

# IMIX

England & Wales · Charity number 1183693

## Details

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Other names	IMIX MIGRATION COMMUNICATIONS, IMIX- THE MIGRATION COMMUNICATION HUB
Status	Registered
Legal form	CIO
Registered	2019-06-03
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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**Address** Capital Office  
124-128 City Road  
London  
EC1V 2NX

**Phone** 02079227852

**Email** [media@imix.org.uk](mailto:media@imix.org.uk)

**Website** [www.imix.org.uk](http://www.imix.org.uk)

## Activities

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**Objects:** RELIEF OF NEED OF MIGRANT, REFUGEE AND THOSE SEEKING ASYLUM IN PARTICULAR BUT NOT EXCLUSIVELY BY:A) TRAINING VOLUNTARY ORGANISATIONS, MIGRANTS, REFUGEES OR SEEKING ASYLUMB) ADVANCING THE EDUCATION OF THE PUBLIC IN THE NEEDS OF MIGRANTS, REFUGEES OR SEEKING ASYLUM

**Activities:** IMIX challenges media narratives to enable the public to better understand migration and its impact in the UK. We directly support organisations which work with migrants through training, advice and mentoring to help them tell their stories through the media, in the digital space and to the public. We work in collaboration with over 120 partners in the UK.

## Classification

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- **How:** Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes
- **Who:** Other Defined Groups, The General Public/mankind

## Geography

- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£249,690	£415,237	-	-
2024-06-30	£503,806	£512,224	£228,484	10
2023-06-30	£444,941	£523,809	-	-
2022-06-30	£381,749	£437,968	-	-
2021-06-30	£462,317	£313,495	-	-
2020-06-30	£379,254	£156,087	-	-

## Trustees

Name	Role	Appointed
<b>Geraldine Blake</b>	Chair	2018-09-09
Agnes Estibals		2021-07-13
Awssan Kamal Deen		2026-02-11
Douna Haj Ahmed		2026-02-11
Elizabeth Liberda-Moreni FCCA		2021-07-13
Jimmy George Zachariah		2026-02-11
Laura Daniella Padoan		2026-02-11
Rachael Gould		2019-12-06
Simon Cook		2026-02-11
Zeno Onokaye-Akaka		2020-01-15

**IMIX**

England & Wales - Charity number 1183693

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# Accounts

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(a charitable incorporated organisation)

**Trustees Annual Report and Financial Statements**

**For the year ended 30 June 2025**

Registered number: CE017691

Charity Number: 1183693

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## Legal and Administrative Information

Trustees	Geraldine Blake – Chair Elizabeth Liberda-Moreni – Treasurer  Shazia Ejaz (resigned 09/2025)  Zino Onokaye-Akaka  Rachael Gould  Agnes Estibals  Zain Hafeez (resigned 08/2025)
Chief Executive	Jenni Regan
Charity registered number	1183693
Registered office	124 City Road London EC1V 2NX.
Bank	HSBC 31 Holborn London, EC1N 2HR
Accountants	Accountability Europe Omnibus Workspace 39-41 North Road London N7 9DP
Independent Examiner	Anthony Epton Goldwins 75 Maygrove Road West Hampstead London NW6 2EG

## Trustees Report

The trustees present their report and financial statement 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 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

## Objectives and Activities

### Our vision

Our vision is for a society that welcomes people who move to the UK and understands the different journeys - through migration or displacement - that bring them here. A society that recognises how overlapping injustices shape those journeys, and where everyone can belong, be treated fairly, and live well together.

### Our mission

Our mission is to use our media and communications expertise to ensure the voices and stories of migrants and refugees help shape how migration is understood and discussed in the UK. We do this by working with people who have lived experience of the immigration system, the organisations that support them, and the journalists who shape public opinion - always recognising the inequalities and barriers that affect whose voices are heard.

### Our values

#### Migrants first

We believe people with direct lived experience of migration have a critical role as leaders, experts and advocates. Their experiences, voices, priorities and wellbeing are at the heart of everything we do. We are committed to involving migrants and refugees meaningfully at all levels of our work and decision-making.

#### Connection

We build lasting, trusted relationships with migrants and refugees, grassroots and larger organisations, and the media. By working collaboratively, sharing skills and listening deeply, we aim to create a stronger, more united sector that can change the migration narrative together.

#### Equity and inclusion

We recognise that not everyone starts from the same place. Migration is only one part of

many people's experiences, and we are committed to addressing the structural inequalities – including racism, ableism, classism, and more – that shape lives and limit opportunities. We work to dismantle the systemic barriers that affect migrant communities and embed equity across all we do.

### **Championing**

We are bold and principled in our communications. We support individuals and organisations to speak truth, challenge injustice, and shift public narratives. We don't just react to negative discourse – we help lead with stories that reflect dignity, solidarity and shared humanity.

### **Learning**

We embrace reflection, humility and growth. We are committed to learning from and alongside the migrants and organisations we work with, adapting our approach as the world – and the migration context – continues to change. We see anti-oppression as an ongoing practice, not a fixed outcome.

We serve a unique role in working to deliver the following outcomes:

#### *We amplify migrant and refugee voices*

The best people to create narrative change are those who have direct experience of the migration system. We know that stories have the power to speak to people's hearts, leading to attitude, policy and cultural change. We believe that by telling the human side of the migration story, we can positively impact public perception, promote a more inclusive and balanced dialogue and ultimately help to build better communities.

So, we invest heavily in delivering specialist training, mentoring and support to migrants so they have the confidence and skills to speak to the media and share their stories and opinions

#### *We make grassroots connections*

Every year we support over 100 often poorly resourced grassroots organisations, enabling them to place stories in local and national media. Doing so increases their profile; promotes positive stories of the amazing work they do and provides opportunities for new and different voices to be heard.

Our structure reflects our commitment to the grassroots, with our staff based in Scotland, the North East, the West Midlands, Kent and London.

#### *We build capacity in the migrant and refugee sector*

We deliver regular online expert communications training tailored to the migration and refugee sector, as well as training to meet specific sector needs.

Our tailored programmes include workshops designed to build specific media skills, from interview practice to telling anonymous stories and using social media strategically.



Our free daily news round-up provides the migration and refugee sector with up-to-date insights on public and media views around migration.

Our google group allows 1200 organisations supporting migrants and refugees to network, share opportunities, collaborate and seek support.

### *We craft strategic messaging*

We work with frontline staff from the migration and refugee sector, people with lived experience of migration, and other key stakeholders to develop clear, values-led messaging that supports the sector in engaging with the media.

