

VAGINA MUSEUM

England & Wales · Charity number 1182022

Details

Status Registered

Legal form CIO

Registered 2019-02-13

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

Contact

Address 275-276 Railway Arches
Poyser Street
London
E2 9RF

Phone 0333 222 4445

Email info@vaginamuseum.co.uk

Website www.vaginamuseum.co.uk

Activities

Objects: 1.THE ADVANCEMENT OF EDUCATION AND THE PROMOTION OF EQUALITY AND DIVERSITY FOR THE PUBLIC BENEFIT BY ESTABLISHING AND MAINTAINING A MUSEUM AND COLLECTIONS FOCUSED ON GYNAECOLOGICAL ANATOMY AND ITS PLACE IN SCIENCE, CULTURE, SOCIETY AND HISTORY.2.SUCH OTHER CHARITABLE PURPOSES CONSISTENT WITH THE ABOVE AS THE TRUSTEES IN THEIR ABSOLUTE DISCRETION SHALL DETERMINE.

Activities: To establish and maintain a museum dedicated to the gynaecological anatomy and its place in science, culture, society and history.

Classification

- **How:** Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Arts/culture/heritage/science, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Other Defined Groups, The General Public/mankind

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£268,028	£213,845	-	-
2024-06-30	£258,448	£252,732	-	-
2023-06-30	£183,010	£132,603	-	-
2022-06-30	£117,286	£121,264	-	-
2021-06-30	£148,667	£159,336	-	-
2020-06-30	£242,984	£192,419	-	-

Trustees

Name	Role	Appointed
Eleanor Gloria Digby		2024-10-21
Holly Greenland		2024-10-21
Holly Stratton		2024-10-21
Jo Joyce		2020-03-23
Polly Kate Barker		2024-10-21
Pollyanna Cohen		2023-07-17
Sarah Harman		2018-02-16
Stacey-Leigh Dolan		2024-10-21

VAGINA MUSEUM

England & Wales - Charity number 1182022

Accounts

Charity registration number 1182022 (England and Wales)

VAGINA MUSEUM

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2025

VAGINA MUSEUM

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	C Mead C Bowler P Cohen J Joyce S Harman H Greenland S L Donlan P Barker H Stratton E Digby	(Appointed 21 October 2024) (Appointed 21 October 2024) (Appointed 21 October 2024) (Appointed 21 October 2024) (Appointed 21 October 2024)
Charity number (England and Wales)	1182022	
Principal address	275-276 Poyser Street London United Kingdom E2 9RF	
Independent examiner	Sedulo London Limited Office 605 Albert House 256 - 260 Old Street London United Kingdom EC1V 9DD	

VAGINA MUSEUM

CONTENTS

	Page
Trustees' report	1 - 9
Independent examiner's report	10
Statement of financial activities	11
Balance sheet	12
Notes to the financial statements	13 - 21

VAGINA MUSEUM

TRUSTEES' REPORT

FOR THE YEAR ENDED 30 JUNE 2025

The trustees present their annual report and financial statements for the year ended 30 June 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)".

OBJECTIVE AND ACTIVITIES

A summary of the purposes of the charity as set out in its governing document and the main activities undertaken in relation to those purposes are as follows:

Charitable activities:

To establish and maintain a museum dedicated to the gynaecologic anatomy and its place in science, culture, society and history.

Charitable objectives:

The advancement of education and the promotion of equality and diversity for the public benefit by establishing and maintaining a museum and collections focused on gynaecological anatomy and its place in science, culture, society and history.

Our values:

- Respect
- Integrity
- Empowerment
- Inclusiveness

Our mission:

- Spread knowledge and raise awareness of the gynecological anatomy and health.
- Give confidence to people to talk about issues surrounding the gynecologic anatomy.
- Erase the stigma around the body and gynecologic anatomy.
- Act as a forum for feminism, women's rights, the LGBT+ community and the intersex community.
- Challenge heteronormative and cisnormative behaviour.
- Promote intersectional, feminist and trans-inclusive values.

Public benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Activities

The Vagina Museum operated its first full year within 275-276 Poyser Street in Bethnal Green (Tower Hamlets), for the period covered by this report. The premises is located within two railway arches and features high ceilings with a mezzanine level on both halves. One section of the building houses exhibitions and includes an elevator, while the other section is dedicated to a staff area and event space. Our events space measures 58.3 square metres, and has capacity for 60 seated or 80 standing.

During this period, the Vagina Museum faced financial difficulties as temporary cashflow issues led to nearly reaching our reserves limit. As a result, this necessitated the launch of an emergency fundraising campaign in March 2025. This campaign exceeded expectations, reaching its goal of £60,000 in individual giving within 48 hours of going live. In parallel, the museum negotiated a monthly rent payment plan with the landlords, in order to pay our rent in full in more manageable, smaller, regular amounts rather than quarterly large sums. Together, these measures stabilised cashflow and ensured that the Museum was able to remain open.

Since then, the museum has continued to widen its delivery of in-person activities, events and pop-ups undertaken in partnership with other charities and community groups. Activities in this period have included a variety of panel talks, workshops, book clubs and social and craft-based events that have been primarily rooted in community focused, social programming. In April 2025, the Vagina Museum launched a new quarterly community-led zine, *Lip Service* where all contributions come from the museum's community. It has also continued to foster new forms of community building within the local area, actively participating in Tower Hamlets Council's workshops, stalls at St Margarets House and volunteer fairs.

According to the museum's visitor feedback, 75.6% of visitors identify as White (including White British, Irish, Roma, Traveller and any other White background). 78.1% of our audience identify as Women. 64% of visitors identify as LGBTQI+. 28.6% identify as disabled and 57.7% identify as neurodivergent. The 20-24 age group was the Museums' highest representation at 24.6%, followed by 25-30 at 21.7%. This indicates that the majority of visitors are in their 20s, with the 20-24 age range as the leading demographic. The third-highest demographic is the 35-39 age group, which represents 10.5% of the total responses. 93.4% of visitors stated that this was their first time visiting the museum.

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Exhibitions:

The Vagina Museum displayed six main exhibitions in the period covered by this report.

Lucy's Gallery -

Museum of Mankind was the Museum's second temporary exhibition. This parody exhibition (set in April 4024) highlights misogyny and oppression in history, heritage and the museum industry. This exhibition was inspired by the Museum of Dissent who are a collective that explores the possible nature of institutional dissent through interactive exhibitions and events. The exhibition centres around the Drag King, Guy Manson, who discovered a collection of ancient objects while gardening. This unexpected find prompted an archaeological dig to uncover the origins of these objects and their historical uses. This exhibition was installed in April 2024 and concluded in February 2025.

Menopause What's Changed? was the Museum's third temporary exhibition. This exhibition explores menopause in history, tracing the journey from the millennia of silence through to the boom in a lucrative industry. Through using playful and participatory methods, this exhibition looks at the burgeoning cultural scene which is finally starting to thrive. This exhibition is supported by the University of Sussex, the University of West of England and more than 400 Crowdfunder donors. This exhibition was installed in March 2025, and is projected to conclude in spring 2026.

Betsey's Gallery -

From A to V is the Museum's permanent display. It covers activism, anatomy, health, institutional racism and vulva diversity. The Vagina Museum created this exhibition in response to feedback and consultation with the membership base to identify what information they wanted to have on display and shared with the public. In June 2025, *From A to V* underwent a revamp. This included more accessible interactive design features, an expanded vulva diversity wall – showing different angles of the vulva – and the installation of a preserved human uterus, ovaries and uterine tubes, displayed in a perspex box.

Anarcha's Gallery -

The Community Gallery serves as a dedicated space within the museum where individuals, artists, or groups can present exhibitions that highlight broader discourses and lived experiences. In 2024-2025, the museum received funding from Arts Council England to develop three exhibitions: *Ode to Gy(n)a*, a mural installation co-created with Skaped, an East London artist charity; *Trans Ephemera*, a mixed media exhibition created by eight trans artists and *Before the Blood*, a photography and letter exhibition co-created with Nisaba, a period justice charity for migrant women. Both *Ode to Gy(n)a* and *Trans Ephemera* were delivered within the period covered by this report and are detailed below. *Before the Blood* was developed outside the reporting period and therefore not included in the following section.

The second exhibition featured in the Community Gallery was *Know Your Body Like Nobody Else: Cervical Screening Redesigned* by Ella Clancy. The work examines the realities of gynaecological health, with a particular focus on cervical screening. Clancy's work aims to challenge the embarrassment that individuals with cervixes often experience when attending their screening, using soft, welcoming, and supportive interventions. The installation fosters well-informed and open conversations between friends, patients, and healthcare professionals. This exhibition was installed in late June 2024 and concluded in December 2024.

Ode to Gy(n)a is the museum's third community exhibition, and was funded by Arts Council England. In collaboration with Skaped – an artist charity that works with young people in East London to educate them about community building and human rights – this exhibition celebrates bodily autonomy, collective empowerment, and the liberation work yet to be done. The mural for the exhibition was created by a diverse group of young creatives, and is an amalgamation of what each of the participants brought to the space when asked to focus on bodily autonomy and liberation. The work produced was inspired by the beauty in self-possession, in the profound right of individuals to make decisions about their own bodies, and in the resilience of human spirit that transcends external constraints. The exhibition sought to honour past generations of women (mothers of gynaecology, Gaia, Mother nature) who created space for the next generation of women to finally be free within their bodies. This exhibition was installed in December 2024, and concluded in April 2025.

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Trans Ephemera is the museum's third community exhibition, and was funded by Arts Council England. This exhibition was created in collaboration with individuals who identify as trans and explores the disposability of items surrounding transition and trans life, such as medication packets, gender affirming product material, administrative paperwork, and so on. This mixed media installation explored the journeys of trans communities, running from April 2025 through to July 2025.

Events:

The Vagina Museum held 86 events at Poyser Street in the period covered by this report. Events consisted of a mix of performance, talks/lecture programmes, social events, book clubs, workshops and crafting activities, delivered mostly in-person with some online. Of the 86 events, 77 were held on site, 9 online, 5 were exclusive to members and 14 were private hires. For the museum, social and craft-based events generate the best return engagement, while performance and private hires achieve the highest average revenue. Panel events sit between the two types of events. Selected highlights include:

- **23 October 2024: *The Mothers of Gynaecology: Saying Their Names***
A panel discussion with Edem Ntuny, AZ and Princess Banda to celebrate and commemorate the Mothers of Gynaecology, their history, and to call attention to the experiences of Black women in gynaecological care throughout history and today.
- **24 October 2024: *Love Lounge on Menopause: Ask the Experts***
Undressing Disability facilitated a panel talk between experts in health, disability, employment and wellness through the prism of menopause. The audience were invited to ask questions in person or through Undressing Disability's social media ahead of the event. A social event followed the panel discussion where people were able to meet and network.
- **29 March 2025: *Pussy Sanctuary***
As part of our emergency fundraiser campaign, the museum hosted an all day fundraiser. The programme consisted of tarot reading, art-on-the-go, vendors, as well as an evening variety show.
- **31 May 2025: *Pussy Pairing***
In collaboration with Cafe Sauv, this wine-tasting event sought to normalise and romanticise diversity in vulva's aroma and taste, as well as teach attendees a bit about wine pairing. The Cafe Sauv team guided attendees to help figure out what types of wine 'match their pussy'.

As mentioned above, the museum has had particular success with its recurring social and craft based events, including Pearly Makers Market, Sapphic Mix and Mingle, and Cunty Crafts, as listed below:

- **Multiple Dates: *Pearly Makers Market***
The Pearly Makers Market promotes emerging artists and makers, putting queer and first time market makers to the front, all while growing our community of creatives. This event has also been opened to the museum's volunteers, offering them the opportunity to showcase and sell their work. A Pearly Makers Market was also held on International women's day where the museum sold 226 tickets.
- **Multiple Dates: *Sapphic Mix and Mingle***
A low pressure mix & mingle event for sapphic queers of all genders & sexualities looking for connection - whether that's mates, dates &/or community.
- **Multiple Dates: *Cunty Crafts***
A fully guided jewellery making workshop with Rozi, a proud queer jewellery designer, organiser, and maker. The workshop is an opportunity to learn a new skill, make your own jewellery and engage with people.

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Digital Activities:

During this period, the Museum continued to deliver its digital activities, and produced frequent content on social media (with the addition of Bluesky). Selected topics included:

- Emergency crowdfunding posts across all socials to save the museum from closure
- Starting in February 2025, *Lip Service* – the museum's quarterly community zine – was promoted through targeted Mailchimp campaigns to generate submissions.
- In April 2025, the museum released a response to the UK Supreme Court ruling across its social media platforms
- In April 2025, the museum did its first LinkedIn article, entitled, *What can the corporate sector learn from the Vagina Museum?*
- Across Instagram, Mastodon Bluesky and X, the museum shared promotional content for events, alongside educational material and related artworks.

Responses and Feedback: Exhibition visitors

In the period covered by this report, the Vagina Museum welcomed an average of 2,600 visitors a month. The Museum was open Wednesday-Sunday, 10am-6pm. Admission was free for all visitors.

In December 2024, a more robust exhibition survey was introduced to assess public reception of the museum's exhibitions on display, and to generate key insights into the museum's visitor consumption, responses and experiences of the work.

