

GMC Charity to End FGM
Company Limited by Guarantee
Unaudited Financial Statements
30 June 2024

CHARLTON BAKER LIMITED

Chartered accountants
7-7c Snuff Street
Devizes
Wiltshire
England
SN10 1DU

GMC Charity to End FGM
Company Limited by Guarantee
Financial Statements
Year ended 30 June 2024

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GMC Charity to End FGM

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report)

Year ended 30 June 2024

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 30 June 2024.

Objectives and strategy

Our **Charitable purpose**, as set out in the objects contained in the Charity's Memorandum of Association, is "For the public benefit to promote the education and training of people working in journalistic media in Africa and across the world, to enable them more effectively to raise awareness of the dangers to physical and mental health, caused by the practice of Female Genital Mutilation".

How our activities deliver public benefit.

Our main activities and who we try to help are described below. All our charitable activities focus on tackling Female Genital Mutilation (FGM) and are undertaken to further our charitable purposes for the public benefit.

Our **Vision** is to accelerate the abandonment of Female Genital Mutilation worldwide, through use of the media.

Our **Mission** is to do this by empowering activists and other impact partners to use influencers such as religious leaders, traditional elders, to create anti-FGM media content to achieve global reach. And deploying digital learning and videos to train communities to use the media.

We understand the sensitivities that surround any dialogue and debate around FGM and always take these into consideration in the way in which we work with our partners and the media output that we help our partners to generate. We tailor our messaging carefully according to the audience we are trying to reach and support and provide guidance to our partners to do likewise.

We work with many partners who have been directly or indirectly impacted by FGM. Moreover, partners are working on a sensitive issue in sensitive settings. At all times our work with partners prioritises their safeguarding and security. We also take a strong safeguarding approach in relation to all individuals who are part of our media outputs, videos, imagery.

Overview

The year to 30th June 2024 showed a drop in income of 23%. There was a deficit in the year and this was reflected in cash balances being down on last year.

In terms of activity to end FGM, the charity had a good year, despite the knock-on impact of the Ukraine War on funding. GMC increased its base of activists, spreading the key messages and partnering with key players - all of which helps ensure we move closer to our goal - of ending FGM by 2030.

GMC Charity to End FGM

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 30 June 2024

Financial overview

GMC Income was down 23% in the year to £529,104, from £689,190 the previous year.

GMC incurred a deficit of £64,271 which has led to us close the year with cash balances of £84,678, down from £124,070, at the end of the previous year.

At the year end the closing reserves included a deficit of Unrestricted Funds of £13,597. This was a result of cuts by funding agencies during the year together with funding scheduled to be received in the year being received after the year end. Following rectifying action, Unrestricted Funds returned to surplus in November 2024 and are forecast to be in surplus by approximately £60,000 at 30 June 2025.

Our Reserves policy target is to have between 3-6 months overheads covered by 'unrestricted' funds.

Sources of funding

The principal Funders of GMC were with (funds received in brackets); EU Guinea Bissau (£203,870), UNFPA (£110,281), Wallace Global Fund (£102,768), Cobalt (£57,300) and The Olwyn Foundation (£22,000).

Without the support and guidance of our Funders GMC would not be able to function as a charity pledged to end FGM by 2030.

Summary of activities

GMC provided over 185 direct action grants across Kenya, Nigeria, Sierra Leone, Mali, Gambia, Guinea, Guinea Bissau, Ethiopia and Somalia, to grass roots activists, to enable them to implement their media strategies and to build a critical mass of debate on FGM. These messages of the health impacts and harms of FGM reached millions of people through local and community radio and TV.

In addition to this core activity GMC was involved in the following activities:

WD2023 - Women Deliver Conference, Kigali, Rwanda, July 2023

The Women Deliver Conference, usually held every 3 years, took place in Kigali, Rwanda. 6,000 people convened in Kigali, to find sustainable solutions to gender equality.

GMC launched the #FrontlineEndingFGM movement of local organisations ending Female Genital Mutilation within their communities across Africa, calling on donors to back them directly.

Dr. Natalia Kanem, Executive Director of the UNFPA (the United Nations Sexual and Reproductive Health agency) strongly backed the campaign to empower and fund grassroots-led action.

Media Training for Journalists, Addis Ababa, Ethiopia, August 2023

GMC carried out Media Training on Sensitive Reporting on Harmful Practices, for Media Practitioners from West, Central & Northern Africa, in collaboration with the African Union. After the training, 25 journalists participated in submitting their articles for publication.

GMC Charity to End FGM

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 30 June 2024

Sources of funding *(continued)*

The open source website is available for grassroots organisations working on the frontline to follow and complete online training courses.

