

PICTURING HEALTH

England & Wales · Charity number 1171738

Details

Status Registered

Legal form CIO

Registered 2017-02-22

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

Contact

Address Flat 3
Springfield
Jubilee Road
Totnes
TQ9 5BW

Phone 07512578616

Email info@picturinghealth.org

Website www.picturinghealth.org

Activities

Objects: THE OBJECT OF THE CIO ARE:1. THE RELIEF OF SICKNESS AND THE PRESERVATION OF HEALTH AMONG PEOPLE ANYWHERE IN THE WORLD BY (A) MAKING, DISSEMINATING AND EVALUATING THE IMPACT OF EDUCATIONAL HEALTH FILMS ANYWHERE IN THE WORLD AND (B) BY PROVIDING ADVICE, RESOURCES AND TRAINING FOR FILM MAKERS OR MEDICAL WORKERS TO MAKE HEALTH RELATED FILMS AIMED AT THEIR OWN COUNTRIES AND COMMUNITIES.2. TO FURTHER ANY EXCLUSIVELY CHARITABLE PURPOSES THE TRUSTEES SEE FIT.

Activities: Picturing Health uses film and art in Public Health worldwide. We make films to train health workers, inform patients, promote community discussion and disseminate research findings. We evaluate the effectiveness of our work and build capacity of film makers and clinicians to make health films. Our partners include WHO, Medical Research Council, hospitals and international research institutes.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- El Salvador
- Kenya
- Malawi
- Nigeria
- South Africa
- Uganda
- Zimbabwe
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£71,687	£84,368	-	-
2023-12-31	£88,659	£75,258	-	-
2022-12-31	£53,752	£72,721	-	-
2021-12-31	£94,585	£66,952	-	-
2020-12-31	£51,742	£40,441	-	-

Trustees

Name	Role	Appointed
PROFESSOR ELIZABETH MARGARET MOLYNEUX OBE	Chair	2017-06-05
Dr Alun Iwan Davies		2025-10-23
Dr Grace Joy Malenga		2024-10-23
Nick Lewis MBE		2023-02-21
PROFESSOR ANN LOUISE KINMONTH CBE		2017-01-01

PICTURING HEALTH

England & Wales - Charity number 1171738

Accounts

PICTURING HEALTH, Annual Report and accounts for year ending 31 Dec 2024

Charity no. 1171738

Charity Objectives

Picturing Health's goal as a charity is to use film and art to improve public health. We make films to disseminate research and turn evidence into practice. Working with leading medical and research institutions including the World Health Organisation (WHO), the MRC Clinical Trials Unit at UCL, the London School of Hygiene and Tropical Medicine (LSHTM) and many others. We make films to train health workers, often as part of much larger research and implementation projects. We make films to inform patients for use on the internet and local TV networks, and we make films to promote discussion in communities. Films cover topics from HIV and emergency paediatric medicine to mother and newborn care, diabetes, dementia and mental health. We use Art in our films, and also support using art and art therapy in public health. We have worked mostly in Africa, but also have projects in Asia, Latin America and the UK.

Our core objectives are

- A. Making films in the four focus areas, training health workers, disseminating research, empowering patients and informing communities.
- B. Evaluating the effectiveness of films.
- C. Capacity building - equipping filmmakers and clinicians to make films on health in their own countries.
- D. Strengthening core support - distribution of films, finance, website, fundraising, core costs and insurance.

Public benefit

All our films made are available for free use under creative commons licenses and can be viewed or downloaded from: www.picturinghealth.org. We have more than 500 films currently on our website. We work in partnership with leading research institutions and medical experts to make sure that our films are evidence based and in line with current WHO guidelines.

Charity structure

At present the charity has no salaried staff, rented office or other major overheads. Rather, we put together film teams on a project by project basis. Where possible we work with local film-makers, editors, health staff and others in the countries where films are made, providing training and direction, because capacity building is an important objective. We work closely with research teams and other health organisations providing treatment on the ground, including Ministries of Health.

Income and financial policy

We maintain an overall reserve of 10,000 pounds, which is well above our annual core costs. We maintain a similar working fund to allow us to keep projects moving forwards pending payments from partners and clients. Picturing Health had neither contracts nor grant funding in 2024 from central government. In 2020 Picturing Health registered with the UK government's Gift Aid Scheme and we received income through this in 2024. We have a qualified accountant on the board of Trustees who oversees financial management.

Income from commissions: Most of our film projects are commissions where we are contracted to create films as part of wider projects to research or implement medical programs. This means being part of projects with multiple partners. Normally there is a set budget, so financially we work on a project by project basis, making sure that our filming and other activities fit within the contracted budget. We have a policy where we set aside ten percent of projects to pay for administration of the charity, running the website, financial management and other core costs. The policy is for at least ninety percent to go to the charitable activity directly. In reality this figure is around ninety five percent, as our core costs have been well below ten percent of the overall budget.

Income from donations: In addition to contracts we also have a number of donations. We do not

however spend money on fundraising. This allows us to spend 90% of donations on charitable activities, retaining only 10% for core running costs. The aim is to use these funds to make additional films, related to those we are commissioned to make, but aimed at different audiences. So if we are commissioned to make training films for a program, we can expand this and at the same time gather material to make films aimed at patients or communities.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Picturing Health's main focus was once again this year on the creation of films. Most of the projects we have been working on have come from commissions.

NEST 360 – Essential Technology for Neonatal Intensive Care Units

(Nest 360 is a long term project with multiple funders including Gates Foundation, ELMA and others)

Link to films: <https://www.picturinghealth.org/nest360-training/>

- At the start of the year we had published 60 short training films aimed at neonatal teams on how to use essential equipment in Neonatal Intensive Care Unit in Africa. This includes a low-cost CPAP (Continuous Positive Airway Pressure) device, oxygen concentrators, pulse oximeters, suction pumps, flow splitters, radiant warmers and phototherapy devices. This list has been expanded to contain some new models of device. Some of the films have also needed to be updated.
- Through 2024 we filmed for a series of more than a hundred short films aimed at biomedical engineers and others to show how to diagnose faults and repair the different devices. We produced first drafts for two of the devices (Pumani b-CPAP and a suction pump).
- We completed two longer animations. One is aimed at introducing mothers and families to a Neonatal Intensive Care Unit in Africa. The other is aimed at students and staff starting to work or do work experience in the unit. Versions in other languages are planned for 2025
- We have had a plan to turn the films into online training modules approved and will work with clinical teams in 2025 to do this.

iKMC Training Films

Link to films: <https://www.picturinghealth.org/ikmc-trial/>

In 2022 we completed a set of two films about the Immediate Kangaroo Mother Care (iKMC) study - a major Randomized Controlled Clinical Trial carried out by WHO in India, Nigeria, Tanzania, Malawi and Ghana. This showed a 25% reduction in deaths of underweight, preterm and sick babies through using KMC in intensive care units - whilst babies are also receiving oxygen, CPAP, or other respiratory support. This led to a change in WHO guidelines, which now recommend that almost all babies received KMC as soon after birth as possible and for as many hours a day as possible. This is for both high and low income settings. In 2023 we started a long term project, commissioned by the American Academy of Paediatrics (AAP) to make films for online training modules to introduce the new guidelines. In 2024 we filmed in Nigeria, Uganda, Malawi, Chile and Colombia. By the end of 2024 we had organized all the footage, created the outline of an online course to be put onto the WCEA learning management system (World Continuing Education Alliance). At the end of 2024 we had completed eight films. We expect to complete fourteen by mid 2025, totaling more than two hours of footage. This will be made available as part of an online training course on the WCEA website, which is used by nurses and midwives councils and medical training schools across Africa for Continuous Professional Development Training.

NeoiPC

We were commissioned to produce a set of seven short films for a Horizon-funded Europe-wide research project looking at ways to implement Kangaroo Care in Neonatal Intensive Care Units (NICUs) and then measuring the impact on infection prevention. This has been commissioned by Penta – Child Health Research. This year we produced the first of these films, aimed at families, to explain what Kangaroo Care is and the potential benefits. In 2024 we filmed in Basel, Switzerland to produce the second film, which was how to transfer babies from incubator into the KMC position.

Lumbar Punctures

We were asked by LSHTM to produce a film with multiple language versions aimed at adults in Africa with suspected meningitis, to encourage uptake of lumbar punctures – which are vital for the correct treatment. Without a quick diagnosis, people with meningitis are at high risk of death, as they may not receive the correct treatment. Lumbar punctures are also used to reduce the pressure around the brain, and relieve symptoms. In 2024 we completed a series of films with various language versions for the target countries (Uganda, Malawi, Mozambique, Zimbabwe and Botswana). We will produce more language versions in 2025.

CurArte and Art Therapy.

CurArte is a project we have partnered with and sponsored to use art in public health. This has in the past included giving workshops to HIV positive teens, struggling with adherence in Africa; and a 3 year collaboration with the mental health unit of a large public hospital in El Salvador. Following this, we received a donation to support two Salvadoran artists, one of them working in El Salvador's ministry of health, to do a two-year masters in Art Therapy at an institute based in Barcelona. Both have now successfully completed their masters. As a continuation of this project curArte in 2023 started a group therapy for former political prisoners in El Salvador. This continued through 2024.

Capacity building: Most of our training and capacity building is through on the job training, where we hire local film makers. All the filming for NEST projects in Malawi has been done by a local film maker trained over many years by Picturing Health. For the IKMC project, where we are filming in multiple countries, we used a very experienced (ex BBC and others) Brazilian Film Maker as two of the locations are in South America. He worked with a local film maker in each country who provided a second camera allowing us to provide training, and also build new film making contacts. This allows us to gradually train up and build relationships with freelance film makers in many countries.

Financial Review

Core Spending: Through 2024 we continued to work to improve our website, which is key for distribution of films; to build partnerships to allow better evaluation of films within health programmes; to look for funding opportunities and used our film making activities to build capacity in our film making; used opportunities to build organisational capacity.

Countries where Picturing Health operates: In most of the places we make films, we are not operating on a permanent basis. We therefore do not have a legal presence, permanent representative, or offices. In 2024 we worked in Malawi, Uganda, Nigeria, El Salvador, Chile, Colombia and the UK. Overseas spending was entirely related to film production, which was coordinated from the UK. Receipts were collected for expenditure and accounting done on a project by project basis to fit within the budgets agreed with partners and commissioners. It should be noted that Picturing Health films are available for a worldwide audience – so the impact of the charity is much wider than the named countries. These are the places where we filmed and spent resources in 2024.

Reserves policy: Our reserves policy states that we will maintain a year of core overhead costs in reserve and then work on a project by project basis, balancing budgets within projects.

Projected activities for 2025: Projected turnover from commissioned work in 2025 is expected to rise slightly to around £100,000.

Governing document: The charity is controlled by its governing document, Charitable Incorporated Organisation - Foundation constitution registered on 22nd February 2017.

