

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

VAGINA MUSEUM

VAGINA MUSEUM

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FOR THE YEAR ENDED 30 JUNE 2023**

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**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!"

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 slowed. 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.

**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

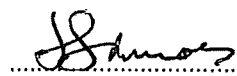
		2023 Unrestricted fund £	2022 Total funds £
INCOME AND ENDOWMENTS FROM	Notes		
Donations and legacies		160,282	98,242
Charitable activities			
Exhibitions and events		7,743	3,095
Memberships	2	<u>14,985</u>	<u>15,948</u>
Total		<u>183,010</u>	<u>117,285</u>
 EXPENDITURE ON			
Raising funds		21,969	20,698
Charitable activities			
Exhibitions and events		<u>110,634</u>	<u>100,565</u>
Total		<u>132,603</u>	<u>121,263</u>
 NET INCOME/(EXPENDITURE)		50,407	(3,978)
 RECONCILIATION OF FUNDS			
Total funds brought forward		<u>35,918</u>	<u>39,896</u>
 TOTAL FUNDS CARRIED FORWARD		<u><u>86,325</u></u>	<u><u>35,918</u></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)
NET CURRENT ASSETS		<u>84,223</u>	<u>31,098</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		86,325	35,918
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

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

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.

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

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

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

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

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
Total	<u>121,263</u>
 NET INCOME/(EXPENDITURE)	 (3,978)
 RECONCILIATION OF FUNDS	
Total funds brought forward	39,896
 TOTAL FUNDS CARRIED FORWARD	 <u><u>35,918</u></u>

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	<u>-</u>	<u>(2,733)</u>	<u>(2,733)</u>
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	<u>-</u>	<u>(2,057)</u>	<u>(2,057)</u>
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
	<u> </u>	<u> </u>	<u> </u>
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
	<u> </u>	<u> </u>	<u> </u>
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
	<u> </u>	<u> </u>	<u> </u>
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.