Nairobi, Kenya, May 2024

The survivors' summit program, organized by Brighter Society Initiative (BSI Kenya), took place on 10th May 2024, at Weston Hotel in Nairobi County Kenya.

The program aimed to provide capacity building and socio-economic empowerment to FGM survivors. Survivors from all the 22 hot spot counties came in large numbers to share their experiences and to be a source of encouragement to all women so that others would not undergo the same trauma. 200 people attended the summit.

Gambia, May 2024

Comprehensive media campaign carried out across The Gambia, by Safe Hands For Girls, to raise awareness about the harmful effects of Female Genital Mutilation and the implications of the proposed repeal of the FGM bill in The Gambia.

The content included the creation of a campaign video, a song featuring one of the country's most prominent comedy advocacy groups, and short radio audios. The content was utilized in community tours across various villages to educate and engage with local populations on the dangers of FGM and the potential impact of repealing the bill.

Guinea Bissau, January 2024

GMC launched an 18 month campaign in Guinea Bissau, funded by the European Union. The "Prevention and Fight Against FGM in Guinea-Bissau" project aims to eradicate harmful traditional practices affecting women and children through community engagement, education, and advocacy. Key activities will include community dialogues, training sessions, media campaigns, Caravan, DAGs, and legal workshops.

April 2024

Media Campaign academy, Guinea Bissau

46 activists trained on media engagement and anti-FGM messaging.

May 2024

Launch of the Born Perfect Caravan, in Guinea Bissau, with local partners CNAPN (National Committee against Harmful Practices) travelling through areas of high prevalence in the Gabu regions, complementing traditional media campaigns to reach broader and more remote communities, raising awareness by showing films, holding survivor testimonials, religious advocacy and legal education.

Risk management

GMC maintains and reviews its Risk Register regularly, to identify, assess and control risks and to mitigate any risks that the charity faces.

Social media/website

GMC increased its digital footprint - and developed its online media resource hub on the website, to provide verifiable journalistic material on FGM for campaigners and journalists.

GMC Charity to End FGM

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 30 June 2024

Structure, governance and management

The Charity is controlled by its governing document as a Charitable Incorporated Organisation.

Reference and administrative details

Registered charity name GMC Charity to End FGM

Charity registration number 1176359

Company registration number CE012722

Principal office and registered office 40 Brecknock Road
London
N7 0DD

The trustees

Ms V Henley
Mr M Mojeed
Mr A C Rusbridger
Mr J Cox
Ms J Cook
Ms N S Jennings
Ms M M Mahy
M Doyle

Independent examiner L Rudman AAT, MAAT
7-7c Snuff Street
Devizes
Wiltshire
England
SN10 1DU

The trustees' annual report and the overview were approved on and signed on behalf of the board of trustees by:

Mr J Cox
Trustee

GMC Charity to End FGM

Company Limited by Guarantee

Independent Examiner's Report to the Trustees of GMC Charity to End FGM

Year ended 30 June 2024

I report to the trustees on my examination of the financial statements of GMC Charity to End FGM ('the charity') for the year ended 30 June 2024.

Responsibilities and basis of report

As the trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

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

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

GMC Charity to End FGM

Company Limited by Guarantee

Independent Examiner's Report to the Trustees of GMC Charity to End FGM *(continued)*

Year ended 30 June 2024

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.

L Rudman AAT, MAAT
Independent Examiner

7-7c Snuff Street
Devizes
Wiltshire
England
SN10 1DU

GMC Charity to End FGM

Company Limited by Guarantee

Statement of Financial Activities (including income and expenditure account)

Year ended 30 June 2024

			2024		2023
	Note	Unrestricted funds £	Restricted funds £	Total funds £	Total funds £
Income and endowments					
Donations and legacies	4	123,683	405,421	529,104	689,190
Total income		<u>123,683</u>	<u>405,421</u>	<u>529,104</u>	<u>689,190</u>
Expenditure					
Expenditure on charitable activities	5,6	(165,142)	(428,233)	(593,375)	(667,895)
Total expenditure		<u>(165,142)</u>	<u>(428,233)</u>	<u>(593,375)</u>	<u>(667,895)</u>
Net (expenditure)/income and net movement in funds		<u>(41,459)</u>	<u>(22,812)</u>	<u>(64,271)</u>	<u>21,295</u>
Reconciliation of funds					
Total funds brought forward		27,862	117,743	145,605	124,310
Total funds carried forward		<u>(13,597)</u>	<u>94,931</u>	<u>81,334</u>	<u>145,605</u>

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 10 to 16 form part of these financial statements.