Our approach is grounded in anti-oppressive principles and recognises the intersectional nature of migration. We are mindful that experiences of movement are shaped by race, gender, disability, sexuality, class and other identities. Our messaging reflects this complexity and aims to centre those most affected by unjust systems.

We create messaging guides on key issues—such as safe routes, destitution and community participation—and produce rapid briefings in response to breaking news. These tools help organisations across the UK respond proactively to media narratives, amplify underrepresented voices, and communicate with greater consistency and confidence.

### *We respond at critical moments*

Our team is experienced at operating at times of breaking news. We offer crisis communications support to the migration and refugee sector when needed and create triage systems for small, grassroots organisations to support them when they are overwhelmed by the media.

We regularly help co-ordinate open letters to the press and policy makers as well as other cross-sector initiatives, supporting the migration and refugee sector to speak with one powerful voice.

### *We work to change the media narrative*

We work with hundreds of journalists across the media to target ‘mixed middle’ or ‘persuadable’ audiences. Our work with national organisations including ITV, BBC, The Mirror, The Guardian, and numerous regional and local media outlets, ensures that the stories and voices of migrants and refugees reach the widest possible ‘persuadable’ audience.

We regularly host off-the-record briefings, bringing staff from migration and refugee organisations, those with lived experience of migration and journalists together to build connections, awareness and understanding.

We develop long-term relationships, helping journalists produce truthful, well-researched and human-focused media stories about migration.

### *We humanise and influence policy*

While we do not design policy or campaign for policy change ourselves, we do believe that the public and government should hear about the direct impact of policies on the lives of migrants and refugees.

We provide media support for grassroots organisations and those with lived experience of migration who are calling for policy change that aligns with our belief that people who migrate or seek safety in the UK should be welcomed and valued within our communities.

## Public Benefit

When planning our activities for the year, the trustees have considered the Charity Commission's guidance on public benefit. Trustees are clear that there are identifiable benefits to the work that we do in supporting organisations across the refugee and migration sector, including:

- delivering training on working with the press and media
- providing one-on-one support for small organisations lacking communications expertise
- offering advice and guidance on how to make the best of limited resources and reach a wide audience.

Trustees are clear that these benefits:

- are for a wide cross-section of the public
- relate to our aims
- outweigh any potential risks

## Charitable Activities

IMIX works closely with organisations across the refugee and migration sector to train, support and build communications capacity. We deliver training courses on working with the press and media including interview techniques, social media and digital content, storytelling and audience insights. We also provide one-to-one support for small organisations lacking communications expertise, offering advice and guidance on how to make the best of limited resources and reach a wide audience.

We draw on our experience and contacts within the national and local press to ensure more first-hand stories are shared publicly in the media. By putting a human face and story to complex and divisive issues, we aim to create greater understanding and empathy for those who have made the UK their home.

## Achievements and Performance

### Introduction

Over the past year, IMIX has continued to play a crucial role in shaping positive narratives around migration in the UK. Despite the challenges faced, we have made significant strides in improving media coverage, empowering grassroots organisations, and amplifying the voices of those with lived experience. This report highlights the impact of our efforts through a combination of quantitative data and qualitative stories.

## Media Coverage: Increasing Quality and Reach

### Media coverage and reach

IMIX serves as a key point of contact for journalists looking to include the voice of lived experience in their work. In recent years, our approach to media placement has shifted, with most journalists now approaching us directly. When we receive a request, we aim to connect them to a suitable member of our network. Most requests are for individuals with lived experience of migration. IMIX takes care to ensure those put forward are well informed about the interview process, have received media and safeguarding guidance and give their full consent to participate.

We offer ongoing support to our network of storytellers, including tailored advice, one-to-one mentoring, practice interviews and the option to have a staff member present during their interview.

- Between January and June 2025, IMIX received 76 media requests, of which 35 were completed, resulting in 60 published stories. Eighty five per cent of this coverage featured the voice of lived experience (2023–24: 177 media stories, with 65 per cent featuring lived experience voices), reflecting an increase from 76 per cent in the previous year. Data on media requests and completions began to be recorded in January 2025.
- Overall, 68.3 per cent of articles reached mixed middle audiences (2023–24: 72 per cent). Mixed middle audiences, sometimes referred to as the moveable or persuadable middle, are people who do not hold fixed views on migration and whose opinions can be influenced by how issues are framed and the narratives they encounter. This demonstrates IMIX's continued success in targeting persuadable audiences through national and regional media.
- Just under half of all coverage appeared in national outlets (2023–24: majority national), with Scotland accounting for 20 per cent of placements (2023–24: Scotland also a strong secondary region). Gaps in coverage remained in Wales, the North West, Yorkshire and Humber, the East Midlands and the East of England.

IMIX receives requests for individuals with a wide range of lived experiences. The most common requests received in 2024/2025 related to:

1. The UK asylum system and hotels
2. Channel crossings and small boats

3. UK Citizenship rules
4. The fall of the Assad regime in Syria
5. The 2022 Afghan Relocations and Assistance Policy data breach.

Between July 2024 and June 2025, IMIX successfully placed 60 pieces of coverage, with just under half appearing in national outlets. This demonstrates our continued success in bringing migrant and refugee voices into the heart of mainstream debate.

## Regions

IMIX's national reach is strong, with 48% of placements being in national media. Scotland also featured strongly with 20% of placements.

Gaps in regional coverage are seen in Wales, the Northwest, Yorkshire and Humber, the East Midlands and the East of England. This reflects where the staff team are based and we are planning to do more strategic, place-based work in the next year.

While our strongest media relationships remain concentrated in London and the Southeast, our regional coverage demonstrates an opportunity to build local engagement through locally rooted narratives.

## Some of the powerful media work we developed in 2024/25

During the racially motivated anti-immigration and anti-Islamic riots in August 2024, IMIX became a vital source of calm, clarity and safeguarding for communities and journalists alike.

With grassroots organisations overwhelmed and many individuals too frightened to speak publicly, IMIX provided trusted pathways to safe storytelling. This included:

- Coordinating with [BBC journalist Jason Murugesu](#) to ensure informed, sensitive reporting.
- Supporting **Asylum Link Merseyside** to develop messaging that led to coverage in the [Liverpool Echo](#) and [The Guardian](#).
- Preparing Refugee Week Ambassador **Shams Moussa** for an interview with **Hits Radio Teesside**.