Temporary exhibitions -

During the *Museum of Mankind* exhibition, 95.2% of visitors said they would recommend it to others:

"[I appreciated] highlighting the misogyny within societies today, in the past and likely in the future. It was witty."

"[We] visited multiple large museums in London... and reflected multiple times on the narratives of the communities from elsewhere in the world and the exoticisation and Eurocentric discussion. It is wonderful seeing a museum highlight that impact on women"

Responses related to *Menopause: What's Changed?* showed that 97% of visitors found the exhibition somewhat or very engaging, while 97.9% found the topics covered in the exhibition interesting. Menopause was our second most-requested exhibition topic after endometriosis.

found it interesting:

"It's bringing awareness towards less discussed topics inside already less spoken topics (e.g. trans menopause inside the menopause exhibition)"

"As a young adult, learning more in depth about menopause. I know a brief overview myself already but now I know about a lot of history, peoples own thoughts and views, what is going on in the world about it and what is going to happen to my body when I get older."

"[I liked] The information on how much menopause (as well as female health) has been overlooked in the male-dominated world."

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Permanent exhibition -

Responses related to *From A to V*, showed that 83.4% of visitors felt the exhibition equipped them with resources and information to explore the topic further. Additionally, 94.8% reported that it reduced stigma, and 97.6% felt more confident in discussing anatomy and health:

"I came with someone else and I liked that the information strikes conversation between us both and we could compare experiences."

"[I liked] the pictures of the cervix, because I'd honestly never seen an actual cervix (not a cartoon), let alone in all its different phases"

"Looking at gynaecological diversity made me feel less scared about my own vulva. I always thought I might have something wrong with mine, but this reassured me I was just trapped in the lies and "beauty" standards of it all."

"I have had bad experiences [with healthcare] so it felt affirming and I felt uplifted"

Community Gallery -

All exhibitions include an interactive element, designed to further engage visitors. More than 2,000 people participated in these interactive elements, such as reflecting on their cervical screening experiences, or stuffing a glove to show support for the trans community. In relation to the Community Gallery, 89.4% of visitors reported that they gained a greater understanding of the group who created the work upon viewing the exhibition. Additionally, 72% of community creators said they were interested in pursuing a career in the museum sector or wider arts sector. Visitors were asked to identify the most impactful part of their gallery experience; selected answers are detailed below:

'The reminder that not all women have yet the freedom to enjoy their bodies and freedom'

'Seeing how on board you were with including trans people, at every step. I felt nervous coming in because you never know but it was all wonderful '

'Feeling seen'

'I love the parts where you can write down your own experience- it's so good to read about other people's experiences too'

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Responses and Feedback: Events

Events

When asked to rate their experience, general visitor satisfaction is very high, with 66% indicating that they are 'very satisfied' with the event they attended, and 78% saying they are 'very likely' to attend another VM event in the future.

Repeat attendance is much higher among event guests than among regular museum visitors (42% vs 8%). The museum's event surveys show that events are an effective way to not only to attract new audiences, but also encourage visitors to return to the museum. When asking event attendees how they think the Museum contributes to the community, they stated:

'It was my first time attending the bookclub and I was nervous about what to expect. Niharika was so welcoming and reassuring, she made me feel immediately comfortable in the space. She did a great job of supporting and guiding the group conversation, and set a really lovely energy for the event'

'Gentle vibes, quietly crafting with likeminded individuals, great instruction from the friendly activity leader'

'Busy, vibrant community'

'Informative and educational and fun!!'

'You do such fantastic work!!! I genuinely wish I lived in London to get involved with more of your stuff.'

Digital Activities -

In the period covered by this report, the Vagina Museum had six social media channels: Twitter, Facebook, Instagram, Mastodon, Bluesky and LinkedIn. During this period, the Museum's social following had a total of 530,400 (over half a million).

In 2025, highlights have included a viral thread about pelvic floor strength; a major fundraising campaign raising £60,000 in 48 hours; and educational posts setting the record straight about vaginal dilation, a topic where misinformation thrives due to its association with the transgender community.

Volunteers:

During this reporting period, volunteer numbers became more stable following the introduction of new policies and the annual GDPR compliance review. Following the GDPR compliance checks conducted in June 2024, 56 volunteers were removed from our records (as stated in the previous report).

A recruitment drive was carried out in August 2024, resulting in 35 new volunteers joining the museum. This led to an average of 48 active volunteers on our records during this period.

The next recruitment drive took place in August 2025. Due to improved volunteer retention, only 11 new volunteers were required.

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Fundraising and membership:

In the period covered, the Vagina Museum held an emergency crowdfunder to stop from closing. This campaign exceeded expectations, reaching its goal of £60,000 in individual giving within 48 hours of going live. This campaign is ongoing, with additional match funding from a charitable foundation to be reported in the next annual report. To date, the fundraiser has raised £86,637, from approximately of 2,600 donors.

The Vagina Museum's membership scheme is priced at £50 a year, or £6 a month. Members receive a discount on events and in the gift shop, exclusive members' events and frequent communications from the team. With the launch of Lip Service, members also receive a free digital download of the zine as an additional membership perk. While the cost of living crisis continues to impact members, resulting in the cancellation of some memberships, the total number of new memberships at the end of the period covered by the report was 61. The total number of members at the end of the period covered by this report was 349.

Press

The Vagina Museum was largely featured by Museum and Heritage, The Guardian, The Standard and Art Professionals, in coverage addressing the museum's emergency crowdfunder, the decision to change exhibition titles in honour of the Mothers of Gynaecology, and the censorship and platform blocks the museum has faced on digital platforms. Other press has also covered being one of the sexiest spaces in Europe to visit by Gay Cities and the BBH and Vagina Museum's appeal campaign by Marketing / Beat. Selected News Headings include:

Vagina Museum renames galleries in honour of 'Mothers of Gynaecology' - Museum & Heritage

Everything you ever wanted to know about vaginas ... but were too afraid to Google - The Guardian

Vagina Museum and BBH hijack famous artwork for critical funding drive - Marketing / Beat

6 sexy experiences to explore in Europe - Gay Cities

Financial review

In the period covered, the charity's total income was £268,028 (2024: £258,448), of which £35,923 was restricted (2024: £NIL). This year-on-year increase in income is due to new grants and the consequent increase of on-site shop, events tickets and bar sales.

Expenditure for the period covered was £213,845 (2024: £252,732) which remained steady now the museum is settled into its new premises and exhibitions have been created in previous years. The total funds carried forward into the 2025-26 financial year are £146,224 (2024: £92,041).

Reserves policy

The Vagina Museum trustees decided to hold reserves at £35,000 which equates to 2 months expenditure. These reserves would be used if there was not enough income to cover essential overheads including staffing, rent, taxes and bills. The trustees consider that this policy remains sufficient to the needs of the charity.

At the year end, the charity held unrestricted reserves (excluding fixed assets) of £111,436 (2024: £79,022), which is above the reserves policy and amounts to 6 months operating expenses.

Plans for future periods

From July 2025, further development was carried out to strengthen engagement with underserved communities. The museum delivered programming as part of South Asian Heritage Month and Black History Month as a step towards more inclusive representation, which will be reported in the 2025-26 annual report. However, further work is needed to ensure equitable engagement across all areas of the museum's work.

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Structure, governance and management

The Vagina Museum is a charitable incorporated organisation (CIO). Its governing document is the foundation model constitution.

The trustees who served during the year and up to the date of signature of the financial statements were:

L Venus	(Resigned 31 August 2025)
C Mead	
C Bowler	
P Cohen	
J Joyce	
S Harman	
H Greenland	(Appointed 21 October 2024)
S L Donlan	(Appointed 21 October 2024)
P Barker	(Appointed 21 October 2024)
H Stratton	(Appointed 21 October 2024)
E Digby	(Appointed 21 October 2024)

Recruitment and appointment of trustees

Trustees are recruited either through an open application process by advertising on our website and relevant volunteering job boards, or by headhunting in order to fill skill gaps in the board. Applications are reviewed by the trustee board and charity staff and suitable candidates invited to interview with existing trustees. No one outside the trustee board or staff group participates in the selection process.

Related parties

The Vagina Museum has a trading subsidiary - Vertical Smile Project Ltd (company number 10812443). Vertical Smile Project Ltd is a company limited by shares and all shares are owned by the Vagina Museum. Its registered office is 275-276 Poyser Street, London, E2 9RF.

The trustees' report was approved by the Board of Trustees.



J Joyce

Trustee

Date: 30/04/2026

VAGINA MUSEUM

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF VAGINA MUSEUM

I report to the trustees on my examination of the financial statements of Vagina Museum (the charity) for the year ended 30 June 2025.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011.

I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

Independent examiner's statement

Since the charity's gross income exceeded £250,000, the independent examiner must be a member of a body listed in section 145 of the Charities Act 2011. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

Your attention is drawn to the fact that the charity has prepared the financial statements in accordance with the relevant version of the Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn. I understand that this has been done in order for the financial statements to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

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 that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the Charities Act 2011.
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements 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 financial statements to be reached.



Emma Houghton FCCA
Sedulo London Limited

Office 605 Albert House
256 - 260 Old Street
London
EC1V 9DD
United Kingdom
Date: ...30 April 2026

VAGINA MUSEUM

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2025

		Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £
	Notes				
Income from:					
Donations and legacies	2	188,844	35,923	224,767	213,896
Charitable activities	3	43,261	-	43,261	44,552
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Total income		232,105	35,923	268,028	258,448
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Expenditure on:					
Raising funds	4	21,060	-	21,060	21,313
Charitable activities	5	181,592	11,193	192,785	231,419
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Total expenditure		202,652	11,193	213,845	252,732
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Net income and movement in funds		29,453	24,730	54,183	5,716
Reconciliation of funds:					
Fund balances at 1 July 2024		92,041	-	92,041	86,325
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Fund balances at 30 June 2025		121,494	24,730	146,224	92,041
		<u> </u>	<u> </u>	<u> </u>	<u> </u>

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

VAGINA MUSEUM

BALANCE SHEET

AS AT 30 JUNE 2025

	Notes	2025		2024	
		£	£	£	£
Fixed assets					
Tangible assets	10		10,058		13,019
Current assets					
Debtors	11	72,304		44,867	
Cash at bank and in hand		72,352		39,467	
		<u>144,656</u>		<u>84,334</u>	
Creditors: amounts falling due within one year	12	<u>(8,490)</u>		<u>(5,312)</u>	
Net current assets			136,166		79,022
Total assets less current liabilities			<u>146,224</u>		<u>92,041</u>
The funds of the charity					
Restricted income funds	13		24,730		-
Unrestricted funds	14		121,494		92,041
			<u>146,224</u>		<u>92,041</u>

The financial statements were approved by the trustees on

30/04/2026



J Joyce
Trustee

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2025

1 Accounting policies

Charity information

Vagina Museum is a Charitable Incorporated Organisation.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a statement of cash flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Membership subscriptions are recognised on a monthly basis as they fall due.

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

1 Accounting policies (Continued)

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	20% straight line
Computers	25% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

1 Accounting policies

(Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.12 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

2 Income from donations and legacies

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations and gifts	146,844	-	146,844	115,583	-	115,583
Grants	-	35,923	35,923	55,000	-	55,000
Donated goods and services	42,000	-	42,000	43,313	-	43,313
	<u>188,844</u>	<u>35,923</u>	<u>224,767</u>	<u>213,896</u>	<u>-</u>	<u>213,896</u>

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

2 Income from donations and legacies **(Continued)**

The donated goods and services for the year relates to the rent paid by Vertical Smile Project Ltd (wholly owned subsidiary) under the joint lease agreement, but the cost has not been passed onto the charity.

3 Income from charitable activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Memberships		
Membership sales	13,550	14,471
Exhibition and events		
Exhibition and events sales	18,427	30,081
Museums and galleries exhibition relief	11,284	-
	<u>43,261</u>	<u>44,552</u>

4 Expenditure on raising funds

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Fundraising and publicity		
Staff costs	21,060	21,313
	<u>21,060</u>	<u>21,313</u>

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

5 Expenditure on charitable activities

	Exhibition and events 2025 £	Exhibition and events 2024 £
Direct costs		
Staff costs	120,474	118,898
Freelance costs	7,100	7,533
Exhibition costs	6,160	24,357
Volunteer costs	741	624
Event costs	1,293	17,606
	<u>135,768</u>	<u>169,018</u>
Share of support and governance costs (see note 6)		
Support	52,937	59,463
Governance	4,080	2,938
	<u>192,785</u>	<u>231,419</u>
Analysis by fund		
Unrestricted funds	181,592	231,419
Restricted funds	11,193	-
	<u>192,785</u>	<u>231,419</u>

6 Support costs allocated to activities

	2025 £	2024 £
Depreciation	2,961	2,628
Rent and rates	44,008	46,284
Bank charges	1,216	1,217
Insurance	2,319	2,299
Computer costs	786	980
Travel and subsistence	530	482
Office costs	608	912
Training costs	396	1,781
Advertising and marketing	113	1,082
Consulting	-	1,798
Governance costs	4,080	2,938
	<u>57,017</u>	<u>62,401</u>
Analysed between:		
Exhibition and events	<u>57,017</u>	<u>62,401</u>

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

6 Support costs allocated to activities (Continued)

	2025	2024
	£	£
Governance costs comprise:		
Accountancy	4,080	2,280
Legal and professional	-	658
	<u>4,080</u>	<u>2,938</u>

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the current and previous year.

