts in Sierra Leone
- 4 Survivors Solidarity Fund partners, 100's of financial supporters
- 75 countries
- 4 Alternative Rites of Passage Partners (FGM) reimagining the bondo with hundreds of girls
- 22 episodes of Karo Kura reaching approximately 100,000 girls and community members across Sierra Leone
- 20 new funder partners
- 24 new team members
- £4.5m mobilised over 12 months

Countries where we've funded:

Algeria, Angola, Armenia, Bangladesh, Belarus, Benin, Bhutan, Bosnia and Herzegovina, Brazil, Bulgaria, China, Colombia, Costa Rica, Cote D'Ivoire, Croatia, DRC, Ecuador, Egypt, El Salvador, Federated States of Micronesia, France, Georgia, Ghana, Guatemala, India, Indonesia, Jordan, Kazakhstan, Kenya, Lebanon, Libya, Malawi, Malaysia, México, Morocco, Namibia, Nepal, Netherlands, Nicaragua, Nigeria, Pakistan, Palestine, Papua New Guinea, Peru, Philippines, Puerto Rico, Romania, Samoa, São Tomé e Príncipe, Senegal, Serbia, Sierra Leone, Somalia, South Africa, South Sudan, Sri Lanka, St Lucia, Tanzania, Thailand, Togo, Tunisia, Turkey, Uganda, Ukraine, United States, Uzbekistan, Venezuela, Vietnam and Zimbabwe.

Programmatic issues Purposeful has supported:

LGBTIQAI+ rights, Gender-Based Violence, Sexual Reproductive Health and Rights, Economic empowerment, Disability rights, Arts and Creativity, Mobilisation/ Strengthening Movements, Climate and Environmental rights and justice, Early and Forced Marriage, Female Genital Mutilation, Gender Equality policies and legal Systems, Access to education, Leadership, Migration and displacement, Racial justice, Indigenous rights, Abortion Assistance / Rights, Mental Health, Strengthening movements. Leadership Training, Safe spaces, Livelihoods, Life Skills, Counselling and Psychosocial support, Racial Justice, Refugee Rights, Sports, WASH, Land rights, Trafficking and Modern Day Slavery, Peace and Conflict, Covid 19 Emergency Response.

Key Initiatives September 2019 - August 2020:

Redistributing Power Assets:

- Global Resilience Fund for Girls and Young Women
- *With and For Girls Awards 2020*
- Tar Kura Youth Fund
- Karo Kura Resilience Fund
- Girls Collectives
- Catalyst Grants

Building Collective Power:

- Girls Circles - feminist safe spaces for 15,000 girls
- Karo Kura Konnections Mass Media

Organising power holders:

- Survivors Solidarity Fund
- With and For Girls Week
- The Sierra Leone Adolescent Girls Network

Transforming Power Structures:

- Alternative Rites of Passage
- Radical Inclusion Policy
- Black Tuesday Movement
- Bondo Without Blood

SUPPORTING GIRLS THROUGH A GLOBAL HEALTH CRISIS

COVID-19, like any other crisis, is exposing and exacerbating all of the existing systemic inequality and violence that positions girls as particularly vulnerable – especially girls who face multiple forms of oppression. Public health, the economy and girls' safety and bodily autonomy are inextricably linked. All over the world — across countries and context — girls play the role of primary caregivers for so many in the community. In a health crisis, this care-giving burden increases dramatically. In the absence of functioning health and social care services in so many places, girls become frontline health responders. Girls also face huge cultural pressures to provide for their families, even though they are the most likely to be distanced from assets like money, goods, services, transportation and so on. Closing of schools and other learning settings not only limit girls' access to education, but further isolate them from communities of other girls. When girls and young women are removed from their peers, we know rates of violence, teenage pregnancy and forced marriage soar.

But this is only part of the story. While we know girls face extreme vulnerabilities, we also know that they are immensely powerful. Across the world, local communities are organising and collectivising at an unprecedented scale. Never has there been a truer example of citizen organising power, and of the deep transnational bonds that connect us all as humans. Whether they know it or not, these communities are using the very organising tools that girl activists and their feminist allies have been using for decades in their struggles for justice. Indeed, it has never been more important to learn from the leadership of the girls and young women who live through lock-downs, political uncertainty and economic instability every day.

Our Covid Response, globally and in Sierra Leone, has responded to the specific needs, potentials and possibilities of and for girl led change, including:

- > Access to flexible rapid response resources
- > Space to hold and define the terms of giving through participatory process
- > Spaces of solidarity and social connection in the context of deep isolation
- > Targeted and ongoing access to credible information regarding the pandemic and beyond
- > Inspiration, role models, music, art and joy at scale

THE GLOBAL RESILIENCE FUND

The Global Resilience Fund for Girls and Young Women was conceived in April 2020 and officially launched on May 28th. The Fund is a collective effort in response to the Covid-19 crisis. It has so far brought together 24 partners and, by the close of the final funding round in Autumn 2020, expects to have leveraged close to \$1 Million for young feminist activists across the world. The Fund expects to make approximately 160 rapid and fully flexible grants with a ceiling of \$5,000 to girls collectives and organisations led by girls or young women under 30 years and whose income is below \$50,000 a year. The fund is operating in 5 languages and to date we have received 900 applications.

The fund utilises a participatory decision making process, with an advisory panel of activists from 32 countries scoring proposals, debating the distribution of resources and ultimately deciding who should be a recipient of funding. Across 3 cycles, the fund will distribute grants of up to \$5,000 to approximately 120-150 grass-roots groups led by young people.

Aligned to the Global Resilience Fund, the KK Resilience Fund takes extra steps to lower barriers for girls and young women to access funds in Sierra Leone. In June Purposeful published flyers and radio ads inviting girl-led and young-women led groups to apply for small grants. Girls submitted applications by email, phone, online, and through WhatsApp. Over 300 applications were received and reviewed by a girl-only panel. Panelists recommended 12 groups to receive funds. We look forward to sharing our reflection on the process and telling the inspiring story of the groups and celebrating the panelists.

Direct from grantees:

- ★ “With such invaluable support, we are able to co-shape the feminist realities/ world/agenda that we imagine.”
- ★ “As there are very few grants that support initiatives like us, this grant was crucial to continue working.”
- ★ “This does not only prove to us as young girls strong and wise, but this will also open many doors in achieving our aims and goals as a newly formed organization.”
- ★ “We owe the whole team for supporting our community in a transphobic society. This is really invaluable to get your support for making our community stronger and cope with inequality and discrimination.”

Virtual Safe Spaces and Mass Media in Sierra Leone

At the programmatic level, all of our work aims to **connect girls with each other**, with **critical assets** (including information) and with **community level mentors**, in order that they can **learn - together, support each other** and **imagine alternative futures** for themselves and their communities. We do this through the provision of evidence based safe-spaces - run by grass-roots partners and young women mentors, underpinned by best in class curriculum designed specifically for marginalised girls in Sierra Leone.