These interventions ensured that the voices most affected by the riots were heard ethically, pushing back against misinformation and fear.

## November 2024: Shaping the Narrative - The Channel Crossings Media Briefing

One of the year's most significant achievements was [IMIX's Channel Crossings Media Briefing](#) - an exemplary model of co-production and ethical media practice.

Designed in collaboration with people who had crossed the Channel, the briefing included:

- preparatory focus groups,
- media safeguarding workshops,
- tailored one-to-one support, and
- a gender-balanced panel chaired by Afghan journalist **Zahra Shaheer**.

With major outlets in attendance - including **The Guardian**, **Daily Mirror**, **BBC Newsnight**, **Metro** and **Le Monde** - the event reframed how media covered small boats, replacing sensationalism with depth, humanity and expert-by-experience insight.

## February 2025: Centre-stage in a National Conversation - Ukrainian Voices in the Press

Ahead of the third anniversary of Russia's invasion, IMIX proactively convened members of the Ukrainian Storytellers Network to identify the issues they wanted the UK public to understand. This intentional listening shaped emotionally resonant national coverage that centred the dignity and agency of people facing insecure futures in the UK.

Highlights included:

- **The Mirror**: ["I'm a Ukrainian refugee but visa rule means I could be sent back to hell"](#).
- **The Guardian**: ["Ukrainian refugees face losing jobs and home due to UK visa extension uncertainty."](#) following IMIX's connection of journalist Rachel Hall with Ukrainians in the West Midlands.

These stories reached huge audiences and influenced public conversations about visa insecurity, demonstrating IMIX's role in elevating lived experience at critical political moments.

## Building Sector Capacity

Between July 2024 and June 2025, IMIX reached over 450 people through its training portfolio (2023–24: approximately 544 people). This included nine masterclasses delivered to 182 participants (2023–24: 12 masterclasses delivered to 226 participants), bespoke training for 211 people on media interviews, crisis communications and strategic communications (2023–24: 318 participants), and constituency training sessions delivered

to 60 participants across six locations (2023–24: not applicable, new programme).

Participants consistently reported leaving more confident and equipped:

- *“The bridging exercises gave me practical ways to stay in control during interviews. I now feel confident I can shape the story rather than be shaped by it.”*
- *“Understanding media relationships and knowing it’s okay to walk away if needed was incredibly empowering.”*
- *“I left feeling much more confident about using Instagram and LinkedIn strategically for my organisation — it was exactly the refresher we needed.”*

We successfully achieved CPD accreditation for our Story Leaders (Train the Trainer) course which will enable us to promote and charge medium to large organisations for in-person delivery (we are also developing a live online delivery version that will also be covered by the CPD accreditation).

We will be following this with applications for CPD accreditation for at least four more courses including 'AI for Good Comms' and 'Crisis Communications' both of which are currently in development.

## **Case Studies/Examples**

### **Project Play**

In June we supported UK and Calais based organisation Project Play with a report [‘We Want to Be Safe’](#) they were releasing about violence against children at the border. The team provided media training and practical support in writing and pitching a press release. Due to the interest from the media our Chief Executive travelled to Calais to offer in person support.

With support from IMIX, The Project Play team were able to juggle their vital work with families and children with visits from three different news crews. Safeguarding and anonymity were crucial in the filming. There were mixed results in terms of coverage which sparked conversations around media ethics which the IMIX team are hoping to follow up on. We [wrote a blog](#) about the trip and a documentary filmmaker is hoping to make a film about the situation in Calais with support from IMIX.

### **Constituency Training**

IMIX’s constituency-based training programme delivered nine workshops across the Northeast, Northwest, Yorkshire and the Midlands, equipping more than 100 participants from over 40 grassroots organisations with practical, values-driven communication skills. Participants—many with lived experience—reported major increases in confidence, feeling safer, clearer and better prepared to speak publicly amid rising misinformation and community tension. The training provided tools such as ABC/triangle messaging, bridging techniques, safeguarding practices and audience insights, addressing widespread fears of misrepresentation and distrust of local media.

The workshops generated more than 70 story leads and surfaced rich political and cultural intelligence from each constituency, strengthening IMIX’s ability to target messaging and support organisations to shape local narratives. New cross-organisational networks formed in every area, creating a growing alumni community capable of rapid story development, journalist engagement and peer support. Constituency-specific insights—such as distrust in local media, post-riot anxieties and differing local attitudes toward refugee groups—now inform IMIX’s wider strategic communications work.

The programme has already produced tangible, lasting impact. Groups like Herts Welcomes Refugees have transformed their media confidence, resulting in high-quality regional coverage that challenges misconceptions and elevates lived-experience voices. Across all nine regions, participants are now better equipped to respond to misinformation, collaborate locally and contribute to more humanising, accurate and community-focused storytelling—laying stronger foundations for long-term narrative change.

## **Consultancy**

### **Lloyds Foundation Consultancy**

IMIX worked as communications consultants for the SASA collaboration (Safe Accommodation for Survivors a VAWG Cohort) through the Lloyds Bank Foundation, helping partners develop clearer, survivor-centred messaging that feels ethical, confident and aligned. Over the year we spent time with the twelve organisations involved, looking at how they currently talk about housing, safety and statutory duty, and exploring how survivors’ experiences were being represented. Instead of a one-off workshop, we built an ongoing feedback process with both partners and survivors, checking tone, language and framing as we went. This meant the messaging we developed was grounded in real experiences and genuinely useful for the people doing the influencing.

The result is a practical messaging toolkit that partners are now using in their day-to-day work — from local authority briefings to internal conversations and borough-level advocacy. Organisations told us it filled a real gap, giving them shared language to push back against harmful narratives and speak with more confidence. One of the biggest shifts has been the move towards rights-based, empowering language that centres survivors’ autonomy rather than portraying them as passive recipients of help. This work has strengthened the collaboration’s collective voice, and there’s now real appetite for the next stage: deeper audience insight, more training and continued support to embed survivor-centred communication across the partnership.

### **Helen Bamber Foundation Group**

IMIX worked closely with the Helen Bamber Foundation Group, conducting a comprehensive review of the organisation's communications approach, analysing priority audiences, refining key messages and developing an updated strategy spanning both traditional and social media. This included working directly with staff across teams to understand their operational pressures, advocacy objectives and organisational voice. The outcome was a set of clear, values-driven messages and a refreshed communications framework designed to advance their policy advocacy and strengthen their public profile.