8 Employees

The average monthly number of employees during the year was:

	2025	2024
	Number	Number
	<u>13</u>	<u>16</u>

	2025	2024
	£	£
Employment costs		
Wages and salaries	128,970	136,563
Social security costs	9,723	903
Other pension costs	2,841	2,745
	<u>141,534</u>	<u>140,211</u>

There were no employees whose annual remuneration was more than £60,000.

Remuneration of key management personnel

The remuneration of key management personnel was as follows:

	2025	2024
	£	£
Aggregate compensation	<u>48,929</u>	<u>80,502</u>

The Key Management Personnel of the charity are considered to be the Trustees (who are not remunerated) and the Chief Executive Officer/Museum Director (who are remunerated).

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

9 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes but due to the nature of the charity, it is eligible for Museums and Galleries Exhibition Tax Relief.

10 Tangible fixed assets

	Fixtures and fittings	Computers	Total
	£	£	£
Cost			
At 1 July 2024	19,549	586	20,135
At 30 June 2025	19,549	586	20,135
Depreciation and impairment			
At 1 July 2024	6,530	586	7,116
Depreciation charged in the year	2,961	-	2,961
At 30 June 2025	9,491	586	10,077
Carrying amount			
At 30 June 2025	10,058	-	10,058
At 30 June 2024	13,019	-	13,019

11 Debtors

	2025	2024
	£	£
Amounts falling due within one year:		
Trade debtors	252	25,120
Corporation tax recoverable	11,284	-
Other debtors	60,496	19,518
Prepayments and accrued income	272	229
	72,304	44,867

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

12 Creditors: amounts falling due within one year

	2025	2024
	£	£
Other taxation and social security	3,728	1,719
Trade creditors	82	847
Other creditors	780	646
Accruals and deferred income	3,900	2,100
	<u>8,490</u>	<u>5,312</u>

13 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 July 2024	Incoming resources	Resources expended	At 30 June 2025
	£	£	£	£
	-	-	-	-
Arts Council England	-	26,923	(2,193)	24,730
University of Sussex	-	3,000	(3,000)	-
William Kessler Charitable Trust	-	6,000	(6,000)	-
	<u>-</u>	<u>35,923</u>	<u>(11,193)</u>	<u>24,730</u>

14 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 July 2024	Incoming resources	Resources expended	At 30 June 2025
	£	£	£	£
General funds	92,041	232,105	(202,652)	121,494
	<u>92,041</u>	<u>232,105</u>	<u>(202,652)</u>	<u>121,494</u>
Previous year:	At 1 July 2023	Incoming resources	Resources expended	At 30 June 2024
	£	£	£	£
General funds	86,325	258,448	(252,732)	92,041
	<u>86,325</u>	<u>258,448</u>	<u>(252,732)</u>	<u>92,041</u>

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

15 Analysis of net assets between funds

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £
At 30 June 2025:			
Tangible assets	10,058	-	10,058
Current assets/(liabilities)	111,436	24,730	136,166
	<u>121,494</u>	<u>24,730</u>	<u>146,224</u>
	<u><u>121,494</u></u>	<u><u>24,730</u></u>	<u><u>146,224</u></u>
	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
At 30 June 2024:			
Tangible assets	13,019	-	13,019
Current assets/(liabilities)	79,022	-	79,022
	<u>92,041</u>	<u>-</u>	<u>92,041</u>
	<u><u>92,041</u></u>	<u><u>-</u></u>	<u><u>92,041</u></u>

16 Operating lease commitments

Lessee

At the reporting end date the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2025 £	2024 £
Within one year	70,000	70,000
Between two and five years	17,500	87,500
	<u>87,500</u>	<u>157,500</u>
	<u><u>87,500</u></u>	<u><u>157,500</u></u>

On 29 September 2023, the charity entered into a joint lease arrangement with Vertical Smile Project Ltd (wholly owned subsidiary) for a period of 6 years with a break date after 3 years. Both parties occupy the space.

17 Related party transactions

During 2024, the charity recharged salary costs to Vertical Smile Project Ltd (wholly owned subsidiary) totalling £21,202 which remained unpaid at the 2025 year end. During 2025, an additional recharge of £21,276 was made and also remained outstanding at the year end. This is included in other debtors with an amount of £18,018 (2024: £19,518) owing from Vertical Smile Project Ltd in relation to an intercompany loan balance.

VAGINA MUSEUM

England & Wales - Charity number 1182022

Accounts

Charity registration number 1182022 (England and Wales)

VAGINA MUSEUM
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2024

VAGINA MUSEUM

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	L Venus	(Appointed 26 September 2023)
	C Mead	(Appointed 17 July 2023)
	C Bowler	(Appointed 17 July 2023)
	P Cohen	(Appointed 17 July 2023)
	J Joyce	
	S Harman	

Charity number (England and Wales)	1182022
---	---------

Principal address	275-276 Poyser Street London United Kingdom E2 9RF
--------------------------	---

Independent examiner	Sedulo London Limited Office 605 Albert House 256 - 260 Old Street London United Kingdom EC1V 9DD
-----------------------------	--

VAGINA MUSEUM

CONTENTS

	Page
Trustees' report	1 - 6
Independent examiner's report	7
Statement of financial activities	8
Balance sheet	9
Notes to the financial statements	10 - 18

VAGINA MUSEUM

TRUSTEES' REPORT

FOR THE YEAR ENDED 30 JUNE 2024

The trustees present their annual report and financial statements for the year ended 30 June 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)".

OBJECTIVE AND ACTIVITIES

A summary of the purposes of the charity as set out in its governing document and the main activities undertaken in relation to those purposes are as follows:

Charitable activities:

To establish and maintain a museum dedicated to the gynaecologic anatomy and its place in science, culture, society and history.

Charitable objectives:

The advancement of education and the promotion of equality and diversity for the public benefit by establishing and maintaining a museum and collections focused on gynaecological anatomy and its place in science, culture, society and history.

Our values:

- Respect
- Integrity
- Empowerment
- Inclusiveness

Our mission:

- Spread knowledge and raise awareness of the gynecological anatomy and health.
- Give confidence to people to talk about issues surrounding the gynecologic anatomy.
- Erase the stigma around the body and gynecologic anatomy.
- Act as a forum for feminism, women's rights, the LGBT+ community and the intersex community.
- Challenge heteronormative and cisnormative behaviour.
- Promote intersectional, feminist and trans-inclusive values.

Public benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Achievements and performance

Significant activities and achievements against objectives

The Vagina Museum operated without premises for the beginning of the period covered by this report. From July 2023 and November 2023, the museum continued to deliver online book club events, events at external sites, and digital outreach. After a successful fundraising campaign the museum reopened in a new premises in November 2023 which is located at 275-276 Poyser Street in Bethnal Green (Tower Hamlets). Since then, the museum has widened its delivery of in-person activities, events and pop-ups undertaken in partnership with other charities and community groups. It has begun to foster new forms of community building within the local area, actively participating in Tower Hamlets Council's workshops and volunteer fairs. In May 2024, the founder and director of the Museum stepped down and an internal staff restructure took place.

According to the Museums visitor feedback, 76.8% of visitors identify as White (including White British, Irish, Roma, Traveller and any other White background). 79.3% of our audience identify as Women. 56% of visitors identify as LGBTQI+. 25-30 age group was the Museums' highest representation at 26.2%, followed by 20-24 at 22.1%. This indicates that the majority of visitors are in their 20s, with the 25-30 age range as the leading demographic. The third-highest demographic is the 40-49 age group, which represents 12.5% of the total responses. 94% of visitors stated that this was their first time visiting the museum.

The premises is located within two railway arches and features high ceilings with a mezzanine level on both halves. One section of the building houses exhibitions and includes an elevator, while the other section is dedicated to a staff area and event space. Our events space measures 58.3 square metres, and has capacity for 60 seated or 80 standing.

Exhibitions:

The Vagina Museum displayed five main exhibitions in the period covered by this report. The fifth exhibition, *Know your Body* was installed in late June; therefore, it is included within the scope of this report.

Endometriosis: In the Unknown was our first temporary exhibition to be installed at the Museum. The exhibition analysed the basics of endometriosis to the cutting edge of research, exploring myths and the reality of living with the condition along the way. The exhibition is produced in collaboration with Oxford EndoCare, part of the Nuffield Department of Women's and Reproductive Health, and the Wellcome Centre for Human Genetics based at The University of Oxford. This exhibition concluded in April and was succeeded by the exhibition detailed below

Museum of Mankind was the Museum's second temporary exhibition. This parody exhibition (set in April 4024) highlights misogyny and oppression in history, heritage and the museum industry. This exhibition was inspired by the *Museum of Dissent* who are a collective that explores the possible nature of institutional dissent through interactive exhibitions and events. The exhibition centres around the Drag King, Guy Manson, who discovered a collection of ancient objects while gardening. This unexpected find prompted an archaeological dig to uncover the origins of these objects and their historical uses. This exhibition was installed in April 2024 and is set to conclude in February 2025.

From A to V is the Museum's permanent display. It covers activism, anatomy, health, institutional racism and vulva diversity. The Vagina Museum created this exhibition in response to feedback and consultation with the membership base to identify what information they wanted to have on display and shared with the public. Due to a delayed process of planning permission, this exhibition did not open until 24th February in order to have a lift inputted into the premises.

The *Community Gallery* serves as a dedicated space within the museum where individuals, artists, or groups can present exhibitions that highlight broader discourses and lived experiences. The first exhibition to feature within the community gallery was by Malika Holder, entitled *Herstory*. Holder's exhibition traces a 200 year timeline of the body, beginning with J. Marion Sims' human experimentation on enslaved Black women and culminating in Scotland's recent progress in making menstrual products free. The exhibition's timeline also invited the Museum's visitors to explore, consider and imagine how herstories will progress in the future through an interactive element. The exhibition ran alongside our permanent exhibition *A to V*, opening on 24th February and concluding in early June 2024.

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

The second exhibition featured in the Community Gallery was *Know Your Body Like Nobody Else: Cervical Screening Redesigned* by Ella Clancy, which opened in late June 2024. The work examines the realities of gynaecological health, with a particular focus on cervical screening. Clancy's work aims to challenge the embarrassment that individuals with cervixes often experience when attending their screening, using soft, welcoming, and supportive interventions. The installation fosters well-informed and open conversations between friends, patients, and healthcare professionals. This exhibition is ongoing.

Exhibition visitors:

During the year, the Vagina Museum welcomed an average of 2,600 visitors a month. The Museum was open Wednesday to Sunday, 10am - 6pm. Admission was free for all visitors.

During the Museums *Endometriosis: In the Unknown* exhibition, a survey was conducted to capture firsthand experiences and perspectives. Focused on individuals engaging with the exhibition, the survey aimed to distil key insights into the complex nature of endometriosis and gauge the public's reception of the exhibition. 93% of visitors stated that they would recommend this exhibition to a friend or family and 86% of visitors stated that the exhibition succeeded in breaking any stigmas or misconceptions surrounding endometriosis.

Feedback from visitors:

'I am a doctor and it was really useful to read about personal experiences of endometriosis and journeys to diagnosis. I had never seen a transvaginal ultrasound probe before, that was very informative.'

'I learned more about the difficulties with obtaining a diagnosis and the lack of support available to all who suffer from the illness.'

'I literally knew nothing at all about it so now I know both about it and the challenges people with it face and how to fight them.'

Events:

The Vagina Museum held 78 events at Poyser Street. Events consisted of a mix of performance, talks, social events, book clubs and workshops, offered both in-person and online, with the addition of our first hybrid events. Of the 78 events, 48 were held on site, 24 online, 2 were exclusive to members, 1 was a private hire, and 3 were uncategorised. Selected highlights include:

06 November 2023: *Reckoning- Talk with V (previously Eve Ensler)*

Vagina Museum founder Florence Schechter and V (formerly Eve Ensler) in conversation about her new book *Reckoning*. *Reckoning* invites the reader into the author's journals and articles written and collected over a lifetime reckoning with the world's injustices.

26 January 2024 to 13 May 2024: *Feminist Lecture Programme*

The Feminist Lecture Program aims to provide an open source, university level Gender Studies program which can be accessed anywhere in the world. These lectures explore topics from Witchcraft, Ecofeminism, Feminist Art History, Women in STEM, Female Neurodiversity and many many more. This partnership featured a total of 16 lecture events. The most popular were the hybrid events, such as *Dressing Dykes: A History of Lesbian Fashion*, which attracted 299 attendees, and *Breastfeeding as Work: The Contradictions of Breastfeeding Under Capitalism*, which had 269 attendees. Overall, approximately 2,300 people attended these events.

22 February 2024: *Sapphic Mix and Mingle*

An evening for sapphic queers of all genders & sexualities looking for connection - whether that's friendship, dating &/or community.

10 May 2024: *Sexquisite: NoFilter New Act Night X April Fiasco's Solo Show*

An evening of fresh and exciting cabaret performances from sex worker artists featuring comedy, burlesque, poetry, dance, and more.

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

05 June 2024: Emily Nagoski's Book Talk

An in-person event with the renowned writer Emily Nagoski talking about her recent book, *Come Together* and answering audience questions.

Multiple dates and premises: Live Laugh Labia

An in person comedy night featuring a range of different comedians.