As the COVID-19 pandemic unfolded in Sierra Leone and social distancing measures were inevitably put into place, the potential for girls to be together with mentors will greatly diminish. Drawing on extensive experience developing communications for social change initiatives - in and beyond emergencies - **we created a virtual safe space for adolescent girls** through a mixture of factual and fictional radio/audio content that was pushed to mentors via mobile phones to be consumed by small groups of girls still meeting in safe-space groupings, and via radio for mass girls' consumption.

The Talkshow presenters set up a weekly theme and encourage discussion and reflection about issues raised in the drama, support girls to 'come together' around particular discussion topics, and provide a platform for girls voices and views and can provide key information about laws, rights and services for girls - as well as messaging directly related to the COVID-19 virus.

The Drama engages the audience emotionally and models new norms and behaviors without putting potential audiences off by 'preaching'. They are an ideal medium to showcase role models – or put a spotlight on negative behaviour. As such, they can help girls develop aspirations that go beyond the models of womanhood they see around them, and they can provide role models for gender-sensitive masculinity and parenting.

Weekly one-page discussion guides are sent to mentors who are able to bring together small groups of girls to support them to build trust amongst the group, and go deeper on core-topics, in preparation for full programme delivery once the crisis is over.

The team managed to develop and deliver the weekly show to air in just 8 weeks with the show broadcast on 32 stations across the country over 70 times a week. In addition the radio show and discussion guides for mentors are sent directly to their mobile phones along with additional resources including Covid 19 - Posters, PSA's and animations.

In a short space of time the radio content has had a huge impact on cultural conversations in Sierra Leone, with FCDO agreeing to fund the initiative beyond the emergency for a full 2 year term.

AN OVERVIEW OF OUR CORE PROJECTS THIS YEAR

- ★ **With and For Girls Awards** : In March 2020, With and For Girls celebrated an inspirational and powerful week across London which culminated in the With and For Girls 2019 Awards Ceremony as part of the Women of the World Festival (WOW)

London at the Southbank Centre. 55 extraordinary activists from 23 countries speaking 5 official languages (English, Spanish, Arabic, Russian and Nepali), took part in a series of conversations and convergences discussing what it looks like to organise, collectivise, produce knowledge, learn and lead in communities that are intersectional and intergenerational to collectively imagining a Feminist Future with Girls at the centre. 25 girl-led and girl-centred organisations chosen by girl panellists from 5 global regions received awards in recognition for their work at the Ceremony. This included a new 'Emerging Award' which allowed 5 smaller organisations to receive funding.

A full list of the With and For Girls 2019 Award Winners and their profiles can be found on our website www.wearepurposeful.org

Unfortunately the WFG collaboration and visibility grants had to be paused due to the Covid-19 pandemic.

- ★ **Karo Kura (New Moon):** Purposeful is supporting a movement of grassroots, girl-centred organisations, deeply rooted in community, led by girls and women who are usually not eligible for international funding. We support a range of organisations and activities for those seeking to scale their work with girls, to emergency action grants to support rapid response with and for girls during political, environmental and man-made crises. Purposeful awarded a total of \$466,101 in grants to 24 organizations. In this second year of funding the partners will reach 1,970 girls through a variety of programs and approaches. This year Purposeful has proved support for reallocation of funds in response to the impact of COVID-19 on girls as well as re-allocation of funds for the purchase of sanitation kits.

- ★ **Tar Kura (New Fire)** In partnership with the Fund for Global Human Rights (FGHR), 10 youth led organisations, were selected by youth panelists aged between 15-19, to receive grants. Unfortunately organisations had to halt their programs due to COVID-19. Some of the partners elected to re-allocate their funds to respond to COVID-19, while others have paused their activities until the pandemic is over. FGHR provided top-up grants of USD\$1,000 to each of the ten youth-led organisations and invited Purposeful to submit a proposal for a second round of funding. Purposeful are also working on documentation of this work so that we can start telling the story of Tar Kura, Sierra Leone's first participatory fund.

- ★ **Girl Collectives Fund:** Purposeful is poised to fund 10 informal girl collectives, thanks to the creativity, patience and persistence of the team. They lowered barriers to funding, by using networks to identify groups, engage girls through phone and text for the application process, and worked at a pace that gave each group the space to work collaboratively on their priorities. We are excited to tell the story of how we are lowering barriers to resource informal girl collectives.

- ★ **Catalyst Grants:** This year Purposeful entered partnerships with five new grantee's partners to start, focus, or strengthen a particular area of girls programming that may otherwise be overlooked. They provide a special opportunity to increase attention to an identified program of support, document program models and approaches, or advance focus in a particular program area. This year's cohort included Aberdeen Women Centre, Peagie Woobay Scholarship Fund, Network for Advocacy Empowerment, Widow and Adolescent Girls Welfare and Development, Rainbo Initiative and GIRLS+.

- ★ **Survivors Solidarity Fund:** Launched in response to the killing of a five-year old girl who had been sexually assaulted, the Survivors Solidarity Fund is co-chaired by Isha

Sesay and Idris Elba. In just three months the fund raised \$112,306 from individuals, businesses and institutions. In August Purposeful hosted an event to publicly present funding to the four organisations selected. **Rainbo Initiative, Aberdeen Women's Center, Legal Access through Women Yearning for Equality Rights and Social Justice (L.A.W.Y.E.R.S), and SMART Women's Initiative,** are using funds to coordinate their services for a more survivor centered holistic response.

- ★ **Salone Adolescent Girls Network:** The Sierra Leone Adolescent Girls Network is a loose coalition of partners that came together to share and support each other when Ebola hit in 2014. Supported and funded by Purposeful, the Network has continued to grow to a coalition of over 150 members including UN-agencies, INGOs, NGOs and CBOs.

The network continues to share resources and evidence-based best practices, coordinate a range of campaigns and catalysed collective voice with and for girls. The Network successfully formed 4 district chapters in Koinadugu, Kambia, Kono and Moyamba which now consist of a total of 62 members.

- ★ **Reaching Girls at Scale:** Purposeful has begun delivery of Karo Kura Girls Circle a Safe Space+ programme which will ultimately reach over 15,000 girls in 6 districts of Sierra Leone. Supported by the UK Foreign and Commonwealth Development Office (FCDO, previously DFID) and in partnership with six national organisations with deep roots in the community, Karo-Kura Girls Circle has recruited girls and mentors, and in March completed the FCDO annual review to assess progress against milestones, which released the funding for the implementation phase of the programme.

“ Purposeful has proven to be a committed and hard-working delivery partner, dedicated to empowering girls through evidence-based and gender transformative approaches. They have invested significant time and resources in strengthening their internal systems, and those of their downstream partners and ensuring they have the right partners in place to support effective delivery.”