As part of this process, IMIX delivered bespoke media training for senior spokespeople and the organisation's lived-experience campaign group. The training focused on shaping narratives that centre dignity and rights, preparing for high-pressure interviews, and pitching stories effectively to journalists. Participants developed confidence in delivering the new messaging framework and applying it during fast-moving political moments.

### **Communications Network**

- The IMIX Google Group grew to 1,271 subscribers during the year, representing an increase of 8.4 per cent (2023–24: approximately 1,172 subscribers).
- The daily news roundup increased to 649 subscribers, representing growth of 29.5 per cent on the previous year (2023–24: approximately 501 subscribers).
- The lived experience newsletter increased its subscribers from 99 to 190, representing growth of 92 per cent (2023–24: 99 subscribers).
- Between July 2024 and June 2025, the roundup was sent on 84 per cent of all working days, excluding weekends, bank holidays and the month of August (2023–24: comparable distribution pattern).
- The average daily open rate was 60 per cent (2023–24: not recorded in this format), compared with a non profit sector average of 28.59 per cent.

IMIX compiles a daily news roundup that summarises key media trends from the past 24 hours. It is sent to over 649 email subscribers and shared more widely within organisations across the migration sector.

Due to high demand on their services, many organisations lack the resources to prioritise strategic communications and media engagement. IMIX helps to fill this gap by building sector capacity and strengthening communication strategies.

The roundup is designed to enable individuals and organisations to easily stay up to date on the latest migration and media developments. Doing so saves the sector time and enables it to respond more quickly.

In June 2025 IMIX conducted a survey to gain feedback on the roundup, receiving over 70 responses. Full written feedback is available in an external document.

**Notably, 97% of respondents said they would recommend signing up to the roundup to others.**

**649** Roundup subscribers in June 2025.

**81%** Agree receiving the roundup saves them time each week.

**97%** Respondents agree the roundup helps them to stay up to date on migration issues.

**64%** State the roundup informs decision-making, planning or communications in their work or organisation.

**39%** Growth in subscriptions since July 2024.

**60%** Average daily open rate since July 2024.  
(against an average open rate for the non-profit sector of 28.59%\*)

Between July 2024 – June 2025, the roundup was sent on:

**84%** of all working days. This excludes weekends, bank holidays and the month of August when IMIX take a break from distributing the roundup.

*“Just to say the roundup is so helpful! We're a very small team, and it helps us stay on top of the fast pace of news around migration, which helps us with comms strategy/planning but also with being aware of how different aspects of policy/media may be affecting our community. It also (sadly) helps in terms of safety - being quickly aware of any incidents of violence/harassment towards migrants and refugees across the British Isles. We are working in hotels, so we need to monitor this closely. Since receiving the roundup and being in the IMIX group we've felt a lot more connected to the wider sector”*

- *Development manager, Charity/NGO*

## **Empowering Experts by Experience**

The Storytellers Network grew to more than 70 members (2023–24: approximately 60 members), and the Steering Group expanded to include new lived experience leaders (2023–24: six members).

IMIX delivered its annual Refugee Week Ambassador programme, working intensively with eight individuals over a six month period (2023–24: comparable programme delivered).

Events and media opportunities continued to provide platforms for ambassadors and storytellers to share their experiences safely and ethically.

## **Steering Group Visit to Parliament with Lord Alf Dubs**

During our Channel Crossing event, one of our guests was Candida, Secretary to Lord Alf Dubs. After learning about our Steering Group—their crucial role at IMIX and the depth of their lived-experience leadership—she invited the group to Parliament for tea with Lord Dubs.

The visit proved to be an invaluable experience. The Steering Group had the chance to tour Parliament, many for the first time, and to engage directly with Lord Dubs. They shared their stories, experiences, and concerns, while also hearing his own extraordinary journey and lifelong commitment to supporting people seeking sanctuary.

This meeting not only validated the importance of the Steering Group’s voice within IMIX but also strengthened their confidence in influencing decision-makers. It created space for meaningful dialogue between lived-experience leaders and a key national advocate, reinforcing our commitment to elevating the voices of people with direct experience of the asylum system.

We delivered our yearly [ambassador programme for Refugee Week](#). Working with eight individuals intensively for around six months by training and supporting new spokespeople to tell their stories safely and confidently. Ambassadors like Abdulaghani, Fatemah, and Joel reflected on how IMIX training transformed their ability to engage with journalists:

- *“The media training I received was empowering, insightful, and supportive. I felt heard, respected, and encouraged.”* – Abdulaghani, Refugee Week Ambassador
- *“Sharing my story is a way to empower others and show that, with support and*

*opportunity, people like me can heal and contribute positively to society.” – Fatemah, Refugee Week Ambassador*

- *“IMIX is a lifeline for migrants towards ethically telling and owning our stories within and beyond media.” – Joel, Refugee Week Ambassador*

Events also reinforced this focus. **Refugee Stories: In Their Own Words – A Night to Remember**, held [at the Conduit Club \(June 2025\)](#), ambassadors shared moving testimonies of resilience and belonging.

**Douna Haj Ahmed, Amanda Kamanda, and Ali Gadheri** shared powerful personal stories of leaving home, rebuilding, and showing resilience with courage and compassion. These spaces not only shift narratives but also affirm dignity, agency, and solidarity.

Douna, one of our brilliant panelists, later wrote a beautiful blog reflecting on the event and her experience, [Finding the human behind the headline: Reflections from The Conduit panel and my journey with IMIX](#) :

*“With IMIX, it’s something else. They never made me feel like I was being interviewed. I felt like I was being heard.*

*“For IMIX, refugees aren’t objects to be shaped into content. We’re people. We come with layers, contradictions, and with agency. And IMIX treats that with care. They ensure every story is shared in a way that feels honest yet never exposed. Proud, but never polished for someone else’s comfort. That’s rare.”*

Hearing our storytellers speak so openly, and watching the audience respond with such care, was a profound reminder of why creating safe, intentional spaces for lived-experience storytelling matters so deeply. It felt less like an event and more like a community coming together, and I’m grateful to have been part of it.

### **Community of Hope Newsletter**

IMIX produces a monthly Community of Hope newsletter specifically designed with and for people with lived experience. The newsletter shares opportunities, stories, and resources directly relevant to this community, including job opportunities, internships, scholarships, and sector updates.

Between July 2024 – June 2025, IMIX distributed 10 editions of the Community of Hope newsletter with average opening rate of 52.9%.