Digital Activities:

The Museum continued to deliver its digital activities. The Vagina Museum had five social media channels: Twitter, Facebook, Instagram, Mastodon and Tumblr. During this period, the Museum's social following had a total of half a million.

In the period covered by this report, the Vagina Museum's website received **198,000 visitors**.

The Museum produced frequent content on social media. Selected topics included:

- Crowdfunding posts across all socials for the Menopause exhibition
- On X and Mastodon: Posts commemorating Cervical Screening Awareness week and Pride Months.
- On Instagram, Mastodon and X photographs from the interactive elements of the - Endometriosis exhibition as well as images showing the position of the top of the uterus throughout pregnancy by weeks.
- On Instagram, a series of illustrations from vulvic art from different time periods, such as *Various Lips* by Katsushika Hokusai (1820).

Four podcast episodes were published and they were downloaded a total of more than 4,700 times. These episodes covered discourses surrounding Endometriosis, such as lived experiences, research, support and history. Podcast stats/downloads are detailed below:

- *Endometriosis: A Brief Ending (with Dr. Camran Nezhat)*: 1,428 listens
- *Endometriosis: Finding Answers, Getting Support*: 1,078 listens
- *Endometriosis: Cutting Edge Research*: 1,160 listens
- *Endometriosis: Lived Experiences*: 1,052 listens

Events:

When asked to rate their experience, 79% of event attendees rated it as 'excellent,' while the remaining 21% rated it as 'good.'

When asked the main reason for attending an event at the Museum, 86% of visitors said that it was because they are interested in the event topic / theme. 10% of visitors said that it was for education purposes. 4% of visitors said that it was because they were socialising with a friend.

When asking event attendees how they think the Museum contributes to the community, they stated:

'Education on a subject that some people consider taboo.'

'[It is a] good resource.'

'Important subject matters being creatively interpreted and not afraid to speak out about issues that affect half the population.'

'Sharing information, promoting women's health, normalising sensible discussion around sexuality.'

'Unique concern for a neglected subject.'

'A space for people to come together and explore, learning space, potentially a third space for people to cowork.'

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Volunteers:

During this period, our volunteer base fluctuated in number as a result of our transitory period of not having a permanent premises. In this time, we saw a considerable drop in retention. In September 2023, the Museum conducted a volunteer recruitment drive. During this period, we successfully recruited 25 new volunteers. On 17th June 2024, the Museum conducted GDPR compliance checks, which helped identify previous volunteers who were no longer engaging with the museum. As a result, 56 volunteers were removed from our records. We had an average of 45 volunteers on our books during this period.

The next recruitment drive took place in August 2024 and will be detailed in the upcoming annual report.

Fundraising and membership:

The Vagina Museum has held two individual giving appeals during the year. The first was a major fundraising appeal to secure new premises and future for the Vagina Museum. This appeal ran from April 2023 to July 2024. The crowdfunder secured £91,505 in three weeks and had a total of 2,560 donors in total. The second is a crowdfunding campaign for the Menopause Exhibition. This appeal is still ongoing. The target is to reach £56,000. Thus far, the campaign has raised £15,238 with a total of 386 donors.

The Vagina Museum's membership scheme is priced at £50 a year, or £6 a month. Members receive a discount on events and in the gift shop, exclusive members' events and frequent communications from the team. Owing to the cost of living crisis, some members on direct debits cancelled their memberships, and growth of membership has closed. The total number of members at the end of the period covered by this report was 491. The total number of new memberships at the end of the period covered by this report was **80**.

Press:

The Vagina Museum's reopening was covered widely by Museum and Heritage, Time Out, The Guardian, Northeast Londoner, Secrets London, Euronews, Evening Standard, during the period covered by this report. Since, the press has also covered the menopause crowdfunder, the Museums' social media posts and Exhibitions. Similarly, the museum was voted as one of the best LGBTQIA+ spaces in London, rating at 3. Selected News Headings include:

London's Vagina Museum to reopen after surpassing fundraising goal - The Guardian.

Oh Good, Period Blood Can Flow Backwards - Huffpost (commenting on a Vagina Museum X thread regarding period blood flowing backwards).

Vagina Museum says crowdfunding is only option for menopause exhibition - Museum & Heritage.

12 Of The Best LGBTQIA+ Spaces In London - Elle.

Financial review

In the period covered, the charity's total income was £258,448 (2023: £183,010). This year-on-year increase in income is due to gifts in kind of rent from the trading subsidiary, two new grants and the consequent increase of on-site shop, events tickets and bar sales. There was also a large increase in outgoings for the period - with expenditure totalling £252,732 (2023: £132,603) mainly due to increased premises costs and exhibition costs now the charity has secured new permanent premises. The total funds carried forward into the 2024-25 financial year are £92,041 (2023: £86,325).

Reserves policy

The Vagina Museum trustees decided to hold reserves at £20,000. These reserves would be used if there was not enough income to cover essential overheads including staffing, rent, taxes and bills. The trustees consider that this policy remains sufficient to the needs of the charity.

To reflect the growth in the organisation, the trustees agreed to increase target reserves to £25,000 in the reporting year 2024-2025 and, if turnover remains the same or grows, to raise to £35,000 in the reporting year 2025-2025.

At the year end, the charity held unrestricted reserves (excluding fixed assets) of £79,022 (2023: £84,223), which is above the reserves policy and amounts to 6 months operating expenses.

VAGINA MUSEUM

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Structure, governance and management

The Vagina Museum is a charitable incorporated organisation (CIO). Its governing document is the foundation model constitution.

The trustees who served during the year and up to the date of signature of the financial statements were:

L Venus	(Appointed 26 September 2023)
C Mead	(Appointed 17 July 2023)
C Bowler	(Appointed 17 July 2023)
P Cohen	(Appointed 17 July 2023)
J Joyce	
S Harman	
J Simmons	(Resigned 30 June 2024)

Recruitment and appointment of trustees

Trustees are recruited either through an open application process by advertising on our website and relevant volunteering job boards, or by headhunting in order to fill skill gaps in the board. Applications are reviewed by the trustee board and charity staff and suitable candidates invited to interview with existing trustees. No one outside the trustee board or staff group participates in the selection process.

Related parties

The Vagina Museum has a trading subsidiary - Vertical Smile Project Ltd (company number 10812443). Vertical Smile Project Ltd is a company limited by shares and all shares are owned by the Vagina Museum. Its registered office is 275-276 Poyser Street, London, E2 9RF.

The trustees' report was approved by the Board of Trustees.

J Joyce

Trustee

27 March 2025

VAGINA MUSEUM

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF VAGINA MUSEUM

I report to the trustees on my examination of the financial statements of Vagina Museum (the charity) for the year ended 30 June 2024.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011.

I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

Independent examiner's statement

Since the charity's gross income exceeded £250,000, the independent examiner must be a member of a body listed in section 145 of the Charities Act 2011. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

Your attention is drawn to the fact that the charity has prepared the financial statements in accordance with the relevant version of the Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn. I understand that this has been done in order for the financial statements to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

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 that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the Charities Act 2011.
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements 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 financial statements to be reached.

Emma Houghton FCCA
Sedulo London Limited

Office 605 Albert House
256 - 260 Old Street
London
EC1V 9DD
United Kingdom
25 April 2025

VAGINA MUSEUM

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2024

	Notes	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Income from:			
Donations and legacies	2	213,896	160,282
Charitable activities	3	44,552	22,728
		<u> </u>	<u> </u>
Total income		258,448	183,010
		<u> </u>	<u> </u>
Expenditure on:			
Raising funds	4	21,313	21,969
Charitable activities	5	231,419	110,633
		<u> </u>	<u> </u>
Total expenditure		252,732	132,602
		<u> </u>	<u> </u>
Net income and movement in funds		5,716	50,408
Reconciliation of funds:			
Fund balances at 1 July 2023		86,325	35,917
		<u> </u>	<u> </u>
Fund balances at 30 June 2024		92,041	86,325
		<u> </u>	<u> </u>

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

VAGINA MUSEUM

BALANCE SHEET

AS AT 30 JUNE 2024

		2024		2023	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	10		13,019		2,102
Current assets					
Debtors	11	44,867		19,518	
Cash at bank and in hand		39,467		69,045	
		84,334		88,563	
Creditors: amounts falling due within one year	12	(5,312)		(4,340)	
Net current assets			79,022		84,223
Total assets less current liabilities			92,041		86,325
The funds of the charity					
Unrestricted funds	13		92,041		86,325
			92,041		86,325

The financial statements were approved by the trustees on 27 March 2025

J Joyce
Trustee

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2024

1 Accounting policies

Charity information

Vagina Museum is a Charitable Incorporated Organisation.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a statement of cash flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Membership subscriptions are recognised on a monthly basis as they fall due.

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

1 Accounting policies

(Continued)

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	20% straight line
Computers	25% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

1 Accounting policies

(Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.12 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

2 Income from donations and legacies

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and gifts	115,583	160,282
Grants	55,000	-
Donated goods and services	43,313	-
	<u>213,896</u>	<u>160,282</u>

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

2 Income from donations and legacies

(Continued)

The donated goods and services for the year relates to the rent paid by Vertical Smile Project Ltd (wholly owned subsidiary) under the joint lease agreement, but the cost has not been passed onto the charity.

3 Income from charitable activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Memberships		
Membership sales	14,471	14,985
Exhibition and events		
Exhibition and events sales	30,081	7,743
	<u>44,552</u>	<u>22,728</u>

4 Expenditure on raising funds

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising and publicity		
Staff costs	21,313	21,969
	<u>21,313</u>	<u>21,969</u>

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

5 Expenditure on charitable activities

	Exhibition and events 2024 £	Exhibition and events 2023 £
Direct costs		
Staff costs	118,898	91,542
Freelance costs	7,533	2,920
Exhibition costs	24,357	80
Volunteer costs	624	558
Event costs	17,606	395
	<u>169,018</u>	<u>95,495</u>
Share of support and governance costs (see note 6)		
Support	59,463	10,638
Governance	2,938	4,500
	<u>231,419</u>	<u>110,633</u>
Analysis by fund		
Unrestricted funds	<u>231,419</u>	<u>110,633</u>

6 Support costs allocated to activities

	2024 £	2023 £
Depreciation	2,628	2,035
Rent and rates	46,284	683
Bank charges	1,217	2,047
Insurance	2,299	2,164
Computer costs	980	1,695
Travel and subsistence	482	1,434
Office costs	912	580
Training costs	1,781	-
Advertising and marketing	1,082	-
Consulting	1,798	-
Governance costs	2,938	4,500
	<u>62,401</u>	<u>15,138</u>
Analysed between:		
Exhibition and events	<u>62,401</u>	<u>15,138</u>

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

6	Support costs allocated to activities	(Continued)	
		2024	2023
		£	£
	Governance costs comprise:		
	Accountancy	2,280	2,100
	Legal and professional	658	2,400
		<u>2,938</u>	<u>4,500</u>

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

8 Employees

The average monthly number of employees during the year was:

	2024	2023
	Number	Number
	16	9

Employment costs

	2024	2023
	£	£
Wages and salaries	136,563	104,246
Social security costs	903	7,126
Other pension costs	2,745	2,139
	<u>140,211</u>	<u>113,511</u>

There were no employees whose annual remuneration was more than £60,000.

Remuneration of key management personnel

The remuneration of key management personnel was as follows:

	2024	2023
	£	£
Aggregate compensation	<u>80,502</u>	<u>86,684</u>

The Key Management Personnel of the charity are considered to be the Trustees (who are not remunerated) and the Chief Executive Officer/Museum Director (who are remunerated).

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

9 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

10 Tangible fixed assets

	Fixtures and fittings £	Computers £	Total £
Cost			
At 1 July 2023	9,441	586	10,027
Additions	14,404	-	14,404
Disposals	(4,296)	-	(4,296)
At 30 June 2024	19,549	586	20,135
Depreciation and impairment			
At 1 July 2023	7,339	586	7,925
Depreciation charged in the year	2,628	-	2,628
Eliminated in respect of disposals	(3,437)	-	(3,437)
At 30 June 2024	6,530	586	7,116
Carrying amount			
At 30 June 2024	13,019	-	13,019
At 30 June 2023	2,102	-	2,102

11 Debtors

	2024 £	2023 £
Amounts falling due within one year:		
Trade debtors	25,120	-
Other debtors	19,518	19,518
Prepayments and accrued income	229	-
	44,867	19,518

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

12 Creditors: amounts falling due within one year

	2024	2023
	£	£
Other taxation and social security	1,719	2,239
Trade creditors	847	-
Other creditors	646	-
Accruals and deferred income	2,100	2,101
	<u>5,312</u>	<u>4,340</u>

13 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 July 2023	Incoming resources	Resources At 30 June 2024	
	£	£	expended	£
General funds	<u>86,325</u>	<u>258,448</u>	<u>(252,732)</u>	<u>92,041</u>
Previous year:	At 1 July 2022	Incoming resources	Resources At 30 June 2023	
	£	£	expended	£
General funds	<u>35,917</u>	<u>183,010</u>	<u>(132,602)</u>	<u>86,325</u>

14 Operating lease commitments

Lessee

At the reporting end date the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2024	2023
	£	£
Within one year	70,000	-
Between two and five years	87,500	-
	<u>157,500</u>	<u>-</u>

On 29 September 2023, the charity entered into a joint lease arrangement with Vertical Smile Project Ltd (wholly owned subsidiary) for a period of 6 years with a break date after 3 years. Both parties occupy the space.