- ★ **Alternative Rites of Passage:** Funded by Canada Fund for Local Initiatives (CFLI). This small grant funded a six month initiative on an alternative rite of passage for girls in Sierra Leone. Developed in partnership with two local organisations, the Amazonian Initiative Movement for the Port Loko and Tonkolilli districts and Girlz Empowered for the Western Area Rural district. The results achieved included:
 - 70 adolescent girls who went through the alternate rite of passage. They are now members of the Bondo Society, but did not have to suffer the harmful effects of FGM
 - 40 soweis have put down their knives and will no longer use cutting in the rite of passage
 - 180 stakeholders increased their understanding of the negative impacts of FGM and shown support for the alternate rite of passage by supporting their daughters to go through the alternate rites
 - 391 young people, most of them girls, have increased their skills as spokespersons. They are speaking out on the harmful effects of FGM and educating other youth and adults in their communities
 - 50 leaders trained as advocates, therefore expanding the number of leaders speaking out and advocating for the end of FGM and use of alternate rites of passage.

Purposeful launched 'A Bloodless Rite', a documentary on the power of the alternate rite of passage during international day of the girl, which will be used to stimulate further dialogue and discussion on FGM in Sierra Leone and fundraise to expand this work.

- ★ **Radical Inclusion Policy:** Purposeful and partners have been advocating for many years against the Sierra Leonean Government's draconian ban on pregnant girls school attendance. After winning the court case at the ECOWAS regional human rights court and the lifting of the Pregnant Girls Ban from school, this opened up an opportunity for influencing the policy. The government invited Purposeful to lead a committee that would draft the policy. The draft policy promotes and supports the Constitutional Rights of all children to education, with a particular focus on previously marginalised groups. Currently in circulation for comment, the Radical Inclusion policy seeks to ensure equitable access, retention and inclusion in every region.

- ★ **Amplifying girls voices across decision making spaces:** This year we have appeared in local, national and international news outlets - including BBC Women's Hour, Apple Podcast, Euronews, Hollywood Reporter and Forbes.

Purposeful has supported, co-organised and facilitated girls participation in the following events:

Women of the World Festival - March 2020

- **F*ck Forgiveness** - Zan, from S.O.U.L. Sisters Leadership Collective in the US on a panel discussing the expectation of black women's forgiveness.
- **WOW Big ideas** - Nada from Nada Foundation, Yemen, introduced her Big Idea in the Royal Festival Hall to end child marriage in Yemen.
- **Desi: Out and Proud** - Urooj, from Forum for Dignity Initiatives, Pakistan spoke about being Desi: Out and Proud.
- **Travelling With Tits** - Sajana from Girls Empowered by Travel, Nepal talked about the importance of travel opportunities for Nepali girls.
- **WFG@Women of the World Global 24hr Festival – June 2020**

Purposeful also coordinated the inclusion of 28 girls in the Women of the World (WOW) 24 hour Global Festival, watched by thousands of people attending the festival online across the globe, in the current context of COVID-19 worldwide. Free 24 hour online WOW Festival uniting women and girls across the world. With the overarching theme of "Women and Girls in a Time of Crisis", WOW Global 24 Festival analysed the issues, explored solutions, and spotlighted what is already being done, hearing from women, girls and people of all genders who are working towards a better, post Covid-19 world. Girls got involved by filming and submitting a video, one of which featured after every presentation. Girls spoke about where they are from, what is important to them, how girls' leadership is vital in their local community and the work they are doing.

- **Elevate Children Funders Groups AGM** - We supported Elevate to co-organise two sessions for the AGM. One on youth-led philanthropy which will feature the voices of girls from WFG Winner: Young Women's Freedom Centre and another session with LSTHM on the intersections of VAC and VAW
- **The Patriarchy is toxic for people and planet** - We co-hosted an event with FRIDA, Comic Relief and Global GreenGrants to highlight the work young feminists and girls are doing on intersecting climate justice and girls rights on the 5th November in London
- **Pathways to Power** - We were asked to lead 'weaving conversations' on getting funding to small, nascent and youth led groups in a dialogue that followed the #ShiftthePower symposium. Chernor also spoke at the event
- **FICS** - We presented the unique issues of girls human rights defenders at the Funders' Initiative for Civil Society (FICS) strategic meeting in London on Wednesday 4th - Thursday 5th December 2019 to explore the future of

civic space

- **Alliance Magazine** - We were 1 of 4 speakers invited to speak at a Breakfast Club on Feminist Philanthropy to launch a special issue of Alliance. Held 12th December 2019, in London.
- **Youth-led/Community based philanthropy meeting** - We virtually presented at this convening hosted by Elevate Children Funders Group and Wellspring Philanthropic Fund on the key lessons learnt from the WFG approach to participatory grantmaking. Held 23rd January 2020, NYC.
- **Curation with a conscience** - We were one of the speakers at this event targeted at HNW, private wealth advisors and private banks. The session was on “How to Fund like a Feminist”

★ **International day of the Girl:** In October 2019, the Salone Adolescent Girls Network, in partnership with the Ministry of Social Welfare and Gender, commemorated the International Day of the Girl by bringing together 400 girls to take over the chamber of parliament in Sierra Leone. The girls' parliamentary session deliberated on moving from “From Law to Implementation of the Sexual Offences Act 2019”, through debate, drama, poetry, and dance. Commemoration events of the International Day of the Girl were also held in other districts, Kambia, Moyamba and Kabala.

LOOKING FORWARD – WFG STRATEGIC PLANNING

Under the leadership of new Fund Director, WFG started a strategic planning process in February 2020 to fully integrate within Purposeful and discover, then establish the most effective and impactful delivery mechanism for the girls and allies we fund. This process covers the following three phases and is due to conclude by the end of April 2021:

Phase 1: Grounding. Going back to basics to critically assess the design process, this involved candid conversations on why we needed a new strategic plan, speaking with staff and partners to reflect on the history and to dream about the future of WFG. We acknowledged the journey so far with this fund and considered how it was meeting our dreams, or where it needed revising to truly lift up girls enabling them to step into their power.

Phase 2: Understanding the ecosystem. This phase involved questioning what is the ecosystem of funding girls, what it's like to be a girl led group or girl centered group seeking funding and what is the cost of that. WFG desires to bring girls along in the spaces that have been closed to them and the way to do that is to question the existing ecosystem and seek to do right by girls. We have also spent time analysing the data we've collected as well as listening to girls in order for us to truly include their views in re-designing this fund to truly reflect the girls it seeks to serve.

As a result, we have constituted a Creative Design Team made up of girls and young women aged 14-30 years old to provide critical voices of girls and young women within the process.

Phase 3: Synthesis and generation of any shifts to key priorities / pillars / strategies, scenarios of governance & structure

This phase involves more difficult questions and conversations as we seek to shift the fund to truly reflect feminist politics in its grantmaking, and truly align with Purposeful's strategic plan.

THE PURPOSEFUL TEAM

Purposeful continues to build an extraordinary team of leaders, activists and advocates with a diverse range of experience, knowledge and technical expertise. This year we have grown from a team of 25 to 49 staff in Sierra Leone and the UK. This has been supported by a number of freelance consultants who have brought their external expertise to developing our MEL, strategic plans and media products.

Purposeful strengthened its senior leadership team to support the expansion of the team and programmes and welcomed a new Head of Operations in Sierra Leone, Head of Finance in the UK, Director of With and For Girls and Senior Insights and Learning Manager.