The consistently high open rates demonstrate strong engagement from the community, with readers regularly clicking through to access opportunities and resources shared in the newsletter. This direct communication channel helps ensure that people with lived

experience are informed about relevant opportunities and can actively participate in shaping the migration sector's narrative and work.

## Case Studies

### Supporting Community Storytelling with the Daily Mirror – The Island of Strangers Project

This year, IMIX contributed to the *Island of Strangers* project, a Daily Mirror video series by journalist Ros Wynne-Jones that examines how communities foster connection in an increasingly divided world.

Earlier in the year, our Storytelling Manager, who is herself an avid climber from a refugee background, accompanied Refugees Rock—a climbing group run by Asylum Link Merseyside—on a trip to Wales, delivering media training, offering safeguarding support and participating in the group's activities. Recognising the strength of Refugees Rock's work and the compelling stories within the group, the organisation identified a strong alignment with Ros Wynne-Jones's vision for the series.

We facilitated the connection between the Daily Mirror team and Refugees Rock and provided ongoing support throughout the production process. This support included translation assistance, safeguarding guidance and on-site presence during filming.

The resulting feature highlighted Ali and Sev's story as a powerful illustration of community, resilience and joy. Sharing their journey with a national audience served as a significant and positive outcome for all partners involved.

## Refugee Week

Under the theme “**Community as a Superpower**”, Refugee Week 2025 demonstrated the power of collaborative narrative change. IMIX supported **Counterpoints Arts** with media strategy and outreach across the entire festival, ensuring that refugee and migrant voices were central to the coverage.

The results were significant:

- Over **240 unique media pieces** across regional and national outlets.
- More than **170,000 video views** and **80,000 account reach** on Instagram.
- **1,200+ new Instagram followers** gained during the week.
- Every Refugee Week Ambassador secured coverage, with standout media partnerships with *Metro*, *The Independent*, and *BirminghamLive*.

- In Metro, Badminton champion [Dorsa told her story](#) of determination; poet [Fatemah reflected](#) on her mother's words in another moving feature; and campaigner [Agnes spoke out](#) about detention. Humanitarian voice Awssan set out a bold vision for welcome in [The Big Issue](#), LGBTQ+ advocate Amanda called for solidarity in [The Independent](#), storyteller Douna explored empathy on [Voice of Islam](#), and rapper MoYah shared music and migration on the [BBC](#).

This scale of visibility gave ambassadors and sector organisations a platform to reframe narratives, highlight community resilience, and demonstrate the positive contributions of refugees and migrants.

## **Projects**

### **July 2024 – June 2025**

The Constituency Training Project delivered nine workshops across the North East, North West, Yorkshire and the Midlands, equipping more than 100 participants from over 40 grassroots organisations (2023–24: not applicable, new project).

The Refugee Journalism Mentoring Project recruited three refugee and asylum seeker journalists (2023–24: not applicable), each placed one day per week with grassroots organisations.

The London Storytelling Network project engaged with 127 grassroots organisations across London (2023–24: not applicable, new project).

### **Refugee Journalism Mentoring Project – Funded by The Rayne Foundation**

IMIX recruited three refugee and asylum-seeker journalists and placed them for one day a week with grassroots refugee organisations across the UK. The programme aimed to rebuild participants' confidence and skills while strengthening host organisations' communications capacity.

Mentees received a laptop, phone, workspace, and travel and lunch expenses. They were fully integrated into their host teams, carrying out practical communications tasks and gaining first-hand experience of UK charity work. Each also received monthly mentoring from IMIX, completing six modules on the UK media landscape, social media, safeguarding, video, media law and careers in communications. In addition, mentees were paired with professional journalists who supported them to pitch and publish their own stories.

### **Project Highlights:**

- **Glasgow:** Herbeth, a writer from El Salvador, visited The National's newsroom. His

collaboratively developed [article](#) was published and submitted to the Refugee Festival Scotland media awards.

- **Newcastle:** Necati, an award-winning sports journalist from Turkey, toured the ITV Tyne Tees studio and observed a live broadcast. He has been invited back to shadow the sports reporter.
- **Cardiff:** Souleymane, a podcaster and commentator from Burkina Faso, is producing his first piece for Bylines Cymru and has joined a community writers' project on austerity in Wales.

## Overall Success

The project delivered strong benefits for both mentees and host organisations. Participants gained practical skills, confidence, professional networks and published work. Hosts reported that mentees made valuable contributions to their communications output and brought fresh expertise into their teams.

## Testimonials

- *“Taking part meant our member was able to make new connections, access platforms and most importantly have access to fantastic training opportunities.”* – Host, Maryhill Integration Network
- *“Necati’s photographs and reels brought our campaigns to life and even helped secure BBC coverage.”* – Host, Action Foundation
- *“Being around the amazing team feels like family to me... challenging stereotypes through storytelling was meaningful for me.”* – Herberth, mentee
- *“Seeing my photos shared and liked on social media made me so happy. This project brought me back to the office after seven years.”* – Necati, mentee

## London Storytelling Network Project

A key element of our London storytelling project is empowering grassroots organisations. We provide tailored communications support to groups working with migrants and refugees, helping them strengthen their voices in the media and public debate. Through this initiative, we aim to amplify lived experiences, build confidence, and ensure that frontline organisations are better equipped to shape the narratives that affect their communities.

- Following the successful recruitment of two project coordinators, both immediately began immersing themselves in the project and the wider work of IMIX. They have also started outreach to 127 grassroots organisations across London and are already in active conversations with several charities. These discussions focus on how IMIX

can provide tailored communications and media training to them and their networks of people with lived experience.

- Encouragingly, two participants from this training expressed interest in joining the wider storytelling network, a strong indicator that the project is already beginning to strengthen connections and expand its reach.

## **Oxford Migration Observatory ‘Seeing Migration Narratives’ Project**

IMIX delivered a series of sector workshops in London, Glasgow and the North East to explore how civil society groups engage with and respond to migration narratives in the media. Each session brought together around 20 participants from organisations of varying sizes, with strong attendance and highly positive feedback.

The workshops provided space for practitioners to discuss the challenges they face when navigating large volumes of media content, the dilemmas involved in responding to negative narratives, and the types of information and strategic support most needed. Across all three locations, participants expressed a clear appetite for more in-person forums to share experiences and collectively address wider sector issues.