15 Related party transactions

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

15 Related party transactions

(Continued)

During the year, the charity recharged salary costs to Vertical Smile Project Ltd (wholly owned subsidiary) totalling £21,202 (2023: £12,841) which was unpaid at the year end and included within trade debtors.

Included within other debtors is an amount of £19,518 (2023: £19,518) owing to Vertical Smile Project Ltd in relation to an intercompany loan balance.

VAGINA MUSEUM

England & Wales - Charity number 1182022

Accounts

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023
FOR
VAGINA MUSEUM

VAGINA MUSEUM

VAGINA MUSEUM

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2023**

	Page
Report of the Trustees	1 to 6
Independent Examiner's Report	7
Statement of Financial Activities	8
Balance Sheet	9
Notes to the Financial Statements	10 to 15
Detailed Statement of Financial Activities	16 to 17

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2023

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2023. 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).

OBJECTIVES AND ACTIVITIES

Objectives and aims

A summary of the purposes of the charity as set out in its governing document and the main activities undertaken in relation to those purposes are as follows:

Purposes of charity

Charitable activities:

To establish and maintain a museum dedicated to the gynaecological anatomy and its place in science, culture, society and history.

Charitable objectives:

1. The advancement of education and the promotion of equality and diversity for the public benefit by establishing and maintaining a museum and collections focused on gynaecological anatomy and its place in science, culture, society and history.

Our values:

- Respect
- Integrity
- Empowerment
- Inclusiveness

Our mission:

- Spread knowledge and raise awareness of the gynaecological anatomy and health.
- Give confidence to people to talk about issues surrounding the gynaecological anatomy.
- Erase the stigma around the body and gynaecological anatomy.
- Act as a forum for feminism, women's rights, the LGBT+ community and the intersex community.
- Challenge heteronormative and cisnormative behaviour.
- Promote intersectional, feminist and trans-inclusive values.

Significant activities

The Vagina Museum operated at a premises located at 18 Victoria Park Square within creative hub ENTER from the beginning of the period covered by this report. Here it delivered in-person activities of exhibitions, events and pop-ups undertaken in partnership with other charities and community groups. In February 2023, the property guardianship arrangement ended and the Vagina Museum moved out. It continued to deliver online book club events, events at external sites, and digital outreach during the remainder of the period covered by this report. It undertook a fundraising campaign running from April-June 2023 to secure a new premises.

ACHIEVEMENT AND PERFORMANCE

Exhibitions:

The Vagina Museum displayed two main exhibitions in the period covered by this report. *Periods: A Brief History* was an exhibition exploring menstrual beliefs and taboos through time, including narratives from around the world, from prehistory to the present. This exhibition was intended to be temporary and for legacy will be displayed on the Vagina Museum website with other past exhibitions. *From A to V* is intended to be a permanent display. It covers activism, anatomy, health and vulva diversity. The Vagina Museum created this exhibition in response to feedback and consultation with the membership base to identify what information they wanted to have on display and shared with the public. It will be displayed in the new premises.

In addition, the Vagina Museum ran a programme of partnership one-day pop-up events with charities and advocacy groups. Charities were given use of the events space, the Vagina Museum's exhibition frames and marketing to create and deliver small-scale exhibitions to raise awareness of their issues and their work. In total, seven pop-ups were delivered in partnership with the following organisations: The Queer Parenting Partnership, Eve Appeal, Abortion Rights, Daisy Network, Endometriosis UK, Lady Garden Foundation and International Association for Premenstrual Disorders.

The Vagina Museum was open 10am - 6pm Wednesday - Sunday, with a late opening on Wednesday. All charity pop-ups took place on Sundays during regular opening hours.

Exhibition visitors

In the period covered by this report, the Vagina Museum welcomed more than 28,000 visitors. The Museum was open Wednesday-Sunday, 10am-6pm with a late opening until 8pm on Wednesdays. Admission was free for all visitors.

Museum visitors were more likely to be female, LGBT+ or disabled than the general population. Visitor feedback was highly positive. 94% rated the Vagina Museum as 7 out of 10 or higher in terms of their overall experience at the Museum, with 10 being a perfect experience. 93.7% said they knew more about the history of menstruation after visiting the *Periods: A Brief History* exhibition. 73% said they knew more about vaginas and vulvas after visiting the *From A to V* exhibition.

Feedback from visitors

"I legitimately learned new words for parts of my own anatomy that I didn't know before - and that's as a sex writer!"

"Thank you for being so inclusive."

"Staff were very friendly, the exhibitions are easy to follow for everyone that would like to visit. And let's face it: it is amazing how a place like this, that shares so much and important information has free admission. Keep doing what you are doing!"

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2023

Events:

The Vagina Museum held 14 in-person events at the Victoria Park Square premises in the period covered by this report. In addition, 14 online events were held, and 7 in-person events at external premises. Many events were organised in partnership with external collaborators. Events comprised of a mix of performance, talks, social events, book clubs and workshops. Selected highlights include:

- 24th September 2022: *Period Drama!*
An online panel in collaboration with Jane Austen's House exploring hygiene, menstruation, menopause and underwear in the Georgian era.
- 8th October 2022: *We Are Every Woman*
An in-person interactive workshop facilitated by Alice Brookes. This project involved discussing experiences of harassment and creating a visual patchwork piece to contribute to a sculptural project.
- 19th October 2022: *The Business of Birth Control* screening
An in-person screening of the documentary *The Business of Birth Control* (2021). The film examined the relationship between hormonal birth control and women's health through a feminist lens. This screening included a Q&A with filmmakers Abigail Schrier and Ricki Lake.
- 27th January 2023: *Vulvaplicity*
A queer-led evening of performances and pop-up displays of visual art, using creative expression to destabilise heteronormative and cis-normative behaviour as well as to give space to topics that are often taboo within cultural and social parameters. The works of eight artists were showcased.
- Multiple dates and premises: *Bajingo Bingo*
An interactive and fun gamified approach to gynaecological health education. This took the format of a game of bingo, where each number was linked to a fact about gynaecological health and vaginas in culture. This event took place at multiple locations including Lady Dinah's Cat Café.

Events

A total of 34 events were held during the period covered by this report. A total of 334 people attended an in-person event on Vagina Museum premises, and 175 attended an online event. Precise attendance figures for events delivered externally was unavailable.

For events taking place in the Vagina Museum premises or online, 94% of people rated their satisfaction with the event as 7 out of 10 or higher, with 61% rating their event at 10 out of 10.

Feedback from attendees

"The subject matter was presented so well and in such an accessible manner"

"I loved being in an environment that shared my same special interest. It was very informative and well connected and explained!"

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2023

Digital activities:

In the period covered by this report, the Vagina Museum had five social media channels: Twitter, Facebook, Instagram, Mastodon and Tumblr. During this period, the Museum's social following had a total of half a million followers. The Vagina Museum's social media content on Twitter and Mastodon was shortlisted for a Digital Culture Award in the "Going Social" category.

Three podcast episodes were published in the period covered by this report. They were downloaded a total of more than 7000 times.

In the period covered by this report, the Vagina Museum's website received 204,000 visitors. Our virtual learning resources and virtual Muff Busters exhibition was viewed almost 102,000 times.

Fundraising and membership:

In the period covered, the Vagina Museum has held two individual giving appeals. The first was a festive fundraiser with the goal of raising £2,000. £2,375 was raised with 149 donors. The second was a major fundraising appeal to secure a new premises and secure the future of the Vagina Museum. This appeal ran from April 2023 and is ongoing. The goal was £85,000. In the period covered by this report, £87,116 was donated by 2,456 donors.

The Vagina Museum's membership scheme is priced at £50 a year, or £6 a month. Members receive a discount on events and in the gift shop, exclusive members' events and frequent communications from the team. Owing to the cost-of-living crisis, some members on direct debits cancelled their memberships, and growth of membership has closed. The total number of members at the end of the period covered by this report was 409.

Press:

The Vagina Museum's fundraising campaign was covered widely including on BBC Radio London, Museums and Heritage Advisor, Third Sector, London Evening Standard and Pink News during the period covered by this report.

FINANCIAL REVIEW

Financial position

In the period covered, the charity's total income was £183,010 (2022: £117,285). This year-on-year increase in income reflects the period the museum gained a physical space at 18 Victoria Park Square (between 19th March 2022 to 2nd February 2023) and the consequent increase of on-site shop, events tickets and bar sales. There was a similar increase in outgoings for the period - with expenditure totalling £132,603 (2022: £121,264) - to reflect costs associated with reopening. It is not a large increase as the new premises was a property guardianship, therefore rent and utilities were reasonable. The total funds carried forward into the 2023-24 financial year are £86,325.

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2023

FINANCIAL REVIEW

Reserves policy

The Vagina Museum trustees decided to hold reserves at £20,000. These reserves would be used if there was not enough income to cover essential overheads including staffing, rent, taxes and bills. The trustees consider that this policy remains sufficient to the needs of the charity otherwise would trigger winding up.

At the year end, the charity held unrestricted reserves of £86,325, which is above the reserves policy. However, this was mainly made up of the donations made to secure the new premises.

FUTURE PLANS

The plans for the future involve the acquiring of the new premises which has a lease period of six years and organise exhibitions in the temporary gallery every six months. The first exhibition took place in November 2023. In 2023, there were plans to install a lift in December 2023 and open the permanent gallery and community gallery in early 2024. The plan is to organise a new exhibition every four months.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The Vagina Museum is a charitable incorporated organisation (CIO). Its governing document is the foundation model constitution.

Recruitment and appointment of new trustees

Trustees are recruited either through an open application process by advertising on our website and relevant volunteering job boards, or by headhunting in order to fill skill gaps in the board. Applications are reviewed by the trustee board and charity staff and suitable candidates invited to interview with existing trustees. No one outside the trustee board or staff group participates in the selection process.

Related parties

The Vagina Museum has a trading subsidiary - Vertical Smile Project Ltd (company number 10812443). Vertical Smile Project Ltd is a company limited by shares and all shares are owned by the Vagina Museum. Its registered office is 275-276 Railway Arches, Poyser Street, London, E2 9RF.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1182022

Principal address

275-276 Railway Arches
Poyser Street
London
E2 9RF

VAGINA MUSEUM

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 JUNE 2023**

Trustees

The charity's trustees on the date the report was approved or who served as a trustee in the reporting period are as follows:

Sarah Harman
Jo Joyce
Jennifer Simmons
Sarah Dowd (resigned 27.06.2023)
Pollyanna Cohen (appointed 17.07.2023)
Claye Bowler (appointed 17.07.2023)
Claire Mead (appointed 17.07.2023)
Leigh Venus (appointed 26.09.2023)

Independent Examiner

Sedulo London Limited
Albert House
256-260 Old Street
London
EC1V 9DD

Approved by order of the board of trustees on 23 APRIL 2024 and signed on its behalf by:



.....
J Joyce - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF VAGINA MUSEUM

Independent examiner's report to the trustees of Vagina Museum

I report to the charity trustees on my examination of the accounts of Vagina Museum (the Trust) for the year ended 30 June 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; 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.



Emma Houghton ACCA

Sedulo London Limited
Albert House
256-260 Old Street
London
EC1V 9DD

Date: 29 April 2024

VAGINA MUSEUM**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 JUNE 2023**

		2023 Unrestricted fund £	2022 Total funds £
INCOME AND ENDOWMENTS FROM	Notes		
Donations and legacies		160,282	98,242
Charitable activities			
Exhibitions and events		7,743	3,095
Memberships	2	<u>14,985</u>	<u>15,948</u>
Total		<u>183,010</u>	<u>117,285</u>
EXPENDITURE ON			
Raising funds		21,969	20,698
Charitable activities			
Exhibitions and events		110,634	100,565
Total		<u>132,603</u>	<u>121,263</u>
NET INCOME/(EXPENDITURE)		50,407	(3,978)
RECONCILIATION OF FUNDS			
Total funds brought forward		35,918	39,896
TOTAL FUNDS CARRIED FORWARD		<u>86,325</u>	<u>35,918</u>

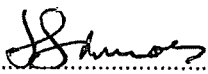
The notes form part of these financial statements

VAGINA MUSEUM

BALANCE SHEET
30 JUNE 2023

		2023 Unrestricted fund £	2022 Total funds £
FIXED ASSETS	Notes		
Tangible assets	6	2,102	4,820
CURRENT ASSETS			
Debtors	7	19,518	19,518
Cash at bank		<u>69,045</u>	<u>16,968</u>
		88,563	36,486
CREDITORS			
Amounts falling due within one year	8	(4,340)	(5,388)
		<u> </u>	<u> </u>
NET CURRENT ASSETS		<u>84,223</u>	<u>31,098</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>86,325</u>	<u>35,918</u>
		<u> </u>	<u> </u>
NET ASSETS		<u>86,325</u>	<u>35,918</u>
FUNDS	9		
Unrestricted funds		<u>86,325</u>	<u>35,918</u>
TOTAL FUNDS		<u>86,325</u>	<u>35,918</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 26/03/2024..... and were signed on its behalf by:


.....
J Simmons - Trustee

The notes form part of these financial statements

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.