Management and Governance

Trustees continued to meet on a quarterly basis. The risk register identified similar risks to 2023. The main risk continues to be the possibility of accidents involving contractors and freelancers, working with Picturing Health. This had previously been addressed until now by ensuring that all those we work with have their own insurance. However in 2024 we purchased a film production insurance to cover this risk, prior to the main filming for the iKMC project with the American Academy of Paediatrics. Another potential risk is that we do not have sufficient working capital to carry out filming when it needs to happen, often before we have received grant or other funding. We have addressed this by building up a working capital fund of around 10,000 pounds which allows us to start projects more quickly. We have written a safe-guarding policy, an ethical filming policy, a privacy policy for the website and other social media. We are developing an ethical fund-raising policy. The charity does not have any trading subsidiaries. None of the trustees received remuneration, benefits, or expenses. The charity has no employees, but instead works contractually. The charity had no UK volunteers, although a number of UK based contractors gave time at reduced rates for charity work.

Financial position: The accounts show activities for the year. Total income for Picturing Health was £71,687. Total expenditure on charitable activities was £84,368 of which £76,637 which directly on film making activities. The remaining £7,727 was spend on maintaining and expanding the web site and film library, administration and IT equipment. The accounts are prepared on a cash basis and because there was a net cash outflow, this does not mean that the charity is spending more than it earns. On the contrary, this year reserves and available balance have continued to rise. The balance at the year-end was £24,076, of which £28,516 was unrestricted and negative £4,440 was restricted. The explanation is that many commissions are ongoing, lasting over several years, with payments made to the charity only when key milestones are reached. The charity signs contracts with commissioning partners, but rarely receives money in advance. At the end of 2024 all projects were being carried out inside projected budgets. So the negative £4,440 figure for restricted assets will balance and break even when all current projects are completed.

Restricted funds are all from contracts where Picturing Health has been commissioned to create films or other materials by partners.

Receipts and Payments Account for the year ending 31st December 2024

	Unrestricted Funds	Restricted Funds	2024 Total
Receipts			
Project Income	6,166	60,205	66371
Donations	5,316		5,316
Total Receipts	11,482	60,205	71,687

Payments			
Project costs		76,637	76,637
Social Media	-	-	-
Information Technology	3,814		3,814
Administration	2,572		2,572
Advances	640		640
Other expenses	701		701
Total Payments	7,727	76,637	84,364
Defecit/Surplus for the year	3,755	-16,432	-12,677
Bank and cash balances at start of year	23,193	-2128	21,065
Bank and cash balances at end of year	26,948	-18,560	8,388

Statement of Assets and Liabilities as at 31st December 2024

Assets	Unrestricted	Restricted	2024 Total	2023 Total
Cash at bank	26,948	-18,560	8,388	21,065
Total	26,948	-18,560	8,388	21,065
Debtors (accounts receivable)	1568	14,120		
Total Assets	28,516	- 4,440	24,076	21,065

Note: The trustees confirm, in accordance with the Charitable Incorporated Organisations (General) Regulations 2012, that at the year end the CIO did not have any outstanding guarantees to third parties nor any debts secured on the assets of the CIO.

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF PICTURING HEALTH

Charity number: 1171738

Independent examiner's report to the trustees of Picturing Health

I report to the charity trustees on my examination of the accounts of Picturing Health (the Trust) for the year ended 31 December 2024.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records;

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Ian Barrett FCA FCIE

Barretts Chartered Accountants & Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

24th October 2025

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1171738

Principal address

Flat 3 Springfield
Jubilee Road
Totnes
Devon
TQ9 5BW

Trustees

The trustees who served throughout the year and to the date of this report are:

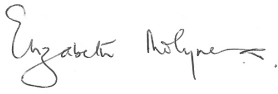
Prof E M Molyneux
Prof A L Kinmonth
Mrs A E South
Mr N Lewis
Dr Grace Malenga

Independent Examiner

Ian Barrett FCA FCIE
Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon

TQ12 2JS

**Approved by order of the board of trustees on 23 October 2025 and signed on its behalf
by:**

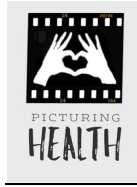
A handwritten signature in black ink, appearing to read "Elizabeth Molyneux". The signature is written in a cursive style with a horizontal line at the end.

Prof E M Molyneux
Chair of Trustees

PICTURING HEALTH

England & Wales - Charity number 1171738

Accounts



PICTURING HEALTH

Charity Number 1171738

Trustee Annual Report and accounts for year ending 31 Dec 2023

Charity Objectives

Picturing Health's goal as a charity is to use film and art to improve public health. We make films to disseminate research and turn evidence into practice, working with leading medical and research institutions including the World Health Organisation (WHO), the Medical Research Council (MRC) and the London School of Hygiene and Tropical Medicine (LSHTM). We make films to train health workers. We make films to inform patients and to promote discussion in communities. Films cover topics from HIV and emergency paediatric medicine to diabetes, dementia and mental health. We use Art in our films, and also support using art and art therapy in public health. We have worked mostly in Africa, but also have projects in Asia, Latin America and the UK.

Our core objectives are

- A. Making films in the four focus areas, training health workers, disseminating research, empowering patients and informing communities.
- B. Evaluating the effectiveness of films.
- C. Capacity building - equipping filmmakers and clinicians to make films on health in their own countries.
- D. Strengthening core support - distribution of films, finance, website, fundraising, core costs and insurance.

Public benefit

All our films made are available for free use under creative commons licenses and can be viewed or downloaded from: www.picturinghealth.org. We have more than 300 films currently on our website. We work in partnership with leading research institutions and medical experts to make sure that our films are evidence based and in line with current guidelines.

Charity structure

At present the charity has no salaried staff, rented office or other major overheads. Rather, we put together film teams on a project-by-project basis. Where possible we work with local filmmakers, editors, health staff and others in the countries where films are made, providing training and direction, because capacity building is an important objective. We work closely with research teams and other health organisations providing treatment on the ground, including Ministries of Health.

Income and financial policy

We have a policy of not spending more than our income. This is, however, worked out on a project-by-project basis rather than annually. Because our projects often span over more than a year, it means that on some years it may appear in the annual accounts that spending is higher than income. However, all spending is matched by future contracted funding. Picturing Health had neither contracts nor grant funding in 2023 from central government. In 2020 Picturing Health registered with the UK government's Gift Aid Scheme and we received income through this in 2023.

Income from commissions: Most of our film projects are commissions where we are contracted to create films as part of wider projects to research or implement medical programs. This means being part of projects with multiple partners. Normally there is a set budget, so financially we work on a project by project basis, making sure that our filming and other activities fit within the contracted budget. Ten percent of projects is set aside for administration of the charity, running the website, financial management and other core costs. Ninety percent goes to the charitable activity directly. We keep at least one year of core costs in reserve. In practice core costs have until now been below this ten percent threshold. This has allowed us to build up over time a working fund of around £10,000 which allows us to move projects forward before contracted funds have been paid.

Income from donations: In addition to contracts we also have a number of donations. We do not however spend money on fundraising. This allows us to spend 90% of donations on charitable activities, retaining only 10% for core running costs. The aim is to use these funds to make additional films, related to those we are commissioned to make, but aimed at different audiences. So if we are commissioned to make training films for a program, we can expand this and at the same time gather material to make films aimed at patients or communities.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Picturing Health's main focus was once again this year on the creation of films. Most of the projects we have been working on have come from commissions.

NEST 360 – Essential Technology for Neonatal Intensive Care Units

Link to films: <https://www.picturinghealth.org/nest360-training/>

- We have now published almost 60 short training films aimed at neonatal teams on how to use essential equipment in Neonatal Intensive Care Units in Africa. This includes a low-cost CPAP (Continuous Positive Airway Pressure) devices, oxygen concentrators, pulse oximeters, suction pumps, flow splitters, radiant warmers and phototherapy devices. This set of films has been a major undertaking and has used a lot of our film making and editing capacity.
- In December 2023, we started filming for a series of more than a hundred short films aimed at biomedical engineers and others to show how to diagnose faults and repair the different machines. The first drafts of these will be produced in 2024.
- We also started production on two longer animations, being made by CurArte. One is aimed at introducing mothers and families to a Neonatal Intensive Care Unit in Africa. The other is aimed at students and staff starting to work or do work experience in the unit.
- We have discussed and put in proposals to turn these films into online training modules.

iKMC Training Films

Link to films: <https://www.picturinghealth.org/ikmc-trial/>

In 2022 we completed a set of two films about the Immediate Kangaroo Mother Care (iKMC) study - a major Randomized Controlled Clinical Trial carried out by WHO in India, Nigeria, Tanzania, Malawi and Ghana. This showed a 25% reduction in deaths of underweight, preterm and sick babies through using KMC in intensive care units - whilst babies are also receiving oxygen, CPAP, or other respiratory support. This led to a change in WHO guidelines, which now recommend that almost all babies received KMC as soon after birth as possible and for as many hours a day as possible. This is for both high and low income settings. In 2023 we started a long-term project, commissioned by the American Academy of Paediatrics (AAP) to make films for online training modules to introduce the new guidelines. We will produce between 4 and 6 modules – totaling about

80 minutes of film for use in both high and low income settings. The first filming for the project was carried out in Chile and Burkina Faso. We will film in Uganda, Nigeria, Colombia and somewhere in Europe in 2024.

NeoiPC

We have been commissioned to produce a set of seven short films for a Horizon-funded Europe-wide research project looking at ways to implement Kangaroo Care in Neonatal Intensive Care Units (NICUs) and then measuring the impact on infection prevention. This has been commissioned by PENTA (Paediatric Network for the Treatment of Aids). This year we produced the first of these films, aimed at families, to explain what Kangaroo Care is and the potential benefits. The next set of films will be produced as the project unfolds.

Lumbar Punctures

We have been asked by the London School of Hygiene and Tropical Medicine to produce a film with multiple language versions aimed at adults in Africa with suspected meningitis, to encourage uptake of lumbar punctures – which are vital for the correct treatment. Without a quick diagnosis, people with meningitis are at high risk of death, as they may not receive the correct treatment. Lumbar punctures are also used to reduce the pressure around the brain and relieve symptoms. This year we produced a draft of the film. We will complete the project in 2024.

CurArte and Art Therapy.

CurArte is a project we have partnered with and sponsored to use art in public health. This has in the past included giving workshops to HIV positive teens, struggling with adherence in Africa; and a three year collaboration with the mental health unit of a large public hospital in El Salvador. Following this, we received a donation to support two Salvadoran artists, one of them working in El Salvador's ministry of health, to do a two-year Masters in Art Therapy at an institute based in Barcelona. Both have now successfully completed their masters. As a continuation of this project CurArte in 2023 started a group therapy for former political prisoners in El Salvador. This project will continue through 2024 and we hope expand in collaboration with the Salvadoran Ministry of Health.

Capacity building

Most of our training and capacity building is through on the job training, where we hire local film makers. All the filming for NEST projects in Malawi has been done by a local film maker trained over many years by Picturing Health. For the iKMC project, where we are filming in multiple countries, we are using a very experienced (ex-BBC and others) Brazilian Film Maker as two of the locations are in South America. He will work with a local film maker in each country who will provide a second camera allowing us to provide training, and also build new film making contacts. This allows us to gradually train up and build relationships with freelance film makers in many countries.