GMC Charity to End FGM
Company Limited by Guarantee
Statement of Financial Position
30 June 2024

	Note	2024 £	2023 £
Current assets			
Debtors	9	–	34,156
Cash at bank and in hand		84,678	124,070
		<u>84,678</u>	<u>158,226</u>
Creditors: amounts falling due within one year	10	(3,344)	(12,621)
Net current assets		<u>81,334</u>	<u>145,605</u>
Total assets less current liabilities		<u>81,334</u>	<u>145,605</u>
Net assets		<u>81,334</u>	<u>145,605</u>
Funds of the charity			
Restricted funds		94,931	117,743
Unrestricted funds		(13,597)	27,862
Total charity funds	11	<u>81,334</u>	<u>145,605</u>

For the year ending 30 June 2024 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

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

These financial statements were approved by the board of trustees and authorised for issue on, and are signed on behalf of the board by:

Mr J Cox
Trustee

The notes on pages 10 to 16 form part of these financial statements.

GMC Charity to End FGM
Company Limited by Guarantee
Statement of Cash Flows
Year ended 30 June 2024

	2024	2023
	£	£
Cash flows from operating activities		
Net (expenditure)/income	(64,271)	21,295
<i>Adjustments for:</i>		
Accrued expenses/(income)	900	(7,478)
<i>Changes in:</i>		
Trade and other debtors	34,156	4,691
Trade and other creditors	(10,177)	(7,241)
Cash generated from operations	(39,392)	11,267
Net cash (used in)/from operating activities	(39,392)	11,267
Net (decrease)/increase in cash and cash equivalents	(39,392)	11,267
Cash and cash equivalents at beginning of year	124,070	112,803
Cash and cash equivalents at end of year	<u>84,678</u>	<u>124,070</u>

The notes on pages 10 to 16 form part of these financial statements.

GMC Charity to End FGM

Company Limited by Guarantee

Notes to the Financial Statements

Year ended 30 June 2024

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 40 Brecknock Road, London, N7 0DD.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Income tax

The charity is exempt from corporation 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.

Incoming resources

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.

GMC Charity to End FGM

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 30 June 2024

3. Accounting policies *(continued)*

Resources expended

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.

Reserves policy

GMC's Reserves policy target is a minimum reserves requirement that covers at least 3 months running costs, with funds contractually available to pay for running costs.

GMC monitors cash flow projections for the next 12 months every quarter, highlighting any uncertain income commitments. Any projected funding shortfall in GMC's reserves requirement is immediately advised to the Board's Finance & Risk Committee for rectifying action.

Ongoing costs are not expected to vary materially from current levels

4. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Donations			
Donations	<u>123,683</u>	<u>405,421</u>	<u>529,104</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Donations			
Donations	<u>107,684</u>	<u>581,506</u>	<u>689,190</u>

GMC Charity to End FGM

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 30 June 2024

5. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Charitable activities	164,144	422,933	587,077
Support costs	998	5,300	6,298
	<u>165,142</u>	<u>428,233</u>	<u>593,375</u>

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Charitable activities	78,307	586,681	664,988
Support costs	2,907	—	2,907
	<u>81,214</u>	<u>586,681</u>	<u>667,895</u>

6. Expenditure on charitable activities by activity type

	Activities undertaken directly	Support costs	Total funds 2024 £	Total fund 2023 £
Charitable activities	587,077	—	587,077	664,988
Governance costs	—	6,298	6,298	2,907
	<u>587,077</u>	<u>6,298</u>	<u>593,375</u>	<u>667,895</u>

7. Trustee remuneration and expenses

There were no trustees' remuneration or other benefits for the year ended 30 June 2024 nor for the year ended 30 June 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 June 2024 nor for the year ended 30 June 2023.

GMC Charity to End FGM

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 30 June 2024

8. Tangible fixed assets

	Fixtures and fittings £
Cost	
At 1 July 2023 and 30 June 2024	<u>5,785</u>
Depreciation	
At 1 July 2023 and 30 June 2024	<u>5,785</u>
Carrying amount	
At 30 June 2024	<u>—</u>
At 30 June 2023	<u>—</u>

9. Debtors

	2024 £	2023 £
Prepayments and accrued income	—	11,616
Other debtors	<u>—</u>	<u>22,540</u>
	<u>—</u>	<u>34,156</u>

10. Creditors: amounts falling due within one year

	2024 £	2023 £
Accruals and deferred income	2,500	1,600
Social security and other taxes	844	1,425
Other creditors	<u>—</u>	<u>9,596</u>
	<u>3,344</u>	<u>12,621</u>

GMC Charity to End FGM

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 30 June 2024

11. Analysis of charitable funds

Unrestricted funds

	At 1 July 2023	Income	Expenditure	At 30 June 2024
	£	£	£	£
General funds	27,862	16,219	(136,460)	(92,379)
Cobalt 2022	—	35,000	—	35,000
Janet Brook	—	9,675	(10,891)	(1,216)
Wallace Global Fund 2024	—	62,789	(17,791)	44,998
	<u>27,862</u>	<u>123,683</u>	<u>(165,142)</u>	<u>(13,597)</u>