Going concern

The Vagina Museum's property guardianship at ENTER came to an end in January 2023. The lack of premises has adversely impacted the charity's financial position due to the lack of on-site shop sales and donations. The charity undertook a fundraising campaign to secure a new premises and secure the future of the Vagina Museum. This appeal ran from April 2023 and is ongoing. The goal has been exceeded and £87,116 has been donated by 2,456 donors. A new premises was secured in September 2023 with a six-year lease.

At the time of signing these accounts the Trustees are of the opinion that the Company will remain viable for the foreseeable future and therefore these Financial Statements have been prepared on the Going Concern basis.

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.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 20% straight line
Computer and equipment	- 25% straight line

Related party exemption

The charity has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned subsidiaries within the group.

1. ACCOUNTING POLICIES - continued

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.

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. CHARITABLE ACTIVITIES

	2023	2022
	£	£
Memberships	14,600	15,948
Other revenue	<u>385</u>	<u>-</u>
	<u>14,985</u>	<u>15,948</u>

3. TRUSTEES' REMUNERATION AND BENEFITS

With effect from 4th April 2022, Florence Schechter resigned as a trustee and was paid for the position of CEO. For the year 30 June 2023, there were no trustees' remuneration or other benefits.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 June 2023 nor for the year ended 30 June 2022.

4. STAFF COSTS

	2023	2022
	£	£
Wages and salaries	104,246	100,311
Social security costs	7,126	6,234
Other pension costs	<u>2,139</u>	<u>2,338</u>
	<u>113,511</u>	<u>108,883</u>

The average monthly number of employees during the year was as follows:

	2023	2022
Average monthly number	<u>9</u>	<u>11</u>

No employees received emoluments in excess of £60,000.

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations and legacies	98,242
Charitable activities	
Exhibitions and events	3,095
Memberships	<u>15,948</u>
Total	<u>117,285</u>
EXPENDITURE ON	
Raising funds	20,698
Charitable activities	
Exhibitions and events	100,565
	<u> </u>
Total	<u>121,263</u>
NET INCOME/(EXPENDITURE)	(3,978)
RECONCILIATION OF FUNDS	
Total funds brought forward	39,896
	<u> </u>
TOTAL FUNDS CARRIED FORWARD	<u>35,918</u>

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2023

6. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 July 2022	9,441	3,319	12,760
Disposals	—	(2,733)	(2,733)
At 30 June 2023	<u>9,441</u>	<u>586</u>	<u>10,027</u>
DEPRECIATION			
At 1 July 2022	5,451	2,489	7,940
Charge for year	1,888	154	2,042
Eliminated on disposal	—	(2,057)	(2,057)
At 30 June 2023	<u>7,339</u>	<u>586</u>	<u>7,925</u>
NET BOOK VALUE			
At 30 June 2023	<u>2,102</u>	<u>—</u>	<u>2,102</u>
At 30 June 2022	<u>3,990</u>	<u>830</u>	<u>4,820</u>

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Other debtors	<u>19,518</u>	<u>19,518</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2023

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	-	30
Taxation and social security	2,239	3,257
Other creditors	<u>2,101</u>	<u>2,101</u>
	<u>4,340</u>	<u>5,388</u>

9. MOVEMENT IN FUNDS

	At 1.7.22	Net movement in funds	At 30.6.23
	£	£	£
Unrestricted funds			
General fund	35,918	50,407	86,325
	_____	_____	_____
TOTAL FUNDS	<u>35,918</u>	<u>50,407</u>	<u>86,325</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	183,010	(132,603)	50,407
	_____	_____	_____
TOTAL FUNDS	<u>183,010</u>	<u>(132,603)</u>	<u>50,407</u>

Comparatives for movement in funds

	At 1.7.21	Net movement in funds	At 30.6.22
	£	£	£
Unrestricted funds			
General fund	39,896	(3,978)	35,918
	_____	_____	_____
TOTAL FUNDS	<u>39,896</u>	<u>(3,978)</u>	<u>35,918</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2023

9. 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	117,285	(121,263)	(3,978)
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>117,285</u>	<u>(121,263)</u>	<u>(3,978)</u>

10. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 June 2023 nor 30 June 2022.

VAGINA MUSEUM

England & Wales - Charity number 1182022

Accounts

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022
FOR
VAGINA MUSEUM

VAGINA MUSEUM

VAGINA MUSEUM

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022**

	Page
Report of the Trustees	1 to 5
Independent Examiner's Report	6
Statement of Financial Activities	7
Balance Sheet	8
Notes to the Financial Statements	9 to 13
Detailed Statement of Financial Activities	14 to 15

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2022

The trustees present their report with the financial statements of the charity for the year ended 30 June 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).

OBJECTIVES AND ACTIVITIES

Objectives and aims

A summary of the purposes of the charity as set out in its governing document and the main activities undertaken in relation to those purposes are as follows:

Purposes of charity

Charitable activities:

To establish and maintain a museum dedicated to the gynaecological anatomy and its place in science, culture, society and history.

Charitable objectives:

1. The advancement of education and the promotion of equality and diversity for the public benefit by establishing and maintaining a museum and collections focused on gynaecological anatomy and its place in science, culture, society and history.
2. Such other charitable purposes consistent with the above as the trustees in their absolute discretion shall determine.

Our values:

- Respect
- Integrity
- Empowerment
- Inclusiveness

Our mission:

- Spread knowledge and raise awareness of the gynaecological anatomy and health
- Give confidence to people to talk about issues surrounding the gynaecological anatomy
- Erase the stigma around the body and gynaecological anatomy
- Act as a forum for feminism, women's rights, the LGBT+ community and the intersex community
- Challenge heteronormative and cisnormative behaviour
- Promote intersectional, feminist and trans-inclusive values

Significant activities

The Vagina Museum operated in Camden Market between July 2021 and September 2021. On 23rd September 2021, the Museum's lease on this premises ended. The Vagina Museum provided virtual events and digital engagement between 23rd September 2021 and March 2022, when it reopened in new premises based in Bethnal Green on 19th March 2022. The new premises were based inside a creative hub called ENTER which took an unused commercial building as a property guardianship and rented it out for performance space and artistic projects.

ACHIEVEMENT AND PERFORMANCE

Exhibitions:

The Vagina Museum's Camden Market premises was open and displaying the exhibition *Periods: A Brief History* until 23rd September 2021. Full COVID-safety precautions were taken with a weekend-only opening. This exhibition explored menstrual taboos and beliefs through the ages, as well as examining practicalities of menstruating, displaying replica historical menstrual products, 20th century menstrual products, and audio-visual content from the 20th and 21st century. Admission to the exhibition was free of charge.

Upon opening in the new, larger premises in March 2022, the *Periods* exhibition was expanded to include further objects and further narratives. This was in response to feedback from the exhibition's time in Camden Market, which had requested more narratives from around the world. The expanded exhibition included stories from China and India, as well as Jewish traditions.

The *Periods* exhibition toured to the Thackray Museum of Medicine in Leeds from 8th January 2022 to 10th April 2022. It expanded on the Vagina Museum's exhibition by including objects from its own collection and partnered on an art commission with Leeds-based charity Freedom4Girls.

In addition, a new exhibition was created. *From A to V* is intended to be a permanent display. It covers activism, anatomy, health and vulva diversity. The Vagina Museum created this exhibition in response to feedback and consultation with the membership base to identify what information they wanted to have on display and shared with the public.

The Vagina Museum has decided to retain Covid precautions and protocol based on staff, volunteer and visitor consultation. Precaution included strict capacity limits, mask requirements, advice to book timed tickets and sanitation protocols.

Events:

The Vagina Museum held 21 events between 1st July 2021 and 30th June 2022. Of these, 20 events were virtual and hosted over Zoom. A "Bajingo Bingo" night, an educational and social bingo evening, was held in person at the Vagina Museum on 22nd June 2022. Many events were organised with external collaborators. Selected highlights include:

- **29th July 2021: *Period. End of Sentence.***
A virtual screening of the Academy Award-winning 2018 short documentary film *Period. End of Sentence.* about a quiet women's revolution in India surrounding menstrual taboos. The screening was followed by a discussion with the filmmakers, The Pad Project including an audience Q&A.
- **21st August 2021: *Vulvaplicity: A Performance Art Workshop***
An interactive workshop for performers who identify as female, non-binary or polygendered, led by performance artist Alex Lyons. The workshop interrogated taboos and body perception with the aim to devise a two-minute performance piece on the topic. At the end of the session, participants had the opportunity to perform their piece and film it for their portfolio. This workshop was held over Zoom
- **21st January 2021 - present: *Cliterature: The Vagina Museum Book Club***
The Vagina Museum has launched a monthly book club, reading and discussing books with a feminist leaning. The programme includes essays, poetry, fiction and nonfiction. Books in the period covered by this report include: *In the Dream House* by Carmen Maria Machado, *Red Moon Gang* by Tara Costello, and *Sugar* by Berenice L. McFadden.
- **22nd June 2022: *Bajingo Bingo***
An in-person bingo night social. When numbers were drawn, a fact relating that number to vaginas, vulvas and the gynaecological anatomy was read out, for example, the number 7 was associated with "the average time to be diagnosed with endometriosis after a first visit to the doctor is 7 years".

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2022

Digital activities:

During this period, the Museum continued to increase its digital activities as a result of the restrictions during the period of temporary closure between September 2021 and March 2022.

The Museum produced frequent content on social media. Selected topics included:

- A Twitter thread exploring bee reproduction, explaining anatomy, bee social structure and bee genitals.
- Twitter threads for International Men's Day and International Women's Day outlining transgender men and women from history.
- Posts on Instagram and Twitter demonstrating objects from our collection such as an unusual tampon design from the 1970s.

Exhibition visitors:

Between July 2021 and closure of the Camden Market premises in September 2021, the Vagina Museum was visited by 15,698 people, averaging about 6,025 per month. Between March 2022 and 30th June 2022, the Vagina Museum received an average of 3,600 visitors per month at the Bethnal Green premises. The Museum was open Wednesday-Sunday, 10am-6pm with a late opening until 8pm on Wednesdays.

At ENTER, 95% of visitors were visiting the Museum for the first time. Our visitors were more likely to be female, LGBT+ or disabled than the general population. Visitor feedback was highly positive. 93% rated the Vagina Museum as 7 out of 10 or higher in terms of their overall experience at the Museum, with 10 being a perfect experience. 95.8% said they knew more about the history of menstruation after visiting the *Periods: A Brief History* exhibition. 73% said they knew more about vaginas and vulvas after visiting the *From A to V* exhibition.

Events:

A total of 21 events were held during the period covered by this report; all but one was virtual and held through Zoom; the remaining event took place in the Museum. In total, 373 people attended at least one event. About 40% of attendees to book club events were repeat attendees, indicating a community was being created. Compared to the same period last year, 20% were repeat attendees.

Digital activities:

In the period covered by this report, the Vagina Museum had three social media channels: Twitter, Facebook and Instagram. During this period, the Museum grew its social following by over 50% on all channels. Social media feedback is highly positive, with a frequent comment being "I never knew this, thank you."

In the period covered by this report, the Vagina Museum's website received 260,000 visitors. Our virtual learning resources and virtual *Muff Busters* exhibition was viewed almost 148,000 times.

Volunteers:

During this period, our volunteer base fluctuated in number as a result of the coronavirus pandemic (some volunteers moved cities, changed jobs and had less time, etc). We had an average of 70 volunteers on our books during this period.

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2022

Fundraising and membership:

In the period covered, the Vagina Museum has held one individual giving appeal. This was a Christmas fundraiser. The first £1,150 of donations were matched by a group of Vagina Museum members in the "Cliterati Furry Cup". The goal was to raise £3,000. In total, the appeal raised £4,311.

The Vagina Museum's membership scheme is priced at £50 a year, or £6 a month. Members receive a discount on events and in the gift shop, exclusive members' events and frequent communications from the team. During the period covered by this report, the Vagina Museum welcomed 179 new members for a total membership of 396 members.

Press:

The March 2022 opening of the Vagina Museum was accompanied by a billboard campaign donated by advertising agency The Or. This "neighbours" campaign established the Vagina Museum as a new entity in the Bethnal Green area. The campaign has been nominated for a PR-sector award.

During the period covered by this report, the Vagina Museum received press attention from domestic and international press. The March 2022 opening and "neighbours" campaign were reported in publications such as Pink News and the Evening Standard. Other press includes a Museums and Heritage Advisor article about social media censorship; a Guardian article regarding vulva anxiety; and a Lancet article on menstruation in culture.

FINANCIAL REVIEW

Financial position

In the period covered, the charity's total income was £117,286 (2021: £148,667). This year-on-year reduction in income reflects the period the museum was without a physical space (between 23rd September 2021 and 18th March 2022) and the consequent lack of on-site shop and bar sales. A similar reduction in outgoings for the period – with expenditure totalling £121,264 (2021: £159,336) - was also due to this change in operations and the switch to virtual events and digital engagement. The total funds carried forward into the 2022-23 financial year are £35,918.

Reserves policy

The Vagina Museum trustees decided in March 2020 to hold combined reserves at £50,000 split amongst the Vagina Museum and Vertical Smile Project Ltd. These reserves would be used if during the pandemic, there was not enough income to cover essential overheads including staffing, rent, taxes and bills. The trustees consider that this policy remains sufficient to the needs of the charity.