Financial Review and Management

Core Spending: Through 2023 we continued to work to improve our website, which is key for distribution of films; build partnerships to allow better evaluation of films within health programmes; looked for funding opportunities and used our film making activities to build capacity in our film making; used opportunities to build organisational capacity. We were part of several unsuccessful funding bids as part of wider research programs.

Countries where Picturing Health operates: In most of the places we make films, we are not operating on a permanent basis. We therefore do not have a legal presence, permanent representative, or offices. In 2023 we worked in Malawi, Uganda, Zimbabwe, Nigeria, El Salvador, Chile and the UK. Spending was entirely related to film production, which was coordinated from the UK. Money was

transferred through the banking system. Receipts were collected for expenditure and accounting done on a project by project basis to fit within the budgets agreed with partners and commissioners.

Financial position: The accounts show activities for the year and are prepared on a receipts and payments basis. Total receipts for Picturing Health were £88,659. Total payments for filmmaking activity were £75,258. The balance at the year-end was £21,065 of which £23,193 was unrestricted offset by an excess of payments over receipts for projects of £2,128. Our overheads in 2023 were £3,686.

The accounts for the previous year were prepared on the accruals basis but have now been restated onto a receipts and payments basis.

Reserves policy: Our reserves policy states that we will maintain a year of core overhead costs in reserve and then work on a project-by-project basis, balancing budgets within projects.

Projected activities for 2024: Projected turnover from commissioned work in 2024 is expected to continue at roughly the same level as 2023 between £50,000 and £100,000.

Governing document: The charity is controlled by its governing document, Charitable Incorporated Organisation - Foundation constitution registered on 22nd February 2017.

Management: Trustees continued to meet at least three times a year. The risk register identified similar risks to 2022. The main risk continues to be the possibility of accidents involving contractors and freelancers, working with Picturing Health. This has been addressed until now by ensuring that all those we work with have their own insurance. However we will look into the possibility of getting a filming indemnity policy for the Charity, covering those who film for us. Another risk is that we do not have sufficient working capital to carry out filming when it needs to happen, often before we have received grant or other funding. We have addressed this by building up a working capital fund of around £10,000 which allows us to start projects more quickly. We have written a safe-guarding policy, an ethical filming policy, a privacy policy for the website and other social media. We are developing an ethical fund-raising policy. The charity does not have any trading subsidiaries. None of the trustees received remuneration, benefits, or expenses. The charity has no employees, but instead works contractually. The charity had no UK volunteers, although a number of UK based contractors gave time at reduced rates for charity work.

REPORT OF THE TRUSTEES for the year to 31 December 2023

Approved by order of the board of trustees on 6th October 2024 and signed on its behalf by:

Hon Prof E M Molyneux - Trustee

26th October 2024

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF PICTURING HEALTH

Charity number: 1171738

Independent examiner's report to the trustees of Picturing Health

I report to the charity trustees on my examination of the accounts of Picturing Health (the Trust) for the year ended 31 December 2023.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records;

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Ian Barrett FCA FCIE

Barretts Chartered Accountants & Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

25th October 2024

Receipts and Payments Account for the year ending 31st December 2023

			2023	2022
	Unrestricted Funds	Restricted Funds	Total	Total
Receipts				
Project income	8,725	73,621	82,346	59,783
Donations	6,313		6,313	1,032
Total Receipts	15,038	73,621	88,659	60,815
Payments				
Project costs		71,572	71,572	55,942
Social media	565		565	485
Information technology	1,356		1,356	1,099
Administration	2,766		2,766	3,036
Advances	1,121		1,121	1,861
Other expenses	120		120	-
Total Payments	3,686	71,572	75,258	58701
Deficit/Surplus for the Year	11,352	2,049	13,401	2,114
Bank and cash balances at start of year	11,841	4,177	7,664	5,550
Bank and cash balances at end of year	23,193	2,128	21,065	7,664

Statement of Assets and Liabilities as at 31st December 2023

2023

2022

	Unrestricted	Restricted	Total	Total
Assets				
Cash at bank	23,193	2,128	21,065	7,664
		-		
	23,193	2,128	21,065	7,664
Debtors	-	-	-	-
		-		
Total Assets	23,193	2,128	21,065	7,664
Liabilities				
	-	-	-	-
	-	-	-	-

Note

The trustees confirm, in accordance with the Charitable Incorporated Organisations (General) Regulations 2012, that at the year end the CIO did not have any outstanding guarantees to third parties nor any debts secured on the assets of the CIO.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1171738

Principal address

Flat 3 Springfield
Jubilee Road
Totnes
Devon
TQ9 5BW

Trustees

The trustees who served throughout the year and to the date of this report are:

Hon Prof E M Molyneux
Prof A L Kinmonth
Prof Sir I Weller
Dr A E South
Mr R Wilson
Mr N Lewis

Independent Examiner

Ian Barrett FCA FCIE
Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

Approved by order of the board of trustees on 6th October 2024 and signed on its behalf by:

Hon Prof E M Molyneux - Trustee
26th October 2024

PICTURING HEALTH

England & Wales - Charity number 1171738

Accounts

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022
FOR
PICTURING HEALTH

Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

PICTURING HEALTH

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for the Year Ended 31 December 2022

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PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2022

The trustees present their report with the financial statements of the charity for the year ended 31 December 2022. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

Picturing Health was set up to use film and art to improve public health. We make films to disseminate research and turn evidence into practice. working in partnership with leading medical and research institutions including the World Health Organisation (WHO), the Medical Research Council (MRC) and the London School of Hygiene and Tropical Medicine (LSHTM). We make films to train health workers. We make films to inform patients and to promote discussion in communities. Films cover topics from HIV and emergency paediatric medicine to diabetes, dementia and mental health. We use Art in our films, and also support using art and art therapy in public health. We have worked mostly in Africa, but also have projects in Asia, Latin America and the UK.

Our core objectives are

- A. Making films in the four focus areas, training health workers, disseminating research, empowering patients and informing communities.**
- B. Evaluating the effectiveness of films**
- C. Capacity building - equipping filmmakers and clinicians to make films on health in their own countries**
- D. Strengthening core support - distribution of films, finance, website, fundraising, core costs and insurance.**

Public benefit

All our films made are available for free use under creative commons licenses and can be viewed or downloaded from: www.picturinghealth.org. We have more than 300 films currently on our website. We work in partnership with leading research institutions and medical experts to make sure that our films are evidence based and in line with current guidelines.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2022

ACHIEVEMENT AND PERFORMANCE

Charitable activities

As in previous years our main activities centred on film making. Picturing Health at present has no salaried staff, rented office or other major overheads. Rather, we put together film teams on a project by project basis. Where possible we work with local film-makers, editors, health staff and others in the countries where films are made, providing training and direction, because capacity building is an important objective. We work closely with research teams and other health organisations providing treatment on the ground including Ministries of Health.

The Memory Cafe Hub

Funder Devon County Council via the Devon Memory Cafe consortium.

Link to films: <https://memorycafehub.org.uk/>

This project began in 2019 and was completed in 2021. Picturing Health has now built an online training platform with almost four hours of film material which we created, broken down into modules aimed at volunteers and coordinators of memory cafés. In 2022 we did more work to finish off and improve the memory cafe hub, and also to disseminate the hub and get it used in Devon. We hope to do wider dissemination in 2023.

ETAT films

Funder: Royal College of Paediatrics and Child Health

We completed a set of films in Sierra Leone for the Royal Society for Paediatrics and Child Health providing video content for an online learning platform that they have set up to teach ETAT + (Emergency Triage, Assessment and Treatment) training, for paediatric emergency teams). Where implemented, ETAT has been shown to cut mortality of acutely sick children by as much as 50%.

Odyssey Trial (PENTA 20)

Funder: Penta

Link to films:

We completed three films aimed at young people living with HIV about the results of a major clinical trial called Odyssey, which has shown that the drug dolutegravir is safe and more effective in children than other HIV medicines. This is a major development in improving HIV treatment for children. It means taking one small pill, instead of several large pills a day. The trial was carried out mostly in Africa, but also in the UK, other European countries and Thailand. The films provide accurate information about benefits and potential harms of dolutegravir. The project is funded by PENTA - (Paediatric European Network for the Treatment of Aids).

Essential Technology for New-borns

NEST 360

Link to films: <https://www.picturinghealth.org/nest360-training/>

We have so far published 28 short films on how to use essential equipment for keeping babies breathing in Africa. This includes a low-cost CPAP (Continuous Positive Airway Pressure) device, oxygen concentrators, pulse oximeters, suction pumps, flow splitters, radiant warmers and phototherapy devices. In 2022 we filmed another 15 films covering three more devices, which will be published in 2023. This project has been a major undertraining for Picturing Health and is likely to continue in coming years. NEST is an alliance of research institutions and hospitals in 4 African countries along with the medical engineering department at RICE University, Houston.

IKMC study

WHO

Link to films: <https://www.picturinghealth.org/ikmc-trial/>

We completed a set of two films about the Immediate Kangaroo Mother Care (iKMC) study - a major Randomized Controlled Clinical Trial carried out by WHO in India, Nigeria, Tanzania, Malawi and Ghana. This showed a 25% reduction in deaths of underweight, preterm and sick babies through using KMC in intensive care units - whilst babies are also receiving oxygen, CPAP, or other respiratory support. This is a very positive result which led to immediate guideline changes by WHO to make KMC the standard of care for all babies. Implementation projects are now being set up by the American Association of Paediatrics and our films have been used extensively to showcase the trial results in worldwide online meetings and trainings, as well as town hall meetings in key target countries.

Paediatric Anaemia films

Funder: Medical Research Council/Imperial College

We are completing a film to teach management of acute paediatric anaemia in African children, based on a treatment algorithm created with the results of the TRACT trial, about which we created other films.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2022

MIMBLE

Funder: Imperial College London

Link to film: <https://www.picturinghealth.org/mimble/>

This short film is about a research project in Africa designed to develop and test new feeds for acutely malnourished children which go beyond providing nutrition - but also restore the gut biome and so help prevent infection. Severe Acute Malnutrition is one of the main killers of children in many low resource settings.

COVID, HIV AND PREGNANCY ANIMATIONS

Funders: VARIOUS

Link to films: <https://www.picturinghealth.org/covid-hiv-pregnancy/#vaccination>

We completed language versions for a set of 13 animations about COVID, HIV and Pregnancy - for use in Zimbabwe, Uganda and Malawi.