Insights gathered during the workshops are feeding directly into an ongoing collaboration with the Oxford Migration Observatory and the Oxford Internet Institute. Their project is developing an automated tool to collect, analyse and visualise large-scale online data—such as news and social media content—to strengthen the sector’s understanding of how migration narratives form and spread. This work aims to provide a valuable new piece of infrastructure to support more effective, evidence-based interventions.

The project continues to progress, with partners at Oxford leading the technical development of the scraping and analysis tool.

## **Expanding the IMIX network and influence**

As the far-right continues to build momentum, IMIX believes it is more important than ever to work in strong partnerships with other organisations both within the sector and cross-sector. IMIX brings significant narrative and communications expertise to these partnerships and collaborations which going forwards will be essential in building collective power. In 2024, IMIX began to network more actively to seek out potential new partnerships and ensure all parts of the sector are aware of how they can work with us.

One example of this is The Welcome Coalition. In Autumn 2024, IMIX was asked to form a working group to build a welcome coalition with Good Faith Partnership, The Pickwell

Foundation and Neighbourly Lab to ensure the many thousands of groups which offer welcome across the UK are well connected and resourced. The coalition is still in development and considering further partnerships. As the strategic communications partner, we will seek out increased opportunities to spread community based stories about the strength of welcome locally and the positive attitudes of much of the public towards migration. Again, this is seen as a crucial tactic in countering the current pervasive toxic political and media narratives.

## **Digital**

### **July 2024 – June 2025**

At the start of this period, IMIX launched a new website which included a virtual press office to allow journalists to contact us more efficiently and a resource hub to help equip the sector with effective communications tools. The new website also showcases IMIX in more detail with case studies highlighting the impact of our work across the country and regular blogs which often share a more behind-the-scenes look at the IMIX approach to communications.

The resource hub has been a particularly valuable asset and a place where the team can regularly refer people to who have questions about how to work with the press or navigate the complex world of social media. We are continually seeking to build up this bank of resources to ensure we are meeting the communications needs of the sector.

## **LinkedIn**

Throughout 2024 and into 2025, the team became increasingly concerned by the direction of X (formerly Twitter). A huge number of organisations in the migration sector left the platform because of the increase in hostile posts. Simultaneously the algorithms began to favour more outspoken, extreme and even hateful posts making it hard for more moderate content to be seen. Any new post now carries the potential to bring unwanted and negative comments which affects the safety and well-being of the team. Engagement on our profile dropped considerably. We made the decision to not shut down our profile entirely given it is our largest social media audience but to place more energy and emphasis on building up our LinkedIn page. LinkedIn has seen an increase in users particularly those who have left other platforms. We quickly increased our audience with more than 100 new followers between December 2024 and June 2025 and it has been an excellent platform for networking both across the migration sector and cross-sector. We have had good engagement on our posts with lots of positive comments about the work of IMIX, and we are making good connections through networking on the platform. Since summer 2025, the team have invested further in

LinkedIn which is making it a very useful platform to build up the profile and influence of the organisation.

## **Achievements**

IMIX Media and Storytelling Manager, Elahe Ziai won the 2024 Charity Coms Rising Star Award at their annual Inspiring Communicator Awards. This was an incredible moment for Elahe personally but also the wider team who were thrilled for her dedication and passion to the work to be recognised in this significant way. Elahe brings a positive, infectious energy to the team and inspires everyone in the way she leads the Lived Experience network.

**IMIX was delighted to be shortlisted for a 2024 Independent Podcast Award for Undocumented: Empowering Hidden Voices.** From the young Afghan photojournalist finding his voice to speak out about his experiences to the Syrian family who found a new community in Devon, Un/Documented shared the stories of people who have taken extraordinary journeys to seek a new life. The podcast centred these voices and experiences, as well as learning from other experts working in the sector. The conversations were rich and inspiring gaining us the recognition of the awards.

## **Objectives for the Future**

### **July 2025 – June 2026**

#### **Strengthening IMIX: Building for the Future, 2025/26 and Beyond**

As we move into 2025/26, IMIX is entering a new phase, guided by our 2025–2030 strategy and a clearer sense of who we are, what we stand for, and where we can make the biggest difference. Our vision remains a society that welcomes people who move to the UK and understands the journeys that bring them here, and our mission is to use communications to ensure that migrant and refugee voices shape how migration is understood. The strategy was shaped with our Steering Group of people with lived experience of migration, and through wide listening across the sector, funders, journalists and allies in other movements, and it sets out three core ambitions to 2030: to grow the number of storytellers with lived experience we support by 50 per cent, to increase the number of organisations we work with by 40 per cent, and to significantly increase positive, human-centred media coverage of migration.

Our strategy is rooted in anti-oppression and intersectionality. We recognise migration as a racial justice issue, and we are committing to embed anti-racist and anti-oppressive practice across everything we do. This means naming the ways that racism, class, gender, disability,

sexuality, immigration status and other identities overlap to shape people's experiences, and making sure our messaging, training and media work reflect that reality. It also means putting people with lived experience of migration at the heart of our organisation, through our paid advisors and facilitators, our Storytellers Network and clearer pathways into leadership and decision making.

Over the next year we will focus on turning these ambitions into practice. For storytellers, this means expanding access to high quality, trauma-informed media training, offering clearer routes into ongoing opportunities, and regularly listening to our network about what they need. For organisations, it means growing the depth and reach of our support so that more than 40 per cent additional partners have the skills, confidence and tools to communicate well about migration, including messaging that connects migration with gender, disability, racial justice, climate displacement and other intersecting issues. For journalists and media teams, it means deepening relationships and designing more opportunities for meaningful contact between the media and people with lived experience.

To fund these ambitions we are deliberately diversifying our income. We will continue to build our earned income through training and consultancy, including working with funders and their grantees, while keeping our support accessible to grassroots and migrant-led groups through sliding scales and tailored offers. Alongside this, we are developing a broader funding mix that includes unrestricted and project funding and collaborative bids with sector partners. Stronger internal systems, including improved financial planning and investment in digital infrastructure and our CRM, will help make this growth sustainable and accountable.

The context we are working in is becoming more challenging, with rising support for the far right, increasingly toxic media narratives and hostile activity on the streets and online. In response, we are strengthening our role in sector collaboration to counter the far right, working with partners across migration, equality, community and anti-racist spaces to build shared messaging, safer media practices and more coordinated responses to disinformation and hate. We will continue to focus on persuadable audiences, including those who may be drifting towards more hostile views because of fear or misinformation, using insight-driven, values-based storytelling that speaks to fairness, safety, dignity and connection.