At the year end, the charity held unrestricted reserves of £35,918 which, in combination with the £14,510 of reserves held by Vertical Smile Project Ltd at 30th June 2022, is in line with the reserves policy.

Going concern

The Vagina Museum's property guardianship at ENTER came to an end in January 2023. The lack of premises has adversely impacted the charity's financial position due to the lack of on-site shop sales and donations. If a suitable premises for the Vagina Museum cannot be secured in the near future, there is a risk that the charity will have to severely limit its activity or have to cease its operations.

However, as detailed in our future plans (see below), our main focus is to secure premises and therefore, the trustees are of the opinion that at the date of the signing this report, the charity will continue as a going concern.

FUTURE PLANS

As we head into 22-23 financial year, the main focus will be looking for new premises as we vacated ENTER in January 2023. We are also in the process of developing a 5-year strategy for the museum.

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2022

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The Vagina Museum is a charitable incorporated organisation (CIO). Its governing document is the foundation model constitution.

Recruitment and appointment of new trustees

Trustees are recruited either through an open application process by advertising on our website and relevant volunteering job boards, or by headhunting in order to fill skill gaps in the board. Applications are reviewed by the trustee board and charity staff and suitable candidates invited to interview with existing trustees. No one outside the trustee board or staff group participates in the selection process.

Related parties

The Vagina Museum has a trading subsidiary - Vertical Smile Project Ltd (company number 10812443). Vertical Smile Project Ltd is a company limited by shares and all shares are owned by the Vagina Museum. Its current registered office address is c/o Sedulo 605 Albert House, 256-260 Old Street, London, EC1V 9DD.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1182022

Principal address

C/O Sedulo, 605 Albert House
256-260 Old Street
London
EC1V 9DD

Trustees

The charity's trustees on the date the report was approved or who served as a trustee in the reporting period are as follows:

Sarah Harman
Mae Kayukwa (resigned on 23 September 2022)
Niharika Jain (resigned 31 December 2022)
Florence Schechter (resigned 4 April 2022)
Kristina Johansson (resigned 30 March 2023)
Jo Joyce
Jennifer Simmons
Sarah Dowd (appointed 4 April 2022)

Independent Examiner

Sedulo Accountants Limited
Chartered Certified Accountants
62-66 Deansgate
Manchester
M3 2EN

Approved by order of the board of trustees on 28 April 2023 and signed on its behalf by:

Jennifer Simmons - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF VAGINA MUSEUM

Independent examiner's report to the trustees of Vagina Museum

I report to the charity trustees on my examination of the accounts of Vagina Museum (the Charity) for the year ended 30 June 2022.

Responsibilities and basis of report

As the charity trustees of the Charity 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 Charity'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 Charity 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.

Daniel Wilson

Sedulo Accountants Limited
Chartered Certified Accountants
62-66 Deansgate
Manchester
M3 2EN

Date: 29 April 2023.

VAGINA MUSEUM**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 JUNE 2022**

		30.6.22 Unrestricted fund £	30.6.21 Total funds £
INCOME AND ENDOWMENTS FROM	Notes		
Donations and legacies		98,242	102,177
Charitable activities			
Exhibitions and events		3,096	14,955
Other trading activities	2	<u>15,948</u>	<u>31,535</u>
Total		<u>117,286</u>	<u>148,667</u>
EXPENDITURE ON			
Raising funds		20,698	20,031
Charitable activities			
Exhibitions and events		100,566	135,787
Other		<u>-</u>	<u>3,518</u>
Total		<u>121,264</u>	<u>159,336</u>
NET INCOME/(EXPENDITURE)		(3,978)	(10,669)
RECONCILIATION OF FUNDS			
Total funds brought forward		<u>39,896</u>	<u>50,565</u>
TOTAL FUNDS CARRIED FORWARD		<u><u>35,918</u></u>	<u><u>39,896</u></u>

The notes form part of these financial statements

VAGINA MUSEUM**BALANCE SHEET
30 JUNE 2022**

		30.6.22 Unrestricted fund £	30.6.21 Total funds £
FIXED ASSETS	Notes		
Tangible assets	6	4,820	7,085
CURRENT ASSETS			
Debtors	7	19,518	19,518
Cash at bank		<u>16,968</u>	<u>20,078</u>
		36,486	39,596
CREDITORS			
Amounts falling due within one year	8	(5,388)	(6,785)
		<u>31,098</u>	<u>32,811</u>
NET CURRENT ASSETS			
		<u>31,098</u>	<u>32,811</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		35,918	39,896
NET ASSETS		<u>35,918</u>	<u>39,896</u>
FUNDS	9		
Unrestricted funds		<u>35,918</u>	<u>39,896</u>
TOTAL FUNDS		<u>35,918</u>	<u>39,896</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 28 April 2023 and were signed on its behalf by:

Jennifer Simmons - 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.

Going concern

The Vagina Museum's property guardianship at ENTER came to an end in January 2023. The lack of premises has adversely impacted the charity's financial position due to the lack of on-site shop sales and donations. If a suitable premises for the Vagina Museum cannot be secured in the near future, there is a risk that the charity will have to severely limit its activity or have to cease its operations.

However, our main focus is to secure premises and therefore, the trustees are of the opinion that at the date of the signing this report, the trustees will continue to adopt the Going Concern basis of accounting in preparing the financial statements.

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.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 20% straight line
Computer and equipment	- 25% straight line

Related party exemption

The charity has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned subsidiaries within the group.

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.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2022
1. ACCOUNTING POLICIES - continued**Pension costs and other post-retirement benefits**

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. OTHER TRADING ACTIVITIES

	30.6.22	30.6.21
	£	£
Fundraising events	-	200
Shop income	-	18,701
Memberships	<u>15,948</u>	<u>12,634</u>
	<u>15,948</u>	<u>31,535</u>

3. TRUSTEES' REMUNERATION AND BENEFITS

During the period, Florence Schechter was paid £28,702 in remuneration for the position of CEO. It had previously been agreed by all Trustees and documented in the board minutes that it was in the best interests of the charity that she take on this role in the early stages of the charity's development. Written confirmation was also obtained from the Charities Commission who confirmed that this was in the best interests of the Vagina Museum.

During the period, the Trustees reviewed this arrangement, and it was decided that it was most beneficial to the charity's interests and pursuit of its charitable objectives if Florence Schechter remained as CEO and resigned from her position as a trustee. This was affected on 4th April 2022 with her resignation from the board.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 June 2022 nor for the year ended 30 June 2021.

4. STAFF COSTS

	30.6.22	30.6.21
	£	£
Wages and salaries	100,311	124,077
Social security costs	6,234	7,010
Other pension costs	<u>2,338</u>	<u>2,723</u>
	<u>108,883</u>	<u>133,810</u>

The average monthly number of employees during the year was as follows:

30.6.22	30.6.21
<u>11</u>	<u>14</u>

No employees received emoluments in excess of £60,000.

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations and legacies	102,177
Charitable activities	
Exhibitions and events	14,955
Other trading activities	<u>31,535</u>
Total	<u>148,667</u>
EXPENDITURE ON	
Raising funds	20,031
Charitable activities	
Exhibitions and events	135,787
Other	<u>3,518</u>
Total	<u>159,336</u>
NET INCOME/(EXPENDITURE)	(10,669)
RECONCILIATION OF FUNDS	
Total funds brought forward	50,565
TOTAL FUNDS CARRIED FORWARD	<u><u>39,896</u></u>

6. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 July 2021	9,041	3,319	12,360
Additions	<u>400</u>	<u>-</u>	<u>400</u>
At 30 June 2022	<u>9,441</u>	<u>3,319</u>	<u>12,760</u>
DEPRECIATION			
At 1 July 2021	3,616	1,659	5,275
Charge for year	<u>1,835</u>	<u>830</u>	<u>2,665</u>
At 30 June 2022	<u>5,451</u>	<u>2,489</u>	<u>7,940</u>
NET BOOK VALUE			
At 30 June 2022	<u>3,990</u>	<u>830</u>	<u>4,820</u>
At 30 June 2021	<u>5,425</u>	<u>1,660</u>	<u>7,085</u>

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2022

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	30.6.22	30.6.21
	£	£
Other debtors	<u>19,518</u>	<u>19,518</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	30.6.22	30.6.21
	£	£
Trade creditors	30	-
Taxation and social security	3,257	4,683
Other creditors	<u>2,101</u>	<u>2,102</u>
	<u>5,358</u>	<u>6,785</u>

9. MOVEMENT IN FUNDS		Net movement in funds	At
	At 1.7.21	in funds	30.6.22
	£	£	£
Unrestricted funds			
General fund	39,896	(3,978)	35,918
	_____	_____	_____
TOTAL FUNDS	<u>39,896</u>	<u>(3,978)</u>	<u>35,918</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	117,286	(121,264)	(3,978)
	_____	_____	_____
TOTAL FUNDS	<u>117,286</u>	<u>(121,264)</u>	<u>(3,978)</u>

Comparatives for movement in funds

	At 1.7.20	Net movement in funds	At
	£	£	30.6.21
			£
Unrestricted funds			
General fund	50,565	(10,669)	39,896
	_____	_____	_____
TOTAL FUNDS	<u>50,565</u>	<u>(10,669)</u>	<u>39,896</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2022

9. 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	148,667	(159,336)	(10,669)
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>148,667</u>	<u>(159,336)</u>	<u>(10,669)</u>

10. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 June 2022.

VAGINA MUSEUM**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 JUNE 2022**

	30.6.22 £	30.6.21 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Corporate donations	25,881	11,177
Individual donations	38,257	16,623
Gift aid	3,876	1,706
Grants	<u>30,228</u>	<u>72,671</u>
	98,242	102,177
Other trading activities		
Fundraising events	-	200
Shop income	-	18,701
Memberships	<u>15,948</u>	<u>12,634</u>
	15,948	31,535
Charitable activities		
Museum	<u>3,096</u>	<u>14,955</u>
Total incoming resources	117,286	148,667
EXPENDITURE		
Raising donations and legacies		
Wages	18,210	17,670
Social security	1,942	1,831
Pensions	<u>546</u>	<u>530</u>
	20,698	20,031
Charitable activities		
Freelance costs	360	178
Speaker and performer fees	-	6,014
Exhibition costs	317	1,299
Volunteer costs	338	-
Event costs	300	-
Wages	82,101	106,407
Social security	4,292	5,179
Pensions	1,792	2,193
Allocation of support costs	<u>11,066</u>	<u>14,517</u>
	100,566	135,787
Other activities		
Shop and bar purchases	-	1,518
Postage and packaging	<u>-</u>	<u>2,000</u>
	-	3,518

This page does not form part of the statutory financial statements

VAGINA MUSEUM**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 JUNE 2022**

	30.6.22 £	30.6.21 £
Support Costs		
Finance		
Bank charges	2,341	2,357
Bank interest	-	87
Other interest paid	2	-
Allocation of support costs	<u>(2,343)</u>	<u>(2,444)</u>
	-	-
Other		
Insurance	2,157	2,137
Telephone	54	216
Computer costs	952	3,051
Travel and subsistence	245	404
Office costs	69	75
Subscriptions	483	363
Advertising and marketing	-	417
Repairs & maintenance	-	281
Fixtures and fittings	1,835	1,808
Computer equipment	830	830
Allocation of support costs	<u>(6,625)</u>	<u>(9,582)</u>
	-	-
Governance costs		
Accountancy and legal fees	2,100	2,491
Allocation of support costs	<u>(2,100)</u>	<u>(2,491)</u>
	-	-
Total resources expended	<u>121,264</u>	<u>159,336</u>
Net expenditure	<u><u>(3,978)</u></u>	<u><u>(10,669)</u></u>

This page does not form part of the statutory financial statements

VAGINA MUSEUM

England & Wales - Charity number 1182022

Accounts

REGISTERED CHARITY NUMBER: 1182022

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021
FOR
VAGINA MUSEUM**

**VAGINA
MUSEUM**

VAGINA MUSEUM

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021**

	Page
Report of the Trustees	1 to 4
Independent Examiner's Report	5
Statement of Financial Activities	6
Balance Sheet	7
Notes to the Financial Statements	8 to 12
Detailed Statement of Financial Activities	13 to 14

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2021

The trustees present their report with the financial statements of the charity for the year ended 30 June 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).

OBJECTIVES AND ACTIVITIES

Objectives and aims

A summary of the purposes of the charity as set out in its governing document and the main activities undertaken in relation to those purposes are as follows:

Charitable activities:

To establish and maintain a museum dedicated to the gynaecological anatomy and its place in science, culture, society and history.

Charitable objectives:

1. The advancement of education and the promotion of equality and diversity for the public benefit by establishing and maintaining a museum and collections focused on gynaecological anatomy and its place in science, culture, society and history.
2. Such other charitable purposes consistent with the above as the trustees in their absolute discretion shall determine.

Our values:

- Respect
- Integrity
- Empowerment
- Inclusiveness

Our mission:

- Spread knowledge and raise awareness of the gynaecological anatomy and health
- Give confidence to people to talk about issues surrounding the gynaecological anatomy
- Erase the stigma around the body and gynaecological anatomy
- Act as a forum for feminism, women's rights, the LGBT+ community and the intersex community
- Challenge heteronormative and cisnormative behaviour
- Promote intersectional, feminist and trans-inclusive values

Significant activities

Due to the pandemic, the Vagina Museum spent much of the 2020-2021 period operating with its physical premises closed. During this time, the Museum operated virtually with a programme of digital events, educational digital content, and making exhibition content accessible online.