As a proudly feminist organisation with a deep commitment to embodying our values in all that we do, we have invested heavily in visioning and values alignment and a comprehensive onboarding process for all new staff. In 2020 due to the pandemic we have not been able to come together face to face but have invested in additional activities that regularly bring the team together including weekly Radical Reading, a political feminist education session that provides space for the team as a whole to consider a reading and weave it into their practice and also group wellness to connect and support the team through the additional stress and anxiety caused by the pandemic as well as manage the emotional impact of the work. In the height of the pandemic the leadership team also met three times a week to review and revise operational and delivery plans during the emergency response and staff supervision and team meetings were increased to ensure consistent communication and delivery.

A new Trustee Chloe Pope joined the board in April 2020 with specific experience in financial management and Dr Ramatu Bangura was approved as a new board member in July and will join the Purposeful board of Trustees in November 2020. She brings wealth of knowledge in advocacy, philanthropic funding and girls programming and will be an additional asset to the already dynamic board of Trustees.

INTERNAL POLICIES AND COMPLIANCE

Policy Development:

In depth work took place last year to update and revise Purposeful's internal policies and processes to support the expansion of the organisation and projects. There were a number of minor updates that were outstanding that have now been completed including the Safeguarding, Procurement, Bribery and Anti Corruption, Value for Money Policy and the development of the organisation's Internal Controls.

In response to Covid -19, Purposeful revised its working practices and introduced proactive measures to ensure the welfare of our team and mitigate against any additional risks. These are and continue to be monitored by the senior leadership team and regularly revised as required.

Legal:

Work is taking place with Purposeful legal teams in the UK and Sierra Leone to review and strengthen the legal agreements and governing documents between the two entities. Final amendments and recommendations are currently being finalised and will be shared with the

board on completion.

Purposeful has now registered in the US and now has 501(c)(3) charitable status. Further work to establish a fully functioning entity in the US is taking place, including opening a bank account and building up infrastructure to allow the organisation to employ staff and receive funding. This process should be completed in the next financial year.

Safeguarding:

Purposeful's safeguarding policy was revised last year and amendments to the policy were adopted by the Purposeful Board of Trustees in July 2020. The main purpose of this policy revision was to ensure a robust policy to support the expansion of our team and programmatic activity in Sierra Leone and globally.

Purposeful's Safeguarding Policy is a statement of intent that outlines our commitment to safeguard adolescent girls, children, young people and vulnerable adults who may come into contact with our organisation. Purposeful staff, volunteers and others working on behalf of our organisation are obliged to create and maintain environments that prevents sexual exploitation and abuse and child abuse and promotes the implementation of this policy, which the policy provides a framework of principles, standards and guidelines for both individual and organisational practice.

Purposeful is committed to ensuring that staff, volunteers and others working on behalf of our organisation receive training, understand and prioritise the safety and welfare of adolescent girls, children, young people, vulnerable adults and the wider community at all times.

Purposeful continues to work with Global Fund for Children's (GFC) safeguarding team to further strengthen the organisation's safeguarding policy and processes. All staff, freelancers, partners and Trustees have received training on the updated processes and policies. GFC will also act as an advisory partner and carry out an annual audit on our policies and processes. The following safeguarding training has taken place this year:

Trustee and Senior Leadership Team - Safeguarding Training - 25th November 2019
Purposeful Safeguarding Team - Advanced Safeguarding Training - 4th December 2019
Purposeful All Staff Safeguarding Training - 12th December 2019
With and For Girls Awards - Safeguarding Training - WFG -27th February 2020
Purposeful All Staff - Safeguarding Refresher Training - 27th July 2020

In addition all our implementing partners in Sierra Leone received safeguarding training in August 2020.

Annual Risk Statement

Purposeful considers good risk management to be a vital part of its operational requirements. Purposeful recognises that risk is an everyday part of charitable activity and managing it effectively is essential to achieve our key objectives and meet our obligation to use the funding we receive responsibly and in an efficient and effective manner, despite the challenges faced. Purposeful's revised risk management policy was approved by the Board of Trustees on the 21st May 2019.

Risk management is an ongoing concern and risk registers are reviewed and updated monthly

by the leadership team. Risk management updates are included in the organisations quarterly review and presented to the Board of Trustees at every board meeting. Purposeful's risk appetite is a key factor in setting our reserves policy.

Overall our risks fall into external, delivery, safeguarding, fiduciary, reputational and operational risks.

Coronavirus Risk Mitigation

Currently the greatest source of external risk is the ongoing presence of COVID-19, which impacts various aspects of our work.

In response to Covid 19, Purposeful developed a responsive strategy to ensure the retention of staff and delivery of programming for girls as outlined in this report. The leadership team meets weekly to review and revise plans according to the developing situation, which includes programming, budgets and operational constraints.

Safeguarding Risks are ever present given our focus on vulnerable adolescent girls. A range of mitigation strategies have been put in place as outlined in the safeguarding section above.

Most recently our fiduciary risks increased due to the funding cuts from DFID. During the pandemic this remains a risk due to the uncertainty of the current financial climate.

Overall our risk levels are moderate to major, with impacts also falling in moderate to major. Risks and their impacts are higher for fiduciary risks (e.g. risk of fraud in a cash economy) and safeguarding. For each risk we have identified mitigating actions, which are integrated into our ongoing engagement with partners.

Full details of Purposeful's approach to Risk management is included in our Risk Management Policy which is available to all members of staff, freelancers, partners, donors, volunteers and Trustees.

Public Benefit

The Trustees confirm that they have complied with the requirements of section 4 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission of England and Wales.

Remuneration of the Executive Leadership Team

The Trustees signed initial remuneration for the Executive Leadership team at the beginning of Purposeful for the duration of the initial three-year Novo grant. Remuneration levels were reviewed in April 2020, with the board agreeing an initial 10% increase and asking a sub-committee to conduct a more thorough benchmarking exercise to critically assess market rates and recommend new remuneration levels to the wider board for adoption. Following this process, the CEO and Co-Founders' remuneration was revised on 1st January 2021 again to bring it in line with market conditions. These new rates will form part of the 2020-21 financial statements and disclosures.

Reserves Policy

The majority of the funding received is restricted to specific programmes under Purposeful,

namely With and For Girls, or the FCDO funded SAGE programme that we refer to as Karo Kura Girls' Circles. These include both direct and indirect cost allocation.

Purposeful ensures that all key operational activities are covered and are within the terms of the grants provided before allocating surplus funds as grants to grassroots organisations. Due to the organisation's current growth phase, the increased uncertainty on the fundraising landscape due to the economic fallout of the Covid-19 pandemic, and the ambition to continue innovating and strategically responding to crises as they deepen and disproportionately affect girls, Purposeful seeks to hold unrestricted reserves of £1m. We will seek to add to our current unrestricted reserves over the next 2 years to gradually bring them to this level using the existing Novo operating grant whilst maintaining a focus on fundraising unrestricted grants.