By 2026 we want IMIX to be on even firmer footing, with stronger leadership from people with lived experience, a more intersectional and anti-oppressive approach embedded in our day-to-day work, a healthier and more diverse funding base, and deeper collaboration across the sector. All of this is in service of our shared 2030 vision: a national conversation on migration that is more human, more honest and more hopeful, and a sector that has the skills, confidence and power to lead that change.

## Review of the charity's financial position at the end of the period, June 2024

The year ended 30 June 2025 was a challenging period for IMIX, resulting in a deficit of £165,547. This was worse than budgeted and reduced our reserves to £62,937.

### Understanding the Deficit

The deficit was driven primarily by an income shortfall and delayed income rather than overspending. Total income was £249,690, a substantial decrease from the previous year's £503,806, reflecting the exceptionally difficult fundraising environment facing small charities in the migration sector during this period.

When faced with this income challenge, the trustees took decisive action to reduce expenditure whilst maintaining service quality. Total expenditure decreased by 19%. These measures demonstrate prudent financial management and the trustees' commitment to ensuring the organisation's long-term sustainability.

### Reserves Policy

The organisation holds a reserves policy of three months' unrestricted expenditure. At 30 June 2025, IMIX held total reserves of £62,937, comprising £31,409 unrestricted funds and £31,528 restricted funds. The trustees recognise that reserves are below policy level and are committed to rebuilding them as a priority.

### Going Concern

#### Going Concern

The trustees have considered the charity's financial position, in particular the low reserves, cash flow position at year-end, and the continued financial pressures facing the organisation in 2025–26. These factors give rise to a material uncertainty that may cast significant doubt on the charity's ability to continue as a going concern.

Notwithstanding this uncertainty, the trustees are confident that the charity will continue to operate as a going concern for a period of at least twelve months from the date of approval of these financial statements. This confidence is based on a review of post-year-end performance, the current cash flow position, and the organisation's confirmed and pipeline income for the year ahead.

Whilst the organisation has navigated a genuinely difficult period, the trustees are satisfied that the combination of secured funding, a strong income pipeline, a right-sized cost base, and strengthened governance puts IMIX in a position to move forward with confidence.

## Future Plans

Looking ahead, IMIX is focused on rebuilding reserves to policy level, diversifying income through the growth of earned income alongside grant funding, and continuing to control costs whilst maintaining service quality. The organisation is strengthening its financial monitoring and governance to ensure early identification of, and response to, any emerging risks.

During the year, the trustees took the proactive decision to rightsize the organisation in line with confirmed income. This involved reducing staff costs and aligning the team structure to current resources. Alongside this, the organisation has introduced enhanced financial management practices, including more rigorous monitoring, tighter controls, and clearer reporting to the board. The trustees are confident these steps significantly strengthen IMIX's financial resilience and provide a firm foundation from which to grow sustainably.

We are grateful for the ongoing support of our funders during this year:

- AB Charitable Trust
- Barrow Cadbury Trust
- European Programme for Integration and Migration (EPIM)
- Oak Foundation
- National Lottery Community Fund
- Paul Hamlyn Foundation
- Rayne Foundation
- This Day Foundation
- Trust for London
- Unbound Philanthropy
- Disrupt Foundation

## Structure, Governance and Management

IMIX is constituted as a charitable incorporated organisation and its governing document is a written constitution dated 3 June 2019.

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

G Blake,  
E Liberda Moreni,  
S Ejaz  
Z Onokaye-Akaka  
R Gould  
A Estibals  
Z Hafeez

The Trustees are appointed by the charity trustees and are recruited with regard to their knowledge, skills and experience, including lived experience of migration. The Trustees are appointed for a three-year term with the option to extend for a second term. We currently have seven board members. At the date of signature, one trustee has stepped down for personal reasons.

Over half of our Trustees have lived experience of migration. New Trustees receive a thorough induction to the organisation. The board of Trustees meets four times a year, plus a strategy away day. There are two sub committees: Finance and Fundraising, and Human Resources.

We were also guided through our steering group made up of eight individuals from our network, each with different lived experiences of seeking safety—ranging from channel crossings to resettlement schemes to being stuck in the asylum system for over ten years. This group reflected the diversity of refugees in the UK, including families, LGBTQ+ individuals, and people from various religious backgrounds.

IMIX is administered by Chief Executive, J Regan, based on the strategic direction set by the trustees. The chair and safeguarding lead trustee also provide support to the CEO as and when required. Accountability Europe provide book-keeping and accounting services to the charity.

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

Signed on behalf of the trustees,

Geraldine Blake



[Geraldine Blake \(Apr 27, 2026 11:26:56 GMT+2\)](#)

Geraldine Blake  
Chair of Trustees  
Date: 27 April 2026

## Independent Examiners Report

I report to the charity trustees on my examination of the accounts of IMIX for the year ended 30 June 2025.

This report is made solely to the trustees as a body, in accordance with the Charities Act 2011. My examination has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the trustees as a body, for my examination, for this report, or for the opinions I have formed.

### Responsibilities and basis of report

As the charity trustees of the CIO 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 CIO's accounts carried out under section 145 of the 2011 Act. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

### Independent examiner's statement

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 CIO 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 form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give as 'true and fair' view which is not considered part of an independent examination.
4. The accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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.

*Anthony Epton*

Anthony Epton BA, FCA, CTA  
Goldwins Ltd  
75 Maygrove Road  
West Hampstead  
London NW6 2EG  
Date: 27 April 2026

## Statement of Financial Activities

FOR THE YEAR ENDED 30 JUNE 2025

	Notes	Unrestricted Funds 2025 £	Restricted Funds 2025 £	Total 2025 £	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total 2024 £
<b>Income from:</b>							
Donations and legacies	3	56,871	-	56,871	195,672	-	195,672
Charitable activities	4	27,119	165,700	192,819	27,620	280,514	308,134
<b>Total Income</b>		<b>83,990</b>	<b>165,700</b>	<b>249,690</b>	<b>223,292</b>	<b>280,514</b>	<b>503,806</b>
Expenditure on:							
Charitable activities	5	132,542	282,695	415,237	246,503	265,721	512,224
<b>Total Expenditure</b>		<b>132,542</b>	<b>282,695</b>	<b>415,237</b>	<b>246,503</b>	<b>265,721</b>	<b>512,224</b>
<b>Net movement in funds</b>		<b>(48,552)</b>	<b>(116,995)</b>	<b>(165,547)</b>	<b>(23,211)</b>	<b>14,793</b>	<b>(8,418)</b>
Funds brought forward		79,961	148,523	228,484	103,172	133,730	236,902
<b>Funds carried forward</b>		<b>31,409</b>	<b>31,528</b>	<b>62,937</b>	<b>79,961</b>	<b>148,523</b>	<b>228,484</b>

The statement of financial activities includes all gains and losses recognised in the year

All activities derive from continuing operations

The attached notes form an integral part of these financial statements.