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2021

ACHIEVEMENT AND PERFORMANCE

Exhibition visitors:

The Vagina Museum's physical premises at Camden Market was able to open twice during the 2020 - 2021 period. In both instances, full COVID-safety precautions were taken.

A test opening was held on 5th September 2020 to see if opening to the public was feasible with appropriate Covid precautions and protocols. Staff and volunteer feedback determined that it was. Precautions included strict capacity limits, mask requirements, timed ticketing, and sanitation protocols.

Between 3rd October 2020 to 13th December 2020, the Vagina Museum received a total of 3,160 visitors. The Museum was open Fridays and weekends only with capacity limits to Muff Busters: Vagina Myths and How to Fight Them. Based on feedback from comment cards, feedback was 85% positive.

Periods: A Brief History opened on 22nd May 2021 with capacity limits and Friday and weekend openings only. In the period covered by this report (22nd May 2021 - 30th Jun 2021), it received 5,693 visitors. Based on a post-visit evaluation form, 89.6% of visitors said they knew more about the history of menstruation following their visit, and 83.4% rated their satisfaction as 7 out of 10 or higher. 82.2% rated 7 or higher when asked the question "How likely are you to recommend this exhibition to friends or family?".

Of the form respondents to the Periods: A Brief History evaluation form, 84.7% of respondents were women, 12.4% were men, and 2.4% were non-binary. 83.3% identified as White, 9.1% identified as Asian, 4.3% identified as Black and 6.3% identified as mixed race. 74.3% were aged 18-34. 51.5% identified as heterosexual, 20.9% as bisexual, 10.7% as queer, 7.8% as pansexual, 6.8% as lesbian, 1.9% as gay and 1% as asexual. 18.2% identified as having a disability or health condition.

Events:

A total of 24 events were held during the period covered by this report; all were virtual and held through Zoom. In total, 2,154 people attended at least one event. About 20% of attendees to the six book club events were repeat attendees, indicating a community was being created. Many events were organised with external collaborators. Selected highlights include:

- 20th April 2020 - 27th April 2020: Muff Busters Online

A series of four virtual tours of the exhibition Muff Busters: Vagina Myths and How to Fight Them, hosted by our director and founder, Florence Schechter. Each tour took a particular focus on elements of the exhibition such as anatomy, or myths about menstruation and cleanliness.

- 13th August 2020: Vulva Mandala workshop

This event hosted by Hana Ayoob explored the history of mandalas in traditional Indian art, coaching guests in designing their own mandala to celebrate the vulva.

- 30th July 2020: Blood Sisters - A Cultural History of Menstruation

A lecture exploring cultural beliefs from around the world about menstruation delivered by Luisa-Maria McCormack.

- Multiple dates: Cliterature - The Vagina Museum Book Club

The Vagina Museum has launched a monthly book club, reading, and discussing books with a feminist leaning. The programme includes essays, poetry, fiction, and nonfiction. Books in the first half of 2021 included She Is Fierce, edited by Ana Sampson, Feminism Interrupted: Disrupting Power by Lola Olufemi and Blue Ticket by Sophie Mackintosh.

Digital activities:

In the period covered by this report, the Vagina Museum had three social media channels: Twitter, Facebook and Instagram. During this period, the Museum grew its social following by over 50% on all channels. Particular highlights include:

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2021

- In February 2021, the Museum tweeted an image from our collection of underwear with bleached patches, explaining that this bleaching is a result of healthy vaginal pH. This tweet was retweeted over 39,000 times, had 91.3K likes, 21 million impressions and was reported on in the global press including British, American, South African, Malawian and Nigerian news.

- On Instagram, a post showing a photograph of a human cervix was liked over 12,000 times and received over 350 comments.

Social media feedback is highly positive, with a frequent comment being "I never knew this, thank you."

In the period covered by this report, the Vagina Museum's website received 190,000 visitors. 69% of visitors were UK-based. A total of 2,000 visitors looked at the online version of the Muff Busters exhibition.

Podcast episodes released during the period of this report have received a combined total of 15,000 downloads. Podcast audience is predominantly based in the UK (approximately 65%), with further listeners from the USA and Canada.

Fundraising and membership:

In the period covered, the Vagina Museum has held one individual giving appeal. This was a three-day campaign to celebrate the Museum's 4th birthday. The appeal raised £1,413, and 75 individuals donated during the course of the campaign.

The Vagina Museum's membership scheme is priced at £50 a year, or £6 a month. Members receive a discount on events and in the gift shop, exclusive members' events and frequent communications from the team. During the period covered by this report, the Vagina Museum acquired 194 new members.

Press:

During the period covered by this report, the Vagina Museum received press attention from domestic and international press. This included an article on IFLScience reporting on normal vaginal pH; domestic reports on reopening in October 2020 and May 2021; and comments on social media censorship picked up in The Independent and Dazed.

FINANCIAL REVIEW

Financial position

During the charity's second period of operation, the total income was £148,667 compared to £242,985 last year. This was largely due to the closure during the year due to covid. Outgoings for the same period were £159,336 compared to £192,420 and this reduction is in line with the reduced operations during the year for the shop and bar. The total funds carried forward into the new financial year are £39,896.

Reserves policy

The Vagina Museum trustees decided in March 2020 to hold combined reserves at £50,000 split amongst the Vagina Museum and Vertical Smile Project Ltd. These reserves would be used if during the pandemic, there was not enough income to cover essential overheads including staffing, rent, taxes and bills.

At the year end, the charity held unrestricted reserves of £39,896 which is in line with the reserves policy.

FUTURE PLANS

We are looking to expand into bigger premises within the next 2 years which will enable us to facilitate more school visits and events and if we are able to get a second gallery, this would allow us to hold more exhibitions.

VAGINA MUSEUM

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2021

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The Vagina Museum is a charitable incorporated organisation (CIO). It's governing document is the foundation model constitution.

Recruitment and appointment of new trustees

Trustees are recruited through an open application process by advertising on our website and relevant volunteering job boards. Applications are reviewed by the trustee board and suitable candidates invited to interview with at least two existing trustees. No one outside the trustee board participates in the selection process.

Related parties

The Vagina Museum has a trading subsidiary - Vertical Smile Project Ltd. Company number 10812443. Vertical Smile Project Ltd is a company limited by shares and all shares are owned by the Vagina Museum. Its registered office address during this period was c/o Sedulo Group Limited 62-66 Deansgate, Manchester, M3 2EN. It is now 18 Victoria Park Square, London, E2 9PF as of March 2022.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1182022

Principal address

ENTER
18 Victoria Park Square
London
E2 9PF

Trustees

The charity's trustees on the date the report was approved or who served as a trustee in the reporting period are as follows:

Florence Schechter
Sarah Harman
Jo Joyce
Mae Kayukwa
Niharika Jain
Jennifer Simmons
Kristina Johansson

Independent Examiner

Sedulo Accountants Limited
Chartered Certified Accountants
62-66 Deansgate
Manchester
M3 2EN

Approved by order of the board of trustees on 29th April 2022 and signed on its behalf by:

Florence Schechter
.....
Ms F Schechter - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
VAGINA MUSEUM**

Independent examiner's report to the trustees of Vagina Museum

I report to the charity trustees on my examination of the accounts of Vagina Museum (the Charity) for the year ended 30 June 2021.

Responsibilities and basis of report

As the charity trustees of the Charity 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.



Daniel Wilson
FCCA
Sedulo Accountants Limited
Chartered Certified Accountants
62-66 Deansgate
Manchester
M3 2EN

Date: 29/04/2022.....

VAGINA MUSEUM

**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 JUNE 2021**

		Year Ended 30.6.21 Unrestricted fund £	Period 13.2.19 to 30.6.20 Total funds £
INCOME AND ENDOWMENTS FROM	Notes		
Donations and legacies		102,177	71,133
Charitable activities			
Exhibitions and events		14,955	14,611
Other trading activities	2	<u>31,535</u>	<u>157,241</u>
Total		148,667	242,985
EXPENDITURE ON			
Raising funds		20,031	16,188
Charitable activities			
Exhibitions and events		135,787	127,740
Other		<u>3,518</u>	<u>48,492</u>
Total		159,336	192,420
NET INCOME/(EXPENDITURE)		(10,669)	50,565
RECONCILIATION OF FUNDS			
Total funds brought forward		50,565	-
TOTAL FUNDS CARRIED FORWARD		<u>39,896</u>	<u>50,565</u>

The notes form part of these financial statements

VAGINA MUSEUM

**BALANCE SHEET
30 JUNE 2021**

		30.6.21 Unrestricted fund £	30.6.20 Total funds £
FIXED ASSETS	Notes		
Tangible assets	5	7,085	9,722
CURRENT ASSETS			
Debtors	6	19,518	15,638
Cash at bank		<u>20,078</u>	<u>39,239</u>
		39,596	54,877
CREDITORS			
Amounts falling due within one year	7	(6,785)	(14,034)
		<u> </u>	<u> </u>
NET CURRENT ASSETS		<u>32,811</u>	<u>40,843</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		39,896	50,565
		<u> </u>	<u> </u>
NET ASSETS		<u>39,896</u>	<u>50,565</u>
FUNDS	8		
Unrestricted funds		<u>39,896</u>	<u>50,565</u>
TOTAL FUNDS		<u>39,896</u>	<u>50,565</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 29th April 2022.....
and were signed on its behalf by:

Florence Schechter
.....
F Schechter - Trustee

The notes form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021**

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)', 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.

Going concern

In common with virtually every organisation in the country, the charity has been experiencing the effects of the Coronavirus pandemic. Whilst the full impact of this exceptional situation cannot be assessed with complete certainty, the Trustees believe they have taken all possible steps to protect the charity during this time.

The Trustees have considered the impact of this issue on the charity's current and future financial position and consider that the charity has enough cash reserves to continue as a going concern for a period of at least 12 months from the date on which these financial statements are approved.

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.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 20% straight line
Computer and equipment	- 25% straight line

Related party exemption

The charity has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned subsidiaries within the group.

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.

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 30 JUNE 2021

1. ACCOUNTING POLICIES - continued

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. OTHER TRADING ACTIVITIES

	Year Ended 30.6.21 £	Period 13.2.19 to 30.6.20 £
Fundraising events	200	73,324
Shop income	18,701	64,266
Venue hire	-	9,078
Memberships	<u>12,634</u>	<u>10,573</u>
	<u>31,535</u>	<u>157,241</u>

3. TRUSTEES' REMUNERATION AND BENEFITS

During the period, Florence Schechter was paid £25,383 in remuneration for the position of CEO during the early stages of the charity's development. This was agreed by all Trustees and documented in the board minutes. Written confirmation was also obtained from the Charities Commission who confirmed that this was in the best interests of the Vagina Museum. This proposal is under constant review by the Trustees.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 June 2021 nor for the period ended 30 June 2020.

4. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations and legacies	71,133
Charitable activities	
Exhibitions and events	14,611
Other trading activities	<u>157,241</u>
Total	242,985
EXPENDITURE ON	
Raising funds	16,188
Charitable activities	
Exhibitions and events	127,740

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2021

4. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £
Other	<u>48,492</u>
Total	<u>192,420</u>
NET INCOME	<u>50,565</u>
TOTAL FUNDS CARRIED FORWARD	<u><u>50,565</u></u>

5. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 July 2020 and 30 June 2021	<u>9,041</u>	<u>3,319</u>	<u>12,360</u>
DEPRECIATION			
At 1 July 2020	1,808	830	2,638
Charge for year	<u>1,808</u>	<u>829</u>	<u>2,637</u>
At 30 June 2021	<u>3,616</u>	<u>1,659</u>	<u>5,275</u>
NET BOOK VALUE			
At 30 June 2021	<u>5,425</u>	<u>1,660</u>	<u>7,085</u>
At 30 June 2020	<u>7,233</u>	<u>2,489</u>	<u>9,722</u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	30.6.21 £	30.6.20 £
Other debtors	<u>19,518</u>	<u>15,638</u>

VAGINA MUSEUM

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2021

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	30.6.21	30.6.20
	£	£
Taxation and social security	4,683	12,284
Other creditors	<u>2,102</u>	<u>1,750</u>
	<u>6,785</u>	<u>14,034</u>

8. MOVEMENT IN FUNDS

	At 1.7.20	Net movement in funds	At 30.6.21
	£	£	£
Unrestricted funds			
General fund	50,565	(10,669)	39,896
	<u>50,565</u>	<u>(10,669)</u>	<u>39,896</u>
TOTAL FUNDS			

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	148,667	(159,336)	(10,669)
	<u>148,667</u>	<u>(159,336)</u>	<u>(10,669)</u>
TOTAL FUNDS			

Comparatives for movement in funds

	Net movement in funds	At 30.6.20
	£	£
Unrestricted funds		
General fund	50,565	50,565
	<u>50,565</u>	<u>50,565</u>
TOTAL FUNDS		

VAGINA MUSEUM

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2021**

8. 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	242,985	(192,420)	50,565
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>242,985</u>	<u>(192,420)</u>	<u>50,565</u>

9. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 June 2021.