	At 1 July 2022	Income	Expenditure	At 30 June 2023
	£	£	£	£
General funds	(2)	72,184	(44,320)	27,862
Cobalt 2022	1,394	35,500	(36,894)	—
Janet Brook	—	—	—	—
Wallace Global Fund 2024	—	—	—	—
	<u>1,392</u>	<u>107,684</u>	<u>(81,214)</u>	<u>27,862</u>

Restricted funds

	At 1 July 2023	Income	Expenditure	At 30 June 2024
	£	£	£	£
Cobalt Trust	—	22,300	(22,300)	—
Olwyn Foundation	—	—	—	—
UNFPA 2022	—	—	—	—
EU Kenya 2023	—	—	—	—
Olwyn 2023	12,334	—	—	12,334
UNFPA 2023	57,703	110,281	(171,058)	(3,074)
US State Dept 2023	—	7,730	(7,730)	—
Wallace 2022	—	—	—	—
Wallace Dakar 2023	—	—	—	—
Wallace 2023 Women Deliver	23,310	4,818	(37,403)	(9,275)

GMC Charity to End FGM

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 30 June 2024

11. Analysis of charitable funds *(continued)*

World Bank 2023 GB (LitF)	24,060	(739)	(30,222)	(6,901)
World Bank 2023 Mali	336	–	–	336
EU Guinea Bissau 2024	–	203,870	(105,165)	98,705
Wallace CSW 2024	–	15,494	(17,570)	(2,076)
WGF Tanzania Oct 2023	–	19,667	(19,667)	–
Olwyn 2024	–	22,000	(17,118)	4,882
	<u>117,743</u>	<u>405,421</u>	<u>(428,233)</u>	<u>94,931</u>

	At 1 July 2022	Income	Expenditure	At 30 June 2023
	£	£	£	£
Cobalt Trust	–	30,000	(30,000)	–
Olwyn Foundation	3,924	–	(3,924)	–
UNFPA 2022	116,713	3,784	(120,497)	–
EU Kenya 2023	–	5,221	(5,221)	–
Olwyn 2023	–	15,000	(2,666)	12,334
UNFPA 2023	–	218,860	(161,157)	57,703
US State Dept 2023	–	11,721	(11,721)	–
Wallace 2022	2,281	84,581	(86,862)	–
Wallace Dakar 2023	–	81,075	(81,075)	–
Wallace 2023 Women Deliver	–	62,977	(39,667)	23,310
World Bank 2023 GB (LitF)	–	27,870	(3,810)	24,060
World Bank 2023 Mali	–	40,417	(40,081)	336
EU Guinea Bissau 2024	–	–	–	–
Wallace CSW 2024	–	–	–	–
WGF Tanzania Oct 2023	–	–	–	–
Olwyn 2024	–	–	–	–
	<u>122,918</u>	<u>581,506</u>	<u>(586,681)</u>	<u>117,743</u>

12. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	2024
Current assets	(10,253)	94,931	84,678
Creditors less than 1 year	(3,344)	–	(3,344)
Net assets	<u>(13,597)</u>	<u>94,931</u>	<u>81,334</u>

	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	2023
Current assets	40,483	117,743	158,226
Creditors less than 1 year	(12,621)	–	(12,621)
Net assets	<u>27,862</u>	<u>117,743</u>	<u>145,605</u>

GMC Charity to End FGM

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 30 June 2024

13. Analysis of changes in net debt

	At 1 Jul 2023	Cash flows	At 30 Jun 2024
	£	£	£
Cash at bank and in hand	<u>124,070</u>	<u>(39,392)</u>	<u>84,678</u>

14. Related parties

There were no related party transactions for the year ended 30 June 2024.

The following pages do not form part of the financial statements.

GMC Charity to End FGM

Company Limited by Guarantee

Detailed Statement of Financial Activities

Year ended 30 June 2024

	2024 £	2023 £
Income and endowments		
Donations and legacies		
Donations	529,104	689,190
	<u>529,104</u>	<u>689,190</u>
Total income	<u>529,104</u>	<u>689,190</u>
Expenditure		
Expenditure on charitable activities		
Purchases	(587,077)	(664,988)
Legal and professional fees	(6,298)	(2,907)
	<u>(593,375)</u>	<u>(667,895)</u>
Total expenditure	<u>(593,375)</u>	<u>(667,895)</u>
Net (expenditure)/income	<u>(64,271)</u>	<u>21,295</u>