CurArte

CurArte was set up as part of Picturing Health as a long term project to use art in public health. It has also now registered

as a separate NGO in El Salvador, the home country of Ariel Pena, the artist who set it up. This means that Picturing Health and Curarte have overlapping as well as distinct activities. Ariel and other artists working with CurArte have created many of the images, animations and graphics in Picturing Health films. Ariel has also funded a two year masters course in art therapy for herself and an artist working in public health with the Salvadoran Health Ministry. They studied at

Metaphora, an art therapy institute based in Barcelona. Ariel did her practical work as a volunteer with Totnes Caring in Devon. The training will conclude in 2023. CurArte has an ongoing project for training for Tai Chi monitors in El Salvador

and over the last five years has helped to create a library of more than 75 films focusing on teaching Tai Chi as a therapeutic discipline.. This started as part of CurArte's multidisciplinary approach to trauma, developed while working in

the mental health unit of the public San Rafael Hospital in San Salvador.

Capacity building

Picturing Health has done a great deal of training over the last five years - with on-the-job mentoring for local film makers in Africa. This allowed us to continue filming projects throughout the pandemic, using local camera crews. In particular Ernest Mbangwa in Malawi and Jeff Muwonge in Uganda carried out filming. We also worked with film makers in Zimbabwe, Sierra Leone and Nigeria.

Projects for 2023

We are in discussions with the American Association of Paediatrics to create films for an online training course about iKMC - aimed principally at healthcare workers in low resource settings. This will be a major project which is likely to take up much of our capacity in 2023.

We will explore continuation of educational animations - adapting the existing animations we have to audiences in schools and creating new educational animations. This means forming partnerships with educational charities working in schools in Africa to make sure that materials we create are linked to needs on the ground.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2022

ACHIEVEMENT AND PERFORMANCE

Fundraising activities

Funding and expenditure of Picturing Health

Picturing Health does not have any full-time staff or rented office space, allowing the Charity to keep our overheads low. Our main overheads are to ensure proper accounting and project management. We put together teams to make films on a project by project basis. We do this to maintain high value for money, allowing us to carry out complex filming projects on small budgets. The charity's size should not be judged on its budget or staff numbers, but on its ability to produce high quality films - and on this we have a strong production rate.

Where possible the charity will contract people in the country or region where filming takes place so as to avoid expensive travel, also offering mentoring and on-the-job support for local film makers. In several cases contractors have charged below commercial rates, offering their expertise at a cheaper rate for charity work or on a voluntary basis.

The charity does raise money from the public, but so far the amount raised has been very small, through donations on the website. We do not use a professional fund-raiser, nor does the charity operate with a commercial participator. The charity receives the majority of its income through carrying out contracted work (usually making films) for partners who are implementing health or research projects on the ground. Often we are able to make budgets stretch. So if commissioned to make a film about a clinical trial, we will work with the partner to also produce and disseminate training films around the same topic. Picturing Health had neither contracts nor grant funding in 2020 from central government. A number of the partners we work with (and have worked with in the past) are not based in the UK. In 2022 we received £9145 from NEST 360 which is run by Rice University in the United States, and £7884 from the World Health Organisation

In 2020 Picturing Health registered with the UK government's Gift Aid Scheme and will receive income through this in 2022.

Through the year we have worked to improve our website, which is central for distribution of films; build partnerships to allow better evaluation of films within health programmes; looked for funding opportunities and used our film making activities to build capacity in our film making; used opportunities to build organisational capacity. We expect that these building blocks will bear fruit in terms of expanding our activities in coming years.

Countries where Picturing Health operates

In most of the places we make films, we are not operating on a permanent basis. We therefore do not have a legal presence, permanent representative or offices. In 2022 we worked in Malawi, Uganda, Zimbabwe, India, El Salvador and the UK. Spending was entirely related to film production, which was coordinated from the UK. Money was transferred through the banking system. Receipts were collected for expenditure and accounting done on a project by project basis to fit within the budgets agreed with partners.

FINANCIAL REVIEW

Financial position

Financial position

The accounts show activities for the year. Total income for Picturing Health was £53,752. Total expenditure on filmmaking activities was £72,721. The deficit was deducted from the funds carried forward from 2021 to give a balance at the year-end of £22,776 of which £8,810 was restricted and £13,996 was unrestricted.

Projected activities for next year.

Projected turnover from commissioned work in 2023 is expected to continue at roughly the same level as 2021 between £50,000 and £100,000.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2022

FINANCIAL REVIEW

Reserves policy

Our reserves policy states that we will maintain a year of core overhead costs in reserve and then work on a project by project basis, balancing budgets within projects. Our overheads in 2022 were £1,584.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, Charitable Incorporated Organisation - Foundation constitution registered on 22nd February 2017.

Management

Trustees continued to meet on a quarterly basis. The risk register identified similar risks to 2021 - the possibility of accidents involving contractors working with Picturing Health, along with potential failure to meet the deadlines of filming contracts due to insufficient film making capacity or lack of funds. These are being addressed by ensuring that contractors have their own and by building a working capital fund. This now has sufficient funds to ensure that the charity does not have to loan money to cover short term costs. We have written a safe-guarding policy, an ethical filming policy, a privacy policy for the website and other social media. We are developing an ethical fund-raising policy. The charity does not have any trading subsidiaries. None of the trustees received remuneration, benefits or expenses. The charity has no employees, but instead works contractually. The charity had no UK volunteers, although a number of UK based contractors gave time at reduced rates for charity work.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1171738

Principal address

Flat 3 Springfield
Jubilee Road
Totnes
Devon
TQ9 5BW

Trustees

Hon Prof E M Molyneux
Prof A L Kinmonth
Prof Sir I Weller
Mrs A E South
Prof P Mugenyi (resigned 14.5.23)
Mr R Wilson
Mr N Lewis (appointed 21.2.23)

Independent Examiner

Ian Barrett FCA FCIE
Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

PICTURING HEALTH

REPORT OF THE TRUSTEES
for the Year Ended 31 December 2022

Approved by order of the board of trustees on 15 September 2023 and signed on its behalf by:

Hon Prof E M Molyneux - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
PICTURING HEALTH

Independent examiner's report to the trustees of Picturing Health

I report to the charity trustees on my examination of the accounts of Picturing Health (the Trust) for the year ended 31 December 2022.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Ian Barrett FCA FCIE

Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

12 October 2023

PICTURING HEALTH

STATEMENT OF FINANCIAL ACTIVITIES
for the Year Ended 31 December 2022

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
INCOME AND ENDOWMENTS FROM					
Charitable activities					
Core Costs		6,240	-	6,240	18,243
Kangaroo care		-	7,884	7,884	-
Memory Cafe		-	2,950	2,950	8,595
NEST		-	9,145	9,145	38,411
SHINE		-	-	-	8,910
Odyssey		-	3,500	3,500	-
ETAT		-	-	-	6,426
ViiV		-	3,000	3,000	10,000
Lumber Puncture		-	-	-	4,000
Uganda Animation		-	12,159	12,159	-
Metafore		-	3,554	3,554	-
Mimble		-	5,320	5,320	-
Total		6,240	47,512	53,752	94,585
EXPENDITURE ON					
Charitable activities					
Core Costs		4,620	-	4,620	13,750
Kangaroo care		-	7,435	7,435	-
Memory Cafe		-	8,665	8,665	2,550
Blood transfusions		-	-	-	4,825
NEST		-	16,063	16,063	34,078
SHINE		-	2,348	2,348	6,009
Odyssey		-	875	875	-
ETAT		-	1,176	1,176	4,306
ViiV		-	10,581	10,581	1,388
Lumber Puncture		-	3,100	3,100	-
Uganda Animation		-	12,159	12,159	-
Metafore		-	3,387	3,387	-
Mimble		-	2,312	2,312	-
Other		-	-	-	46
Total		4,620	68,101	72,721	66,952
NET INCOME/(EXPENDITURE)		1,620	(20,589)	(18,969)	27,633
Transfers between funds	6	145	(145)	-	-
Net movement in funds		1,765	(20,734)	(18,969)	27,633
RECONCILIATION OF FUNDS					
Total funds brought forward		12,201	29,544	41,745	14,112
TOTAL FUNDS CARRIED FORWARD		13,966	8,810	22,776	41,745

The notes form part of these financial statements

PICTURING HEALTH

BALANCE SHEET

31 December 2022

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
CURRENT ASSETS					
Debtors	3	2,139	12,987	15,126	36,210
Cash at bank		11,827	5,593	17,420	14,251
		13,966	18,580	32,546	50,461
CREDITORS					
Amounts falling due within one year	4	-	(9,770)	(9,770)	(8,716)
NET CURRENT ASSETS		13,966	8,810	22,776	41,745
TOTAL ASSETS LESS CURRENT LIABILITIES		13,966	8,810	22,776	41,745
NET ASSETS		13,966	8,810	22,776	41,745
FUNDS	6				
Unrestricted funds				13,966	12,201
Restricted funds				8,810	29,544
TOTAL FUNDS				22,776	41,745

The financial statements were approved by the Board of Trustees and authorised for issue on 15 September 2023 and were signed on its behalf by:

Hon Prof E M Molyneux - Trustee

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2022 nor for the year ended 31 December 2021.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2022 nor for the year ended 31 December 2021.

3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Other debtors	2022	2021
	£	£
NEST	0	11,909
Memory Cafe	0	6,300
ViiV	4,000	10,000
Lumber Puncture	0	4,000
Metafora	167	0
Mimble	5,320	0
Odyssey	3,500	0
Film makers advances	2,139	4,001
TOTAL	15,126	36,210

PICTURING HEALTH

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 December 2022

4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Other creditors	2022	2021
	£	£
General fund advances to projects prior to income (note 5)	9,770	8,716
TOTAL	9,770	8,716

5. LOANS

Working capital advances occur when payments are made prior to funding being received.