Going Concern

The effects of the Covid-19 pandemic continue to be felt globally. As part of Purposeful's commitment to flexible working under feminist principles, systems and processes for remote working already existed prior to the pandemic, and as such, there has not been a material impact to Purposeful's ability to continue working in the UK and internationally. Our multi-year unrestricted funding grants remain in place, and cash reserves are being kept at over £1m to ensure sufficient liquidity. Purposeful has been successful at galvanising a collective response to girl-led groups globally throughout the pandemic to help respond to the changing needs of girls globally in this pandemic, allowing us to continue our organisational growth trajectory.

FINANCIAL REVIEW

In our fourth year of operating, Purposeful has seen a dramatic increase in activity as we had a full year of programming for both the FCDO Girls' Circles Safe Space+ programme and the With and For Girls programme. Towards the end of the year, we were also proud to mobilise a rapid grant making model in response to the challenges that girl groups face globally due to the Covid-19 pandemic.

Accordingly, total income is at a record level this year of £4.6m (increasing by 137%) with an increase in public donations received in respect of the Survivors Solidarity Fund (and to a lesser extent, the Global Resilience Fund). Critically, a new unrestricted grant agreement was signed with the Novo Foundation for \$6m over 4 years, which combined with the FCDO and WFG collective funding has driven the increase in charitable activities income.

Our expenditure this year has been driven by grant making (37% of total expenditure, up 402% from 2019), whether through FCDO, Karo Kura, WFG, the Global Resilience Fund, Tar Kura or the Survivors Solidarity Fund demonstrating the commitment to resourcing girls' resistance and capacity building. This year has been the first year of the WFG grant cycle within Purposeful, and we aim to bring all of these grant making mechanisms together under one umbrella With and For Girls fund in future.

Our balance sheet at the year end is representative of our organisational growth, with all balances increasing compared to last year. We ended August in a highly liquid position again this year, mainly due to the fundraising for the Global Resilience Fund which was received in advance of grants being paid out (the second round of grants began disbursement in September 2020). We expect our balance sheet to continue to grow, as we invest in a new office building in Sierra Leone that will future proof our operations and provide a sustainable home for the girls' rights movement.

Group net assets in the balance sheet of £2.4m have increased by 20% from £1.96m at the end of last year, reflecting the increase in Purposeful operations through the With and For Girls and FCDO programmes, and the targeted activity with respect to the Global Resilience Fund at the end of the financial year.

Purposeful's restricted reserves remain strong, and critically, our unrestricted reserves have increased by 3,436% to £0.85m, thanks to the new operating grant from Novo.

Principle funding sources

Following on from the initial 3 year grant, the Novo Foundation continues to be an important funding source, with a new \$6m unrestricted funding grant secured over the next 4 years. This unrestricted funding source is allowing Purposeful to build up unrestricted reserves to mitigate some of the risks of FCDO funding, and allows Purposeful to maintain a risk appetite for innovation in the sector.

In 2020, Purposeful's funding has diversified, with FCDO (previously DFID) now the biggest funder of Purposeful activities for the Girls Circles' Safe Space+ programme. Despite a 30% budget cut between April 2020 and March 2021, our accountable grant currently remains valued at £6.5m until June 2022.

However, there is significant uncertainty around the level of future budget cuts to this grant from April 2021. The UK tactics to contain the Covid-19 pandemic have had a significant economic impact, with the UK economy shrinking by nearly 10% in 2020, the worst economic performance in peace time for 300 years. As the UK Overseas Development Assistance (ODA) budget is tied to the performance of the UK economy, there has been a significant cut to the ODA budget. This has been compounded by the UK Government's decision to temporarily cut the percentage of GNI allocated to overseas aid from 0.7% to 0.5%. Consequently, we anticipate severe cuts to our Girls' Circles programme in 2020/21 and 2021/22.

Significant contributions from Ford Foundation and Wellspring Philanthropic Foundation (a 2 year grant), as well as continuing contributions from the rest of the WFG collective have fully covered the grant making and operational costs of the programme this year. Operating costs are forecast to significantly decrease for the programme as synergies with Purposeful's grant making model are realised under the new strategy for all grant making sitting in one global, Africa led, hub.

The Global Resilience Fund has also brought incredible exposure to other key players in the philanthropic sector, with funding received from Ford Foundation, Wellspring Philanthropic Foundation, Oak Foundation, Chanel Foundation (to be received in 20/21) as well as institutional funders such as UNICEF, Plan International and Fund for Global Human Rights. Other partners in the sector who have also contributed directly to Purposeful include Women Win, MamaCash and Madre, though other partners have granted directly to groups as part of the fund but outside of Purposeful.

We have also seen public donations for the first time this year, with the launch of the Survivors Solidarity Fund in Sierra Leone which, as with the Global Resilience Fund, committed to disbursement of all donations as we covered all overheads internally.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The charity trustees (who are also the directors of We Are Purposeful for the purposes of company law) are responsible for preparing the Trustees' Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing the financial statements, the trustees are required to:

- Select suitable accountancy policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are both prudent and reasonable;
- State whether applicable UK Accounting Standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the charitable company at any time and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charitable company and hence take all reasonable steps for the prevention and detection of fraud and any other irregularities.

This report has been prepared in accordance with the special provisions of Part 15 of Companies Act 2006.

STATEMENT AS TO DISCLOSURE TO OUR AUDITORS

In so far as the trustees are aware at the time of approving our trustees' annual report:

- There is no relevant audit information of which the charitable company's Auditors are unaware
- The trustees have taken all steps that they ought to have taken to make them aware of any relevant audit information and to establish that the Auditors are aware of such information.

This report has 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 UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

This report was approved by the board of directors and trustees on 26 May 2021 and signed on its behalf by:



Ms Maggie Collier
Chair of the Purposeful Board of Trustees

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF PURPOSEFUL PRODUCTIONS LIMITED

Opinion

We have audited the financial statements of Purposeful Productions (the 'company') for the year ended 31 August 2020 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 August 2020 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs(UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's and parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 22, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not

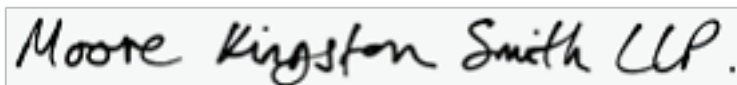
detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.