6. MOVEMENT IN FUNDS

	At 1.1.22	Net movement in funds	Transfers between funds	At 31.12.22
	£	£	£	£
Unrestricted funds				
General fund	12,201	1,620	145	13,966
Restricted funds				
Kangaroo care	-	449	-	449
Memory Cafe project	6,045	(5,715)	255	585
COVID	(2,905)	-	-	(2,905)
Blood transfusion	2,253	-	-	2,253
NEST	7,780	(6,918)	-	862
Odyssey	(39)	2,625	-	2,586
SHINE	1,678	(2,348)	-	(670)
ETAT	2,120	(1,176)	-	944
ViiV	8,612	(7,581)	-	1,031
Lumber Puncture	4,000	(3,100)	(400)	500
Metafore	-	167	-	167
Mimble	-	3,008	-	3,008
	<u>29,544</u>	<u>(20,589)</u>	<u>(145)</u>	<u>8,810</u>
TOTAL FUNDS	<u>41,745</u>	<u>(18,969)</u>	<u>-</u>	<u>22,776</u>

PICTURING HEALTH

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 December 2022

6. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	6,240	(4,620)	1,620
Restricted funds			
Kangaroo care	7,884	(7,435)	449
Memory Cafe project	2,950	(8,665)	(5,715)
NEST	9,145	(16,063)	(6,918)
Odyssey	3,500	(875)	2,625
SHINE	-	(2,348)	(2,348)
ETAT	-	(1,176)	(1,176)
ViiV	3,000	(10,581)	(7,581)
Lumber Puncture	-	(3,100)	(3,100)
Metafore	3,554	(3,387)	167
Uganda Animation	12,159	(12,159)	-
Mimble	5,320	(2,312)	3,008
	<u>47,512</u>	<u>(68,101)</u>	<u>(20,589)</u>
TOTAL FUNDS	<u><u>53,752</u></u>	<u><u>(72,721)</u></u>	<u><u>(18,969)</u></u>

Comparatives for movement in funds

	At 1.1.21 £	Net movement in funds £	Transfers between funds £	At 31.12.21 £
Unrestricted funds				
General fund	7,709	4,659	(167)	12,201
Restricted funds				
CurArteUk Donations	-	(167)	167	-
Memory Cafe project	-	6,045	-	6,045
COVID	(2,905)	-	-	(2,905)
Blood transfusion	7,123	(4,870)	-	2,253
NEST	3,447	4,333	-	7,780
Odyssey	(39)	-	-	(39)
SHINE	(1,223)	2,901	-	1,678
ETAT	-	2,120	-	2,120
ViiV	-	8,612	-	8,612
Lumber Puncture	-	4,000	-	4,000
	<u>6,403</u>	<u>22,974</u>	<u>167</u>	<u>29,544</u>
TOTAL FUNDS	<u><u>14,112</u></u>	<u><u>27,633</u></u>	<u><u>-</u></u>	<u><u>41,745</u></u>

PICTURING HEALTH

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 December 2022

6. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	5,799	(1,140)	4,659
Restricted funds			
CurArteUk Donations	12,444	(12,611)	(167)
Memory Cafe project	8,595	(2,550)	6,045
Blood transfusion	-	(4,870)	(4,870)
NEST	38,411	(34,078)	4,333
SHINE	8,910	(6,009)	2,901
ETAT	6,426	(4,306)	2,120
ViiV	10,000	(1,388)	8,612
Lumber Puncture	4,000	-	4,000
	<u>88,786</u>	<u>(65,812)</u>	<u>22,974</u>
TOTAL FUNDS	<u>94,585</u>	<u>(66,952)</u>	<u>27,633</u>

7. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2022.

PICTURING HEALTH

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
for the Year Ended 31 December 2022

	2022 £	2021 £
INCOME AND ENDOWMENTS		
Charitable activities		
Donations	632	13,339
Grants	53,120	81,246
	<u>53,752</u>	<u>94,585</u>
Total incoming resources	53,752	94,585
EXPENDITURE		
Charitable activities		
Film-makers fees	68,101	51,538
Workshop costs & activities	-	12,610
Misc costs	3,036	-
Website IT & social media fees	1,584	1,140
Consultancy	-	1,618
	<u>72,721</u>	<u>66,906</u>
Other		
Bank charges	-	46
	<u>72,721</u>	<u>66,952</u>
Total resources expended	72,721	66,952
Net (expenditure)/income	(18,969)	27,633

This page does not form part of the statutory financial statements

PICTURING HEALTH

England & Wales - Charity number 1171738

Accounts

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021
FOR
PICTURING HEALTH

Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

PICTURING HEALTH

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for the Year Ended 31 December 2021

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PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2021

The trustees present their report with the financial statements of the charity for the year ended 31 December 2021. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

Picturing Health was set up to use film and art to improve public health. We make films to disseminate research and turn evidence into practice. working in partnership with leading medical and research institutions including the World Health Organisation (WHO), the Medical Research Council (MRC) and the London School of Hygiene and Tropical Medicine (LSHTM). We make films to train health workers. We make films to inform patients and to promote discussion in communities. Films cover topics from HIV and emergency paediatric medicine to diabetes, dementia and mental health. We use Art in our films, and also support using art and art therapy in public health. We have worked mostly in Africa, but also have projects in Asia, Latin America and the UK.

Our core objectives are

- A. Making films in the four focus areas, training health workers, disseminating research, empowering patients and informing communities.**
- B. Evaluating the effectiveness of films**
- C. Capacity building - equipping filmmakers and clinicians to make films on health in their own countries**
- D. Strengthening core support - distribution of films, finance, website, fundraising, core costs and insurance.**

Public benefit

All our films made are available to all for the advancement of health and for saving lives, particularly in countries where health care may be limited. They are available for free use under creative commons licenses and can be viewed or downloaded from: www.picturinghealth.org. We have more than 300 films currently on our website. We work in partnership with leading research institutions and medical experts to make sure that our films are evidence based and in line with current guidelines.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2021

ACHIEVEMENT AND PERFORMANCE

Charitable activities

The bulk of Picturing Health's income comes from commissions to make health related films. Picturing Health at present has no salaried staff, rented office or other major overheads. Rather, we put together teams on a project by project basis. Where possible we work with local film-makers, editors, health staff and others in the countries where films are made, as capacity building is an important objective. We work closely with research teams and other health organisations providing treatment on the ground including Ministries of Health.

A key part of our development is to now expand our funding base through grants as well as from direct fund raising from the public. Our existing work in partnership with research teams and organisations working on the ground gives us a strong base to identify where films and other materials will have the most impact. We also need to fundraise to better disseminate and evaluate films. Our structure and way of operating offer excellent value for money with a very high percentage of funds raised spent on directly providing the knowledge that can improve health for the people the charity was set up to benefit.

Our core activity, as in previous years, focused around film making projects. These once again expanded from the previous year, with growing demand for health-related films for training and patient information as a result of curtailment of travel and direct training opportunities due to the COVID pandemic.

The Memory Café project began in 2019 and was completed in 2021. Picturing Health has now built an online training platform for almost four hours of film material which we created, broken down into modules aimed at volunteers and coordinators of memory cafés. Much of this will also be useful for a wider audience. One half of the platform provides dementia awareness training for memory café volunteers. The rest of the films form part of written modules on all aspects of setting up and running memory cafés. The project is funded by Devon County Council through the Devon Memory Café Consortium. We hope to be able to carry out a wider dissemination plan in 2022.

Animations for Public Health messaging for COVID Vaccination, HIV and Pregnancy.

We started work on a set of 13 animations two to three minutes in length. A production team was put together from El Salvador, UK, Zimbabwe, Uganda and Malawi. Scripts were developed in partnership with researchers from University of Harare and the Medical Research Council Clinical Trials Unit at UCL, looking at the impact of COVID 19 on Prevention of Mother to Child Transmission of HIV in Zimbabwe; and doctors from JCRC (Joint Clinical Research Centre) working in Western Uganda. The animations look at COVID vaccination, COVID prevention in the new stage of the pandemic in which lockdowns and other measures have been lifted, COVID and pregnancy and HIV and pregnancy. They will be finished, translated into local languages and distributed in 2022.

ETAT films. We carried out filming in Sierra Leone for the Royal Society for Paediatrics and Child Health providing video content for an online learning platform that they have set up to teach ETAT + (Emergency Triage, Assessment and Treatment) training, for paediatric emergency teams. Where implemented, ETAT has been shown to cut mortality of acutely sick children by as much as 50%. Unfortunately the RSPCH budget was cut because of UK government aid cuts, so the project had to be made much smaller than originally planned.

Odyssey Trial (PENTA 20). We carried out preliminary consultation for three films aimed at young people living with HIV about the results of a major clinical trial called Odyssey, which has shown that the drug dolutegravir is safe and more effective in children than other HIV medicines. This is a major development in improving HIV treatment for children. It means taking one small pill, instead of several large pills a day. The trial was carried out mostly in Africa, but also in the UK, other European countries and Thailand. We aim to complete three short films, in partnership with young people living with HIV around the world, in 2022. The project is funded by PENTA - (Paediatric European Network for the Treatment of Aids).

Shine Trial.

We produced a ten minute film and a shorter version for MRC-CTU at UCL about the SHINE Trial, a major multi-country Randomised Controlled Clinical Trial which showed that treatment for children with non-severe TB could successfully be reduced from 6 to 4 months. The trial was built around intensive training for clinical teams to recognize early TB in children, which could be a topic for further films.

Animations about Lumbar Punctures.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2021

We made a short animation to explain why emergency teams need to do lumbar punctures to children with suspected Meningitis to determine causes and treatment. Parental permission for lumbar punctures is often refused in several African countries reducing treatment options and survival chances for critically sick children. The animations were commissioned by MRC-CTU at UCL for the SURE Trial, a large study looking at improving treatment outcomes for children with TB -Meningitis. We did three different versions for Africa, India and East Asia (Vietnam). The animations were translated and voiced up in local languages.

NEST 360.

We completed 36 short films on how to use essential equipment for keeping babies breathing in Africa. This includes a low cost CPAP (Continuous Positive Airway Pressure) device, oxygen concentrators, pulse oximeters, suction pumps, flow splitters, radiant warmers and phototherapy devices. The films will constitute a complete online training course as well as provide material for use by trainers during physical training sessions. These are now on the Nest 360 website and more films have been commissioned by Nest 360 to introduce other machines. This project has been a major undertraining for Picturing Health and is likely to continue in coming years. NEST is an alliance of research institutions and hospitals in 4 African countries along with the medical engineering department at RICE University, Houston.

IKMC study

We produced a short film about the Immediate Kangaroo Mother Care (iKMC) study - a major Randomized Controlled Clinical Trial carried out by WHO in India, Nigeria, Tanzania, Malawi and Ghana. This showed a 25% reduction in deaths of underweight, preterm and sick babies through using KMC in intensive care units - whilst babies are also receiving oxygen, CPAP, or other respiratory support. This is a very positive result which led to immediate guideline changes. But implementation will require a major reorganization of neonatal units worldwide. We have started a second film aimed at policy makers,, hospitals and health workers to explain the evidence behind the changes. This should be finished in early 2022.

CurArte

We have a long term partnership with CurArte, an NGO registered in El Salvador, to support the use of Art in public health. Artists working with CurArte this year also worked with us creating many of the images and graphics for our animations about COVID, HIV and Pregnancy, as well as other films. We also received a restricted donation to allow two Salvadoran artists (one of them working with the Ministry of Health) to do a two-year Art Therapy training.

Capacity building

Picturing Health has done a great deal of training over the last five years - with on-the-job mentoring for local film makers in Africa. This allowed us to continue filming projects throughout the pandemic, using local camera crews. In particular Ernest Mbangwa in Malawi and Jeff Muwonge in Uganda carried out filming. We also worked with film makers in Zimbabwe, Sierra Leone and Nigeria.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2021

ACHIEVEMENT AND PERFORMANCE

Fundraising activities

Funding and expenditure of Picturing Health

Picturing Health does not have any full-time staff or rented office space, allowing the Charity to keep our overheads low. Our main overheads are to ensure proper accounting and project management. We put together teams to make films on a project by project basis. We do this to maintain high value for money, allowing us to carry out complex filming projects on very small budgets. The charity's size should not be judged on its budget or staff numbers, but on its ability to produce high quality films - and on this we have a strong production rate.

Where possible the charity will contract people in the country or region where filming takes place so as to avoid expensive travel, also offering mentoring and on-the-job support for local film makers. In several cases contractors have charged below commercial rates, offering their expertise at a cheaper rate for charity work or on a voluntary basis.

Until now administration of the Charity has been carried out on a pro-bono basis. The CEO has been paid only for film making work that he carries out, not for activities of administering the charity, including accounts, reports and other work. Likewise the Charity's Project Manager and administrator, who has a lifetime experience in managing charities, also worked on a pro-bono basis. But this year the trustees took the decision that the charity should move to a more professional basis, sustainable in the long term and that those administering the charity should start to charge for time.

The charity does raise money from the public, but so far the amount raised has been very small, through donations on the website. We do not use a professional fund-raiser, nor does the charity operate with a commercial participator. The charity receives the majority of its income through carrying out contracted work (usually making films) for partners who are implementing health or research projects on the ground. Often we are able to make budgets stretch. So if commissioned to make a film about a clinical trial, we will work with the partner to also produce and disseminate training films around the same topic. Picturing Health had neither contracts nor grant funding in 2020 from central governments. A number of the partners we work with (and have worked with in the past) are not based in the UK. In 2021 we received £38,411 from NEST 360 which is run by Rice University in the United States.

In 2020 Picturing Health registered with the UK government's Gift Aid Scheme and will receive income through this in 2021.

Through the year we have worked to improve our website, which is central for distribution of films, building partnerships to allow better evaluation of films within health programmes, looking for funding opportunities and building capacity both in terms of running the charity and film making. We expect that these building blocks will bear fruit in terms of expanding our activities in 2022.

Countries where Picturing Health operates

In most of the places we make films, we are not operating on a permanent basis. We therefore do not have a legal presence, permanent representative or offices. In 2021 we worked in Malawi, Uganda, Zimbabwe, Kenya, Nigeria, South Africa, India, El Salvador and the UK. Spending was entirely related to film production, which was coordinated from the UK. Money was transferred through the banking system. Receipts were collected for expenditure and accounting done on a project by project basis to fit within the budgets agreed with partners.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2021

FINANCIAL REVIEW

Financial position

Financial position

The accounts show activities for the year. Total income for Picturing Health was £94,585. Total expenditure on film making activities was £66,952. The surplus was then added to the funds carried forward from 2020 to give a balance at the year-end of £41,745 of which £29,544 was restricted and £12,201 was unrestricted.

Projected activities for next year.

Projected turnover from commissioned work in 2022 is expected to continue at roughly the same level as 2021 between £70,000 and £100,000.

Reserves policy

Our reserves policy states that we will maintain a year of core overhead costs in reserve and then work on a project by project basis, balancing budgets within projects. Our overheads in 2021 were £1,140.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, Charitable Incorporated Organisation - Foundation constitution registered on 22nd February 2017.

Management

Trustees continued to meet on a quarterly basis. A new trustee joined in 2021 - Richard Wilson, a former BBC environment correspondent and COE of Rockhopper films, which has a long track record of making award winning documentaries and has made many health related films. A risk register identified similar risks to 2020 - the possibility of accidents involving contractors working with Picturing Health, along with potential failure to meet the deadlines of filming contracts due to insufficient film making capacity or lack of funds. These are being addressed by ensuring that contractors have their own insurance to cover them and by building a working capital fund. This now has sufficient funds to ensure that the charity does not have to loan money to cover short term costs.

We have written a safe-guarding policy, an ethical filming policy, a privacy policy for the website and other social media. We are developing an ethical fund-raising policy.

The charity does not have any trading subsidiaries. None of the trustees received remuneration or benefits other than expenses incurred. During this period Richard Wilson was appointed as a trustee. The charity has no employees, but instead works contractually. The charity had no UK volunteers, although a number of UK based contractors gave time at reduced rates for charity work.

The strengthening of management and administration was identified as a key area to improve in 2021. In January 2021 trustees worked out a budget for the year based on projected income, and an action plan of activities to be completed to strengthen core activities. Progress was reported to trustees at quarterly meetings.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1171738

Principal address

Flat 3 Springfield
Jubilee Road
Totnes
Devon
TQ9 5BW

PICTURING HEALTH

REPORT OF THE TRUSTEES
for the Year Ended 31 December 2021

Trustees

Hon Prof E M Molyneux
Prof A L Kinmonth
Prof Sir I Weller
Mrs A E South
Prof P Mugenyi
Mr R Wilson (appointed 23.2.21)

Independent Examiner

Ian Barrett
FCA FCIE
Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

Approved by order of the board of trustees on 14 October 2022 and signed on its behalf by:

Hon Prof E M Molyneux - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
PICTURING HEALTH

Independent examiner's report to the trustees of Picturing Health

I report to the charity trustees on my examination of the accounts of Picturing Health (the Trust) for the year ended 31 December 2021.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Ian Barrett
FCA FCIE
Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

17 October 2022

PICTURING HEALTH

STATEMENT OF FINANCIAL ACTIVITIES
for the Year Ended 31 December 2021

	Notes	Unrestricted fund £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Charitable activities					
Core Costs		5,799	12,444	18,243	5,760
Penta Project		-	-	-	7,800
Kangaroo care		-	-	-	334
RAMPART trial		-	-	-	2,700
Memory Cafe		-	8,595	8,595	6,353
COVID		-	-	-	3,799
Blood transfusions		-	-	-	14,850
NEST		-	38,411	38,411	8,215
SHINE		-	8,910	8,910	-
Odyssey		-	-	-	1,931
ETAT		-	6,426	6,426	-
ViiV		-	10,000	10,000	-
Lumber Puncture		-	4,000	4,000	-
Total		5,799	88,786	94,585	51,742
EXPENDITURE ON					
Charitable activities					
Core Costs		1,140	12,610	13,750	1,446
Penta Project		-	-	-	7,800
RAMPART trial		-	-	-	2,449
Memory Cafe		-	2,550	2,550	6,353
COVID		-	-	-	6,481
Blood transfusions		-	4,825	4,825	7,727
NEST		-	34,078	34,078	4,768
SHINE		-	6,009	6,009	1,223
Odyssey		-	-	-	1,956
ETAT		-	4,306	4,306	-
ViiV		-	1,388	1,388	-
Other		-	46	46	238
Total		1,140	65,812	66,952	40,441
NET INCOME		4,659	22,974	27,633	11,301
Transfers between funds	6	(167)	167	-	-
Net movement in funds		4,492	23,141	27,633	11,301
RECONCILIATION OF FUNDS					
Total funds brought forward		7,709	6,403	14,112	2,811
TOTAL FUNDS CARRIED FORWARD		12,201	29,544	41,745	14,112

The notes form part of these financial statements

PICTURING HEALTH

BALANCE SHEET

31 December 2021

	Notes	Unrestricted fund £	Restricted funds £	2021 Total funds £	2020 Total funds £
CURRENT ASSETS					
Debtors	3	4,001	32,209	36,210	4,769
Cash at bank		8,200	6,051	14,251	13,510
		<u>12,201</u>	<u>38,260</u>	<u>50,461</u>	<u>18,279</u>
CREDITORS					
Amounts falling due within one year	4	-	(8,716)	(8,716)	(4,167)
		<u>12,201</u>	<u>29,544</u>	<u>41,745</u>	<u>14,112</u>
NET CURRENT ASSETS					
		<u>12,201</u>	<u>29,544</u>	<u>41,745</u>	<u>14,112</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>12,201</u>	<u>29,544</u>	<u>41,745</u>	<u>14,112</u>
NET ASSETS					
		<u>12,201</u>	<u>29,544</u>	<u>41,745</u>	<u>14,112</u>
FUNDS	6				
Unrestricted funds				12,201	7,709
Restricted funds				29,544	6,403
TOTAL FUNDS				<u>41,745</u>	<u>14,112</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 14 October 2022 and were signed on its behalf by:

Hon Prof E M Molyneux - Trustee

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2021 nor for the year ended 31 December 2020.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2021 nor for the year ended 31 December 2020.

3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Other debtors	2021	2020
	£	£
NEST	11,909	0
Memory Cafe	6,300	0
ViiV	10,000	0
Lumber Puncture	4,000	0
Film makers advances	4,001	4,769
TOTAL	36,210	4,769

PICTURING HEALTH

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 December 2021

4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Other creditors	2021	2020
	£	£
General fund advances to projects prior to income (note 5)	8,716	4,167
TOTAL	8,716	4,167

5. LOANS

Working capital advances occur when payments are made prior to funding being received.

6. MOVEMENT IN FUNDS

	At 1.1.21	Net movement in funds	Transfers between funds	At 31.12.21
	£	£	£	£
Unrestricted funds				
General fund	7,709	4,659	(167)	12,201
Restricted funds				
CurArteUk Donations	-	(167)	167	-
Memory Cafe project	-	6,045	-	6,045
COVID	(2,905)	-	-	(2,905)
Blood transfusion	7,123	(4,870)	-	2,253
NEST	3,447	4,333	-	7,780
Odyssey	(39)	-	-	(39)
SHINE	(1,223)	2,901	-	1,678
ETAT	-	2,120	-	2,120
ViiV	-	8,612	-	8,612
Lumber Puncture	-	4,000	-	4,000
	<u>6,403</u>	<u>22,974</u>	<u>167</u>	<u>29,544</u>
TOTAL FUNDS	<u><u>14,112</u></u>	<u><u>27,633</u></u>	<u><u>-</u></u>	<u><u>41,745</u></u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	5,799	(1,140)	4,659
Restricted funds			
CurArteUk Donations	12,444	(12,611)	(167)
Memory Cafe project	8,595	(2,550)	6,045
Blood transfusion	-	(4,870)	(4,870)
NEST	38,411	(34,078)	4,333
SHINE	8,910	(6,009)	2,901
ETAT	6,426	(4,306)	2,120
ViiV	10,000	(1,388)	8,612
Lumber Puncture	4,000	-	4,000
	<u>88,786</u>	<u>(65,812)</u>	<u>22,974</u>
TOTAL FUNDS	<u><u>94,585</u></u>	<u><u>(66,952)</u></u>	<u><u>27,633</u></u>

6. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.1.20 £	Net movement in funds £	Transfers between funds £	At 31.12.20 £
Unrestricted funds				
General fund	1,824	4,313	1,572	7,709
Restricted funds				
Adolescent HIV Project (PENTA)	2,591	-	(2,591)	-
CurArteUk Donations	9	-	(9)	-
Kangaroo care	(1,362)	334	1,028	-
RAMPART trial	(251)	251	-	-
COVID	-	(2,905)	-	(2,905)
Blood transfusion	-	7,123	-	7,123
NEST	-	3,447	-	3,447
Odyssey	-	(39)	-	(39)
SHINE	-	(1,223)	-	(1,223)
	<u>987</u>	<u>6,988</u>	<u>(1,572)</u>	<u>6,403</u>
TOTAL FUNDS	<u>2,811</u>	<u>11,301</u>	<u>-</u>	<u>14,112</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	5,760	(1,447)	4,313
Restricted funds			
Adolescent HIV Project (PENTA)	7,800	(7,800)	-
Kangaroo care	334	-	334
Memory Cafe project	6,353	(6,353)	-
RAMPART trial	2,700	(2,449)	251
COVID	3,799	(6,704)	(2,905)
Blood transfusion	14,850	(7,727)	7,123
NEST	8,215	(4,768)	3,447
Odyssey	1,931	(1,970)	(39)
SHINE	-	(1,223)	(1,223)
	<u>45,982</u>	<u>(38,994)</u>	<u>6,988</u>
TOTAL FUNDS	<u>51,742</u>	<u>(40,441)</u>	<u>11,301</u>

PICTURING HEALTH

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 December 2021

7. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2021.