James Saunders (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

Devonshire House
60 Goswell Road
London
EC1M 7AD

Date: 28 May 2021

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED
31ST AUGUST 2020**

		2020			2019		
	Note	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
		£'000	£'000	£'000	£'000	£'000	£'000
Incoming resources							
Income and endowments from:							
Grants, Donations and legacies	3,13	-	365	365	-	2	2
Charitable activities	3,13	1,034	3,192	4,226	-	1,909	1,909
Total		1,034	3,557	4,591	-	1,911	1,911
Resources expended							
Expenditure on:							
Raising funds	4,13	-	1	1	-	1	1
Charitable activities	4,13	203	3,987	4,190	20	1,273	1,293
Total		203	3,988	4,191	20	1,274	1,294
Net (expenditure) / income		831	(431)	400	(20)	637	617
Other recognised Gains / (Losses)							
Exchange differences on translation		-	(2)	(2)	-	(4)	(4)
Net movement in funds		831	(429)	402	(20)	641	621
Reconciliation of funds:							
Total funds brought forward at 1 st September 2019	13	24	1,935	1,959	44	1,294	1,338
Total funds carried forward at 31 st August 2020	13	855	1,506	2,361	24	1,935	1,959

BALANCE SHEETS AS AT 31ST AUGUST 2020

		Consolidated Group		Parent	
	Note	2020 £'000	2019 £'000	2020 £'000	2019 £'000
Fixed assets					
Intangible assets	9.1	6	11	6	11
Tangible assets	9.2	23	20	6	6
Total fixed assets		29	31	12	17
Current assets					
Debtors	10	459	192	420	170
Cash at bank and in hand		2,039	1,870	1,634	1,749
Total current assets		2,498	2,062	2,054	1,919
Current Liabilities					
Creditors and accruals	11	125	133	87	75
Net current assets		2,373	1,929	1,967	1,844
Total assets less current liabilities		2,402	1,960	1,979	1,861
Non-current Liabilities					
Provisions for liabilities	12	41	-	-	-
Total net assets or liabilities		2,361	1,959	1,979	1,861
Funds of the Charity					
Restricted income funds	13	1,506	1,935	1,125	1,837
Unrestricted funds	13	855	24	854	24
Total funds		2,361	1,959	1,979	1,861

The notes on p29 to p41 form a full part of these financial statements. The financial statements were approved and authorised for issue on the authority of the board and signed on its behalf by:



Ms Maggie Collier
Chair of the Purposeful Board of Trustees
26 May 2021

**CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31ST AUGUST
2020**

	2020	2019
	£'000	£'000
Cash Flows from Operating Activities		
Net Income	402	621
Depreciation and amortisation	9	8
Exchange differences on translation	(2)	4
Changes in Debtors and Prepayments	(267)	(154)
Changes in Creditors & Accruals	(8)	91
Changes in Provisions	40	-
Net Cash Flows from Operating Activities	174	570
Cash Flows from Investment Activities		
Purchase of Property Plant and Equipment	(5)	(31)
Net Cash Flows from Investment Activities	(5)	(31)
Net Increase in cash	169	539
Beginning Cash Balance	1,870	1,331
Ending Cash Balance	2,039	1,870

1. Charity Status

The Charity is limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office is:

Studio 3a Blue House Yard
5 River Park Road
Wood Green
London
N22 7TB

2. Accounting Policies

2.1 Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

2.2 Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) effective 1 January 2015 - (Charities SORP (FRS 102)). They also comply with the Companies Act 2006 and Charities Act 2011.

2.3 Basis of preparation

Purposeful Productions meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes. The financial statements are prepared in Sterling, which is the functional currency of the company. Monetary amounts are rounded to the nearest thousand pounds.

2.4 Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity. The charity has sufficient funds for project delivery and has a commitment from funders to continue programming during the Covid-19 pandemic and beyond. Cash levels at the time of signing remain above \$1m, providing ample liquidity for Purposeful to meet its obligations to suppliers, partners, staff and girls globally, and we are predicting increased cash levels in the next 12 months as new donor relationships crystallise. The trustees have reviewed the charity's projections and forecasts for a period of at least 12 months from the date of approval of these financial statements and are satisfied that there is a reasonable expectation that the charity will continue in operational existence for the foreseeable future. Accordingly they continue to prepare the financial statements on a going concern basis.

2.5 Income and endowments

All 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.

Donations and legacies

Donations are recognised on a receipt basis unless a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds. In this case, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that these conditions will be fulfilled in the reporting period. Legacies are recognised when Purposeful is notified, there is probability of receipt and the amount is quantifiable.

Grants receivable

Grants are recognised when the charity has entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Gifts in kind

Gifts in kind are recognised in different ways depending on how they are used by the charity:

(i) Those donated for onward transmission to beneficiaries are included in the Statement of Financial Activities as incoming resources and resources expended when they are distributed. They are valued at the amount the charity would have had to pay to acquire them.

(ii) Those donated for use by the charity itself are included when receivable. They are valued at the amount the charity would have had to pay to acquire them.

Donated services and facilities

Donated services and facilities are valued at the amount the charity would have had to pay to acquire them.

2.6 Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs into that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of assets' use. Other support costs are allocated based on the spread of staff costs.

Raising funds

There are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grant expenditure

Grants payable are payments made to third parties in the furtherance of the charitable objectives. 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 Statement of Financial Activities once the recipient of the grant has provided the specific service or output.

Grants payable without performance conditions are recognised in the accounts when a commitment has been made and communicated to the recipient, and there are no conditions to be met relating to the grant which remain in the control of the charity.

Grant provisions

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

2.7 Support Costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas or per capita, staff costs by the time spent and other costs by their usage.#

2.8 Governance Costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustee's meetings and reimbursed expenses.

2.9 Taxation

The charity is considered to pass the test set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.10 Fixed Assets

Individual fixed assets costing £150 or more are initially recorded at cost.

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset Class	Depreciation method and rate
Computer Equipment	3 years straight line
Intangible Software	3 years straight line
Vehicles	3 years straight line
Furniture and Fixtures	4 years straight line

2.11 Cash and cash equivalents

Cash and cash equivalents comprise of cash on hand and call deposits with original maturities of three months or less.

2.12 Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement to the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

2.13 Foreign Exchange

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

The results of overseas operations are translated at the average rates of exchange during the period and their balance sheets at the rates ruling at the balance sheet date. Exchange differences arising on translation of the opening net assets and results of overseas operations are reported in the Statement of Financial Activities and accumulated in the appropriate fund.

Other exchange differences are recognised in the Statement of Financial Activities in the period in which they arise, except for:

- 1) exchange differences on transactions entered into to hedge certain foreign currency risks (see above).
- 2) exchange differences arising on gains and losses on non-monetary items which are recognised in other comprehensive income.

2.14 Fund structure

Unrestricted funds are donations and other incoming resources receivable or generated from the objectives of the charity without further specific purpose and are available as general funds.

Restricted funds are to be used for the specific purpose as laid down by the donor. Expenditure which meets this criteria is charged to the fund, together with a fair allocation of management and support costs, where applicable.

2.15 Pensions and other post-retirement benefits

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all the employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

2.16 Financial Instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs) except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs) unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the Balance Sheet when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when:

- a) the contractual right to the cash flows from the financial asset expire or are settled
- b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or
- c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

2.17 Judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to the accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of revision and future periods if the revision affects the current and future periods.

The most significant estimates and assumptions which affect the carrying amounts of assets and liabilities in the financial statements relate to:

The useful economic lives of assets, which Purposeful have estimated to be 3 years. Most Purposeful assets relate to computer equipment and furniture and fixtures where historical experience has formed the basis of this judgement.

Preparation of the accounts on a going concern basis, which Purposeful trustees judge to be a fair assumption based on the intentions of Purposeful for the next 12 months and availability of funding.