PICTURING HEALTH

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
for the Year Ended 31 December 2021

	2021 £	2020 £
INCOME AND ENDOWMENTS		
Charitable activities		
Gifts	-	3,799
Donations	13,339	6,094
Grants	81,246	41,849
	<u>94,585</u>	<u>51,742</u>
Total incoming resources	94,585	51,742
EXPENDITURE		
Charitable activities		
Film-makers fees	51,538	33,133
Workshop costs & activities	12,610	3,407
Misc costs	-	2,287
Website IT & social media fees	1,140	1,376
Consultancy	1,618	-
	<u>66,906</u>	<u>40,203</u>
Other		
Bank charges	46	238
	<u>66,952</u>	<u>40,441</u>
Total resources expended	66,952	40,441
Net income	27,633	11,301

This page does not form part of the statutory financial statements

PICTURING HEALTH

England & Wales - Charity number 1171738

Accounts

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020
FOR
PICTURING HEALTH

Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
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TQ12 2JS

PICTURING HEALTH

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for the Year Ended 31 December 2020

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PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2020

The trustees present their report with the financial statements of the charity for the year ended 31 December 2020. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

Our core objectives are

- A. Making films in the four focus areas, training health workers, disseminating research, empowering patients and informing communities.**
- B. Evaluating the effectiveness of films**
- C. Capacity building - equipping filmmakers and clinicians to make films on health**
- D. Strengthening core support - distribution of films, finance, website, fundraising, core costs and insurance.**

Picturing Health was set up to use film and art to improve public health. We make films to disseminate research and turn evidence into practice, working in partnership with leading medical and research institutions including the World Health Organisation, the Medical Research Council and the London School of Hygiene and Tropical Medicine. We make films to train health workers. We make films to inform patients and to promote discussion in communities. Films cover topics from HIV and emergency paediatric medicine to diabetes, dementia and mental health. We have worked mostly in Africa, but also have projects in Asia, Latin America and the UK.

The core film work of the charity continued through 2020 despite the COVID-19 pandemic. In 2020 our specific objective was to strengthen the organisation particularly by focusing on evaluation of the effectiveness of films, the capacity building of our film makers overseas and well as clinicians, and on core support, the website, financial management, distribution of films and improved financing of core costs.

All our films are available at www.picturinghealth.org.

Public benefit

All our films made are available to all for the advancement of health and for saving lives, particularly in countries where health care may be limited. Part of the reason for setting up as a charity was to improve distribution of the films that we make. Through 2020 we continued to improve our distribution through our website. We built links to local TV networks in several African countries, an area which we will look to expand. We carried out distribution drives for our films through Facebook and other social media networks and we worked on expanding and improving our YouTube channel.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2020

ACHIEVEMENT AND PERFORMANCE

Charitable activities

In 2020 the COVID-19 pandemic posed a huge challenge as well as potential opportunity for the work of Picturing Health. It forced us to change our priorities with regard to film making as we responded to a new set of needs created by the pandemic, whilst trying to also maintain current projects. We were able to expand our film making and other activities, despite the extraordinary circumstances, thanks in large part to our previous policy of training and working with local film makers in Africa. In monetary terms our turnover almost doubled. Our film output increased more than this as we also benefited from generous donations of time from collaborators. This is set to continue through 2021, when our turnover is expected to double again from the 2020 level despite considerable fundraising challenges.

Film Projects:

The charity makes films in four main categories: to train health workers, to disseminate evidence-based research, to inform patients and to promote debate and discussion in communities. We completed 3 major film projects this year and started several others.

The Memory Café project began in 2019 when we carried out filming for a series of films to train volunteers at Memory Cafes, providing services for people living with dementia in the UK. The project is funded by Devon County Council through the Devon Memory Café Consortium. The films include more than two hours of dementia awareness training tailored towards memory cafes. Other films will look at different aspects of running memory cafes which were planned this year and will be completed in 2021 and further developed for an online training platform for Memory Café staff and volunteers.

Public Health messaging for COVID 19. We developed animations for COVID messaging, benefiting from a donation of time by Bright Carbon animations. We developed messaging around COVID prevention and shielding the elderly and susceptible populations. We also had help from Translators without Borders to turn the animations into 20 languages. These were widely distributed, not only on social media but also terrestrial channels. In Malawi they were used repeatedly over several months by the two main television Networks (public and private) with estimated audience reach of 6 million viewers on each network. They were used on Tibetan exile TV in India and in clinics in the highlands of Papua New Guinea.

COVID on the Breadline. At the start of the pandemic we also made a half hour film with UNICEF and University of Johannesburg, aimed at informing the policy debate about the public health response to COVID-19. We did a targeted distribution of the film through social media and direct contacts to ministries of health in Africa. The film focused on the potential collateral damage of the pandemic response to other health services and explored alternative local control measures for COVID-19 in countries without the infrastructure and support mechanisms to sustain effective lockdowns.

Malaria films. In partnership with researchers from Imperial College and Kemri Wellcome Trust in Kenya we provided a series of short films for an online training platform to improve diagnosis of paediatric malaria.

ETAT films. In partnership with Royal College of Paediatrics and Child Health, we provided a series of short films for an online training platform for ETAT (Emergency Triage, Assessment and Treatment) training, for paediatric emergency teams. Where implemented ETAT has been shown to cut mortality of acutely sick children by as much as 50%. We also planned further filming for the same series in Sierra Leone where the Royal Society for Psychiatry and Child Health have ongoing projects.

Odyssey Trial (PENTA 20). We made a short film about preliminary results of a major clinical trial called Odyssey, which has shown that the drug dolutegravir is safe and effective in children. This is a major development in improving HIV treatment for children. It means taking one small pill, instead of many large pills a day. The trial was carried out mostly in Africa, but also in the UK. It involved unprecedented collaboration between researchers, health teams, the pharmaceutical industry and generic companies as well as regulators like the World Health Organisation and the Food and Drugs Administration. We will be doing more work in 2021 when full results of the trial are expected to be published.

Blood Transfusion training films. We were able to carry out filming for a series of training films in partnership with the Blood Transfusion Service of Malawi. These still need to be edited and expanded for wider use in Africa. These are due for completion in 2021.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2020

NEST 360. We started a major project to make more than 40 short training films on how to use essential equipment for keeping babies breathing in Africa. This includes Continuous Passage Airway Therapy, oxygen concentrators, pulse oximeters, suction pumps, flow splitters, radiant warmers and phototherapy devices. The films will constitute a complete online training course as well as provide material for use by trainers during physical training sessions. The films are due to be completed in 2021.

CurArte

We continued to support a long-term initiative in the mental health unit of the Hospital San Rafael, Santa Tecla, El Salvador by CurArte. Due to the pandemic the mental health unit was closed and the hospital was converted into a front line COVID response unit. However some of the activities organized by CurArte were able to move online. The project also produced videos for supporting teens threatened by sexual abuse during the lockdowns and for Tai Chi and other activities.

Capacity building

Picturing Health has done a great deal of training over the last five years - with on-the-job mentoring for local film makers in Africa. This has continued despite the COVID pandemic. Ernest Mbanga, a film-maker in Malawi and Jeff Muwonge in Uganda both worked on filming projects. James Chanika, in Uganda also organized filming for COVID films.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2020

ACHIEVEMENT AND PERFORMANCE

Fundraising activities

Funding and expenditure of Picturing Health

Picturing Health does not have any full-time staff, rented office space or other overheads. Rather we put together teams to make films on a project by project basis. We do this to maintain high value for money, allowing us to carry out complex filming projects on very small budgets. The charity's size should not be judged on its budget or staff numbers, but on its ability to produce high quality films - and on this we have a strong production rate.

Where possible the charity will contract people in the country or region where filming takes place so as to avoid expensive travel, also offering mentoring and on-the-job support for local film makers. In most cases contractors have charged below commercial rates, offering their expertise at a cheaper rate for charity work or on a voluntary basis. This includes work for building the website and for disseminating and publicising films and other activities.

Administration of the charity has been done on a pro-bono basis. The CEO is paid only for film making work that he carries out, not for activities of administering the charity, including accounts, reports and other work. The charity also has no physical offices or other infrastructure, so as to keep overheads to a minimum. The person directing CurArte in El Salvador, and giving many of the art sessions, also works on a pro-bono full-time basis, only being paid for commissioned artwork related to film projects.

The charity does raise money from the public, but so far the amount raised has been very small, through donations on the website. We do not use a professional fund-raiser, nor does the charity operate with a commercial participator. The charity gets the majority of its income through carrying out contracted work (usually making films) for partners who are implementing health or research projects on the ground. Often we are able to make budgets stretch. So if commissioned to make a film about a clinical trial, we will work with the partner to also produce and disseminate training films around the same topic. Picturing Health had neither contracts nor grant funding in 2020 from central government or local authorities. The charity did receive income from outside of the UK. A number of the partners we work with (and have worked with in the past) are not based in the UK. In 2020 we received £8,200 from NEST 360 which is run by Rice University in the United States. We also received £8,660 from PENTA (Paediatric European Network for the Treatment of Aids) for the production of a short film about Odyssey.

In 2020 Picturing Health registered with the UK government's Gift Aid Scheme and will receive income through this in 2021.

Through the year we have worked to improve our website, which is central for distribution of films, build partnerships to allow better evaluation of films within health programs, look for funding opportunities and build capacity both in terms of running the charity and film making. We expect that these building blocks will bear fruit in terms of expanding our activities in 2021.

Countries where Picturing Health operates

In most of the places we make films, we are not operating on a permanent basis. We therefore do not have a legal presence, permanent representative or offices. In 2020 we worked in Malawi, Uganda, Zimbabwe, Kenya, South Africa, India, El Salvador and the UK. Spending was entirely related to film production, which was coordinated from the UK. Money was transferred through the banking system. Receipts were collected for expenditure and accounting done on a project by project basis to fit with-in the budgets agreed with partners. In all current projects, expenditure has been kept within allocated budgets

FINANCIAL REVIEW

Financial position

The accounts show activities for the year. Total income for Picturing Health was £51,742. Total expenditure on film making activities was £40,441. The surplus was then added to the funds carried forward from 2019 to give a balance at the year-end of £14,112 of which £6,403 was restricted and £7,709 was unrestricted.

Projected activities for next year.

Projected turnover from commissioned work in 2021 is expected to increase from 2020 to around £100,000 with the increase primarily from increased value of contracts.