NOTE 3 - ANALYSIS OF INCOME

	2020		2019	
	Unrestricted funds £'000	Restricted funds £'000	Total funds £'000	Prior year £'000
Donations and legacies:				
Donations and gifts	-	365	365	2
Grants including capital grants:				
Grants provided by government/other charities	1,034	3,192	4,226	1,909
Donated goods, facilities and services	-	-	-	-
Total	1,034	3,557	4,591	1,911

NOTE 4 - ANALYSIS OF EXPENDITURE

	2020		2019	
	Unrestricted funds £'000	Restricted funds £'000	Total funds £'000	Prior year £'000
Expenditure on raising funds				
Fundraising	-	1	1	1
Total expenditure on raising funds	-	1	1	1
Expenditure on charitable activities				
Grants Awarded	-	1,563	1,563	312
Capacity Building & Movement	24	588	611	92
Advocacy and Influencing	-	192	192	-
Global Projects	-	129	129	82
Staff Costs	103	1,084	1,187	647
Operating Costs	62	338	400	60
Governance	14	94	108	100
Total expenditure on charitable activities	203	3,988	4,190	1,293
TOTAL EXPENDITURE	203	3,989	4,191	1,294

NOTE 5 – AUDIT FEE

	2020 £'000	2019 £'000
Audit Fee – UK	15	15
Audit Fee – Overseas Subsidiary	3	5
Total Audit Fees	18	20

NOTE 6 – STAFF COSTS**6.1 – Staff Costs**

	2020 £'000	2019 £'000
Salaries and wages	980	487
Consultants and Contractors	102	97
Social security costs	45	39
Pension costs (defined contribution scheme)	9	5
Other employee benefits	51	18
Total staff costs	1,187	646

Band	Number of employees	
	2020	2019
£70,000 to £79,999	1	
£80,000 to £89,999		1
£90,000 to £99,999	1	

The total pension costs made by Purposeful in respect of the individuals above was £2,554 (2019: £1,019).

The key management personnel of the charity comprises of the Co-Founders and Chief Operating Officer. The total remuneration and employee benefits, including salary, employer's National Insurance and employer's pension contributions of the key management personnel of the charity was £307,811 (2019: £251,461).

6.2 – Average headcount in the year

	2020	2019
Charitable Activities	32	13
Governance	3	2
Total	35	15

NOTE 7 – PENSION SCHEME

Purposeful operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £8,813 (2019 - £5,385)

NOTE 8 – GRANT EXPENDITURE BY REGION

	2020	2019
	£'000	£'000
Grants awarded	1,563	311

8 Analysis of grants paid (included in cost of charitable activities)

	2020	2019
	£'000	£'000
Sierra Leone Projects	981	300
Asia Pacific	133	-
Middle east and North Africa	146	-
Europe and Central Asia	131	5
Americas and the Caribbean	96	-
Sub Saharan Africa	76	6
Total	1,563	311

NOTE 9 – FIXED ASSETS**9.1 – Intangible assets for Group and Charity**

	Computer Software	Total
Cost or valuation	£'000	£'000
As at 1st September 2019 and 31st August 2020	14	14
Depreciation and impairments		
As at 1st September 2019	3	3
Amortisation	5	5
As at 31st August 2020	8	8
Net book value		
As at 31 August 2019	11	11
As at 31 August 2020	6	6

9.2 – Tangible assets

	Computer Equipment	Plant, machinery and motor vehicles	Fixtures and fittings	Total
Cost or valuation	£'000	£'000	£'000	£'000
As at 1st September 2019	9	13	10	32
Additions	3	-	2	5
As at 31st August 2020	12	13	12	37
Depreciation and impairments				
As at 1st September 2019	2	6	3	11
Depreciation	1	-	3	4
As at 31st August 2020	3	6	6	15
Net book value				
As at 31 August 2019	7	7	7	21
As at 31 August 2020	9	7	6	15

Tangible assets – Parent Only

	Computer Equipment	Plant, machinery and motor vehicles	Fixtures and fittings	Total
Cost or valuation	£'000	£'000	£'000	£'000
As at 1st September 2019	6	-	1	4
Additions	4	-	-	3
As at 31st August 2020	10	-	1	11
Depreciation and impairments				
As at 1st September 2019	1	-	-	1
Depreciation	3	-	-	3
As at 31st August 2020	4	-	-	4
Net book value				
As at 31 August 2019	5	-	-	6
As at 31 August 2020	6	-	1	7

NOTE 10 – DEBTORS AND PREPAYMENTS

	Consolidated Group		Parent Charity	
	2020	2019	2020	2019
	£'000	£'000	£'000	£'000
Trade debtors	-	6	-	-
Accrued Income	406	140	406	140
Staff Working Cash Advances	19	-	-	-
Prepayments	34	46	14	30
Total	459	192	420	170

NOTE 11 – CREDITORS AND ACCRUALS

Amounts falling due within one year

	Consolidated Group		Parent Charity	
	2020	2019	2020	2019
	£'000	£'000	£'000	£'000
Trade creditors	62	45	56	34
Taxation and social security	48	44	16	13
Accruals and deferred income	15	44	15	28
Total	125	133	87	75

Amounts falling due after more than one year

	Consolidated Group		Parent Charity	
	2020	2019	2020	2019
	£'000	£'000	£'000	£'000
Accruals and deferred income	-	1	-	-
Total	-	1	-	-

NOTE 12 – PROVISIONS

	2020	2019
	£'000	£'000
Balance at 1st September 2019	-	-
Provision during the year	41	-
Payments	-	-
Balance at 31st August 2020	41	-

The provision relates to the end of service benefits made for staff within the group as at 31st August 2020 based on the Sierra Leone gazette.

NOTE 13 – FUNDS

	Balance at 1 September 2019	Incoming Resources	Resources Expended	Balance at 31 August 2020
	£'000	£'000	£'000	£'000
Unrestricted Funds	(24)	(1,034)	203	(855)
Restricted Funds				
Novo	(1,265)	-	1,030	(235)
Global Girl Academy	(146)	-	146	-
Fund for Global Human Rights	-	(22)	16	(6)
DFID	(120)	(1,699)	1,479	(340)
With and For Girls	(404)	(1,185)	1,033	(556)
Global Resilience Fund	-	(456)	198	(258)
Wellspring Philanthropic Foundation	-	(80)	3	(77)
Restricted Funds in Sierra Leone	-	(35)	22	(11)
Survivors' Solidarity Fund	-	(81)	60	(21)
Total Restricted Funds	(1,935)	(3,558)	3,987	(1,506)
Total Funds	(1,959)	(4,592)	4,190	(2,361)
Parent Charity				
Unrestricted Funds	(24)	(1,033)	203	(854)
Restricted Funds				
Novo	(1,167)	-	1,103	(65)
Global Girl Academy	(146)	-	146	-
Fund for Global Human Rights	-	(22)	18	(3)
DFID	(120)	(1,699)	1,654	(165)
With and For Girls	(404)	(1,185)	1,033	(556)
Global Resilience Fund	-	(456)	198	(258)
Wellspring Philanthropic Foundation	-	(80)	3	(77)
Survivors' Solidarity Fund	-	(46)	45	(1)
Total Restricted Funds	(1,837)	(3,488)	4,200	(1,125)
Total Funds (Parent)	(1,861)	(4,521)	4,403	(1,979)