PICTURING HEALTH

REPORT OF THE TRUSTEES

for the Year Ended 31 December 2020

FINANCIAL REVIEW

Reserves policy

As the Charity is small we do not have a complex reserves policy. A decision has been taken by trustees to always keep a year of core overhead costs in reserve and then work on a project by project basis, trying where-ever possible to balance budgets within projects. Our overheads in 2020 were £1,447.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, Charitable Incorporated Organisation - Foundation constitution registered on 22nd February 2017.

Management

Trustees continued to meet on a quarterly basis. A risk register was set up to identify potential risks allowing trustees to assess these. This identified the possibility of accidents involving contractors working with Picturing Health as one of the highest risks along with potential failure to meet the deadlines of filming contracts due to insufficient film making capacity or lack of funds.

These are being addressed by ensuring that contractors have their own insurance to cover them and by building a working capital fund. The charity does not have any trading subsidiaries. None of the trustees received remuneration or benefits other than expenses incurred. During the period covered, one Trustee, Mary Garvey resigned. This was because it was agreed she could give a greater contribution as project manager and helping with governance and management of the charity, work for which she would be paid. The charity has no employees, but instead works contractually. The charity had no UK volunteers, although a number of UK based contractors gave time at reduced rates for charity work.

The strengthening of management and administration was identified as a key area to improve in 2020. In January 2020 trustees worked out a budget for the year based on projected income, and an action plan of activities to be completed to strengthen core activities. Progress was reported to trustees at quarterly meetings.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1171738

Principal address

Flat 3 Springfield
Jubilee Road
Totnes
Devon
TQ9 5BW

Trustees

Hon Prof E M Molyneux
Prof A L Kinmonth
Prof Sir I Weller
Ms M Garvey (resigned 20.1.20)
Mrs A E South
Prof P Mugenyi

Independent Examiner

Ian Barrett
FCA FCIE
Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

PICTURING HEALTH

REPORT OF THE TRUSTEES
for the Year Ended 31 December 2020

Approved by order of the board of trustees on 5 July 2021 and signed on its behalf by:

Hon Prof E M Molyneux - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
PICTURING HEALTH

Independent examiner's report to the trustees of Picturing Health

I report to the charity trustees on my examination of the accounts of Picturing Health (the Trust) for the year ended 31 December 2020.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Ian Barrett
FCA FCIE
Barretts
Chartered Accountants &
Chartered Tax Advisers
22 Union Street
Newton Abbot
Devon
TQ12 2JS

12 October 2021

PICTURING HEALTH

STATEMENT OF FINANCIAL ACTIVITIES
for the Year Ended 31 December 2020

	Notes	Unrestricted fund £	Restricted funds £	2020 Total funds £	2019 Total funds £
INCOME AND ENDOWMENTS FROM					
Charitable activities					
Core Costs		5,760	-	5,760	1,036
Penta Project		-	7,800	7,800	-
Thanzi		-	-	-	3,138
WHO Street vendor babies		-	-	-	-
TRACT trial		-	-	-	3,264
Kangaroo care		-	-	-	7,832
AALPHI project		-	334	334	-
RAMPART trial		-	-	-	2,700
Memory Cafe		-	2,700	2,700	-
COVID		-	6,353	6,353	6,475
Blood transfusions		-	3,799	3,799	-
NEST		-	14,850	14,850	-
Odyssey		-	8,215	8,215	-
		-	1,931	1,931	-
Total		5,760	45,982	51,742	24,445
EXPENDITURE ON					
Charitable activities					
Core Costs		1,446	-	1,446	3,195
Penta Project		-	7,800	7,800	-
CurArte in El Salvador		-	-	-	8,501
Thanzi		-	-	-	4,446
WHO Street vendor babies		-	-	-	-
TRACT trial		-	-	-	5,842
Kangaroo care		-	-	-	2,949
AALPHI project		-	-	-	(68)
RAMPART trial		-	-	-	2,700
Memory Cafe		-	2,449	2,449	251
Project funding		-	-	-	6,475
COVID		-	6,353	6,353	-
Blood transfusions		-	6,481	6,481	2,540
NEST		-	7,727	7,727	-
SHINE		-	4,768	4,768	-
Odyssey		-	1,223	1,223	-
		-	1,956	1,956	-
Other		1	237	238	321
Total		1,447	38,994	40,441	37,152
NET INCOME/(EXPENDITURE)		4,313	6,988	11,301	(12,707)
Transfers between funds	6	1,572	(1,572)	-	-
Net movement in funds		5,885	5,416	11,301	(12,707)

The notes form part of these financial statements

PICTURING HEALTH

STATEMENT OF FINANCIAL ACTIVITIES
for the Year Ended 31 December 2020

	Notes	Unrestricted fund £	Restricted funds £	2020 Total funds £	2019 Total funds £
RECONCILIATION OF FUNDS					
Total funds brought forward		1,824	987	2,811	15,518
TOTAL FUNDS CARRIED FORWARD		7,709	6,403	14,112	2,811

The notes form part of these financial statements

PICTURING HEALTH

BALANCE SHEET

31 December 2020

	Notes	Unrestricted fund £	Restricted funds £	2020 Total funds £	2019 Total funds £
CURRENT ASSETS					
Debtors	3	4,769	-	4,769	14,275
Cash at bank		2,940	10,570	13,510	4,424
		7,709	10,570	18,279	18,699
CREDITORS					
Amounts falling due within one year	4	-	(4,167)	(4,167)	(15,888)
NET CURRENT ASSETS		7,709	6,403	14,112	2,811
TOTAL ASSETS LESS CURRENT LIABILITIES		7,709	6,403	14,112	2,811
NET ASSETS/(LIABILITIES)		7,709	6,403	14,112	2,811
FUNDS	6				
Unrestricted funds				7,709	1,824
Restricted funds				6,403	987
TOTAL FUNDS				14,112	2,811

The financial statements were approved by the Board of Trustees and authorised for issue on 5 July 2021 and were signed on its behalf by:

Hon Prof E M Molyneux - Trustee

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2020 nor for the year ended 31 December 2019.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2020 nor for the year ended 31 December 2019.

3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Other debtors	2020	2019
	£	£
PENTA	0	7,800
Memory cafe	0	6,475
Film makers advances	4,769	<u>0</u>
TOTAL	4,769	<u>14,275</u>

PICTURING HEALTH

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 December 2020

4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Other creditors	2020 £	2019 £
Reimbursement of monies loaned by film-makers for working capital	0	7,800
Kangaroo Care	0	334
General fund loan to projects prior to income (note 5)	4,167	1,280
Memory cafe	0	6,475
TOTAL	4,167	15,889

5. LOANS

Working capital loans occur when payments are made prior to funding being received.

6. MOVEMENT IN FUNDS

	At 1.1.20 £	Net movement in funds £	Transfers between funds £	At 31.12.20 £
Unrestricted funds				
General fund	1,824	4,313	1,572	7,709
Restricted funds				
Adolescent HIV Project (PENTA)	2,591	-	(2,591)	-
CurArteUk Donations	9	-	(9)	-
Kangaroo care	(1,362)	334	1,028	-
RAMPART trial	(251)	251	-	-
COVID	-	(2,905)	-	(2,905)
Blood transfusion	-	7,123	-	7,123
NEST	-	3,447	-	3,447
Odyssey	-	(39)	-	(39)
SHINE	-	(1,223)	-	(1,223)
	<u>987</u>	<u>6,988</u>	<u>(1,572)</u>	<u>6,403</u>
TOTAL FUNDS	<u>2,811</u>	<u>11,301</u>	<u>-</u>	<u>14,112</u>

PICTURING HEALTH

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 December 2020

6. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	5,760	(1,447)	4,313
Restricted funds			
Adolescent HIV Project (PENTA)	7,800	(7,800)	-
Kangaroo care	334	-	334
Memory Cafe project	6,353	(6,353)	-
RAMPART trial	2,700	(2,449)	251
COVID	3,799	(6,704)	(2,905)
Blood transfusion	14,850	(7,727)	7,123
NEST	8,215	(4,768)	3,447
Odyssey	1,931	(1,970)	(39)
SHINE	-	(1,223)	(1,223)
	<u>45,982</u>	<u>(38,994)</u>	<u>6,988</u>
TOTAL FUNDS	<u><u>51,742</u></u>	<u><u>(40,441)</u></u>	<u><u>11,301</u></u>

Comparatives for movement in funds

	At 1.1.19 £	Net movement in funds £	Transfers between funds £	At 31.12.19 £
Unrestricted funds				
General fund	3,317	(4,698)	3,205	1,824
Restricted funds				
Adolescent HIV Project (PENTA)	2,591	-	-	2,591
Inspire Project (WHO)	842	-	(842)	-
CurArteUk Donations	8,510	(8,501)	-	9
WHO (World Health Org) Street Vendor Comm	5,896	(2,900)	(2,996)	-
Thanzi Project Commissions	1,271	(1,308)	37	-
TRACT trial	(3,329)	4,883	(1,554)	-
Kangaroo care	(3,580)	68	2,150	(1,362)
RAMPART trial	-	(251)	-	(251)
	<u>12,201</u>	<u>(8,009)</u>	<u>(3,205)</u>	<u>987</u>
TOTAL FUNDS	<u><u>15,518</u></u>	<u><u>(12,707)</u></u>	<u><u>-</u></u>	<u><u>2,811</u></u>

PICTURING HEALTH

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 December 2020

6. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	1,036	(5,734)	(4,698)
Restricted funds			
CurArteUk Donations	-	(8,501)	(8,501)
WHO (World Health Org) Street Vendor Comm	3,264	(6,164)	(2,900)
Thanzi Project Commissions	3,138	(4,446)	(1,308)
TRACT trial	7,832	(2,949)	4,883
Kangaroo care	-	68	68
AALPHI Project	2,700	(2,700)	-
Memory Cafe project	6,475	(6,475)	-
RAMPART trial	-	(251)	(251)
	<u>23,409</u>	<u>(31,418)</u>	<u>(8,009)</u>
TOTAL FUNDS	<u>24,445</u>	<u>(37,152)</u>	<u>(12,707)</u>

7. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2020.

PICTURING HEALTH

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
for the Year Ended 31 December 2020

	2020 £	2019 £
INCOME AND ENDOWMENTS		
Charitable activities		
Gifts	3,799	-
Donations	6,094	17,970
Grants	41,849	6,475
	<u>51,742</u>	<u>24,445</u>
Total incoming resources	51,742	24,445
EXPENDITURE		
Charitable activities		
Film-makers fees	33,133	19,680
Flights and travel	-	3,068
Workshop costs & activities	3,407	460
Misc costs	2,287	2,873
Website IT & social media fees	1,376	-
Professional fees inc accounts	-	9,845
Music rights	-	905
	<u>40,203</u>	<u>36,831</u>
Other		
Bank charges	238	321
	<u>40,441</u>	<u>37,152</u>
Total resources expended	40,441	37,152
Net income/(expenditure)	11,301	(12,707)