NOTE 13.1 – PRIOR YEAR CONSOLIDATED AND PARENT FUNDS

	Restated Balance at 1 September 2018	Restated Incoming Resources	Restated Resources Expended	Restated Balance at 31 August 2019
Unrestricted Funds	(44)	-	20	(24)
Restricted Funds				
Restricted Funds				
Novo	(1,038)	(1,078)	851	(1,265)
Global Girl Academy	(256)	-	110	(146)
Fund for Global Human Rights	-	(28)	28	(0)
DFID	-	(139)	19	(120)
With and For Girls	-	(666)	262	(404)
Total Restricted Funds	(1,294)	(1,911)	1,270	(1,935)
Total Funds	(1,338)	(1,911)	1,290	(1,959)
Parent Charity				
Unrestricted Funds	(44)	-	20	(24)
Restricted Funds				
Novo	(607)	(1,078)	519	(1,167)
Global Girl Academy	(256)	-	110	(146)
Fund for Global Human Rights	-	(28)	28	-
DFID	-	(139)	19	(120)
With and For Girls	-	(666)	262	(404)
Total Restricted Funds	(863)	(1,911)	938	(1,837)
Total Funds (Parent)	(907)	(1,911)	958	(1,861)

The specific purpose of the funds are as follows:

Unrestricted Fund / General Fund – reserves available for general operating costs

Novo – to support projects which promote advocacy for girls in Sierra Leone

Global Girl Academy – to support inter agency co-operation and act as a point of contact in Sierra Leone

Fund for Global Human Rights – to support our participatory grant making model, Tar Kura, in Sierra Leone

DFID – to support our Safe Space+ programme in Sierra Leone

With and For Girls – to support our With and For Girls programme for girl led global advocates and activists.

Global Resilience Fund – to provide emergency funding to global grass roots activists through the Covid-19 pandemic

Wellspring Philanthropic Foundation – to support Purposeful organisational development and document learning

Restricted Funds in Sierra Leone – comprises Irish Aid funding to support policy development of the Radical Inclusion education policy, and the Canadian Fund for Local Initiatives in our work against FGM

Survivors' Solidarity Fund – to support 4 local partners in Sierra Leone providing services to girls who have survived sexual abuse and rape

NOTE 14 – COMMITMENTS UNDER LEASES

Total future minimum lease payments under operating leases are given in the table below for each of the following periods:

	Consolidated Group		Parent Charity	
	2020 £'000	2019 £'000	2020 £'000	2019 £'000
Buildings				
No later than one year	3	3	3	3
Total	3	3	3	3

NOTE 15 – NON-ADJUSTING EVENTS AFTER THE REPORTING PERIOD**Building Purchase**

In January 2021, Purposeful purchased a building for a new office in Sierra Leone, to provide a permanent, sustainable home for our movement building hub. The building will allow us to focus on longstanding movement building and provide a feminist 'home' for girl activists. It is anticipated that Purposeful will move into the building in early 2022.

FCDO Funding

Covid-19 has also had a severe impact on the UK economy, which creates a significant risk as our funding from FCDO, our largest funder, is based on a percentage of GNI. In addition to this, in November 2020 the UK Government temporarily lowered the allocation of GNI to the Overseas Aid Budget (ODA) from 0.7% GNI to 0.5% GNI. This has compounded the decreasing effect of the ODA budget, and it is anticipated that Purposeful will experience significant cuts to FCDO funding. We therefore anticipate a slight decrease in FCDO income in 20/21 with a more significant decrease in 21/22. Fundraising from other donors continues as part of existing plans for beyond the FCDO programme, and we do not believe this affects our status as a going concern due to other existing, multi-year funding agreements.

NOTE 16 – RELATED PARTY TRANSACTIONS

During the year, Purposeful made the following related party transactions:

Chernor Bah (Chief Executive Officer)

During the year, Purposeful paid Chernor Bah £102,117 (2019: £97,388) for partnership and advocacy services and reimbursed expenses totalling £nil (2019: £1,341) for expenses incurred on behalf of Purposeful during the year. At the balance sheet date the amount due to / from Chernor Bah was £nil (2019: £Nil).

As agreed with the Board of Trustees, medical insurance payments were also made by Purposeful for Chernor Bah directly to Cigna Life totalling £14,569 (2019: £7,983).

Jody Myrum (Trustee)

Jody Myrum has been a Trustee of Purposeful since its incorporation as a registered charity. During the 19/20 financial year, Jody worked for the NoVo Foundation, a key funder of Purposeful, as Director - Initiative to Advance Adolescent Girls' Rights. In 2019/20, Purposeful received total grant income of £1,212,461 from the NoVo Foundation (2019: £1,431,880). Jody left the NoVo Foundation on 31st December 2020.

Dr Rev Marie Barnett

Dr Rev Marie Barnett has been a trustee of Purposeful since July 2019. During the year, the board gave Dr Rev Marie special approval to act as a consultant on an Irish Aid contract for Purposeful in Sierra Leone. She received £5,247.24 for travel and facilitation expenses in respect of this work which contributed to the radical inclusion policy for girls' education in Sierra Leone.

NOTE 17 – ANALYSIS OF NET ASSETS BY FUND

	Consolidated Group			Parent Charity		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds		Funds	Funds	
£'000	£'000	£'000	£'000	£'000	£'000	
As at 31 August 2020						
Fixed Assets	4	24	28	4	8	12
Current Assets	862	1,635	2,497	862	1,191	2,503
Current Liabilities	(11)	(114)	(125)	(11)	(87)	(98)
Non Current Liabilities	-	(40)	(40)	-	-	-
Total Net Assets	855	1,505	2,360	855	1,112	1,967
As at 31 August 2019						
Fixed Assets	7	24	31	7	10	17
Current Assets	51	2,011	2,062	51	1,868	1,919
Current Liabilities	(9)	(124)	(133)	(9)	(66)	(75)
Non-Current Liabilities	-	(1)	(1)	-	-	-
Total Net Assets	49	1,910	1,959	49	1,812	1,861

NOTE 18 – SUBSIDIARY PERFORMANCE

The Board of We Are Purposeful has effective control over Purposeful Productions Sierra Leone, a Non-Governmental Organisation, limited by guarantee in Sierra Leone. Summary financial information for Purposeful Sierra Leone is as follows (detailed information is given in the full financial statements of Purposeful Productions Sierra Leone):

	2020	2019
	£'000	£'000
<i>Statement of Income and Expenses</i>		
Income	2,049	272
Expenditure	(1,746)	(604)
Surplus / (Deficit)	303	(332)
<i>Balance Sheet as at 31 August 2019</i>		
Fixed Assets	39	15
Current Assets	440	137
Creditors: Amounts falling due within one year	(48)	(59)
Creditors: Amounts falling due after more than one year	(57)	(1)
	374	92