## Statement of cash flows

For the year ended 30 June 2025

	Note	£	2025 £	2024 £
Net cash provided by (used in) operating activities	(a)		(210,283)	(7,886)
<b>Cash flows from investing activities:</b>				
Purchase of fixed assets		-	-	-
<b>Cash used in investing activities</b>			-	-
<b>Change in cash and cash equivalents in the year</b>			(210,283)	(7,886)
Cash and cash equivalents at the beginning of the year			265,032	272,918
<b>Cash and cash equivalents at the end of the year</b>	(b)		54,749	265,032
<b>a) Reconciliation of net expenditure to net cash flow from operating activities</b>				
			2024 £	2024 £
Net income for the reporting period (as per the statement of financial activities)			(165,547)	(8,418)
Depreciation			576	767
(Increase) / Decrease in debtors			13,297	(39,507)
Increase / (Decrease) in creditors			(58,609)	39,272
<b>Net cash provided by / (used in) operating activities</b>			<u>(210,283)</u>	<u>(7,886)</u>
<b>b) Analysis of cash and cash equivalents</b>				
		At 1 July 2024 £	Cash flows £	At 30 June 2025 £
Cash at bank and in hand		265,032	(210,283)	54,749
<b>Total cash and cash equivalents</b>		<u>265,032</u>	<u>(210,283)</u>	<u>54,749</u>

## Notes to the accounts

### FOR THE YEAR ENDED 30 JUNE 2025

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#### 1. Accounting policies

##### Basis of preparation and accounting convention

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

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

##### Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

##### Income recognition

Income, whether from exchange or non-exchange transactions, is recognised in the statement of financial activities (SOFA) on a receivable basis, when a transaction or other event results in an increase in the charity's assets or a reduction in its liabilities and only when the charity has legal entitlement, the income is probable and can be measured reliably.

Income subject to terms and conditions which must be met before the charity is entitled to the resources is not recognised until the conditions have been met.

All income is accounted for gross, before deducting any related fees or costs.

Accounting for deferred income and income received in advance:

Where terms and conditions relating to income have not been met or uncertainty exists as to whether the charity can meet any terms or conditions otherwise within its control, income is not recognised but is deferred as a liability until it is probable that the terms or conditions imposed can be met.

##### Donated goods, facilities and services

Donated professional services and facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity is probable and that economic benefit can be measured reliably. There were no such donations during the year in question. In accordance with the Charities SORP (FRS 102), the general volunteer time of trustees and volunteers is not recognised with any monetary value.

## Notes to the accounts

### FOR THE YEAR ENDED 30 JUNE 2025

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#### Fund accounting

- Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.
- Designated funds are unrestricted funds set aside by the Management Committee for particular purposes.
- Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

#### Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

All expenditure is inclusive of VAT.

#### Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. These include office costs, finance, personnel, payroll and governance costs which support the charity's charitable activities. These costs have been allocated to charitable activities.

#### Recognition of liabilities and expenditure

A liability, and the related expenditure, is recognised when a legal or constructive obligation exists as a result of a past event, and when it is more likely than not that a transfer of economic benefits will be required in settlement, and when the amount of the obligation can be measured or reliably estimated.

Liabilities arising from future funding commitments and constructive obligations, including performance related grants, where the timing or the amount of the future expenditure required to settle the obligation are uncertain, give rise to a provision in the accounts, which is reviewed at the accounting year end. The provision is increased to reflect any increases in liabilities, and is decreased by the utilisation of any provision within the period, and reversed if any provision is no longer required. These movements are charged or credited to the respective funds and activities to which the provision relates.

**Notes to the accounts**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**Tangible fixed assets**

Tangible fixed assets are written off over the expected useful life of the asset, at 25% per annum on the reducing balance method. Individual items costing less than £500 are not treated as fixed assets.

**Debtors**

Debtors are measured at their recoverable amounts at the balance sheet date.

**Financial instruments including cash and bank balances**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Cash held by the charity is included at the amount actually held and counted at the year end. Bank balances, whether in credit or overdrawn, are shown at the amounts properly reconciled to the bank statements.

**2 Liability to taxation**

The Trustees consider that the charity satisfies the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by chapter 3 part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively on the specific charitable objects of the charity and for no other purpose. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

**3 Donations and Legacies**

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
<b>Grants from trust and foundations</b>	56,871	195,672
<b>Grants receivable for core activities</b>		
Disrupt Foundation	24,750	-
OAK Foundation	5,000	62,500
AB Charitable Trust	5,000	44,000
EPIM	16,900	-
Paul Hamlyn Foundation	5,000	88,000
Miscellaneous donation	221	1,172
	56,871	195,672

## Notes to the accounts

### FOR THE YEAR ENDED 30 JUNE 2025

#### 4 Income from charitable activities

	<b>Charitable Income 2025</b>	<b>Charitable Income 2024</b>
	£	£
Consultancy and training	27,119	27,620
Grants	165,700	280,514
	<b>192,819</b>	<b>308,134</b>
<b>Analysis by fund</b>		
Unrestricted funds	27,119	27,620
Restricted funds	165,700	280,514
	<b>192,819</b>	<b>308,134</b>
<b>Grants</b>		
Barrow Cadbury	14,500	35,000
Trust for London	35,700	46,000
Unbound Philanthropy	-	100,000
EPIM	16,000	32,214
National Lottery	-	19,800
This Day	58,500	27,500
Rayne Foundation	-	20,000
City Bridge	41,000	-
	<b>165,700</b>	<b>280,514</b>

## Notes to the accounts

FOR THE YEAR ENDED 30 JUNE 2025

### 5 Expenditure on charitable activities

	2025 £	2024 £
Staff cost	321,450	397,124
Programme costs	56,897	63,893
Depreciation and impairment	575	768
	<u>378,922</u>	<u>461,785</u>
Share of support costs (see note 6)	34,395	48,459
Share of governance costs (see note 6)	1,920	1,980
	<u>415,237</u>	<u>512,224</u>
<b>Analysis by fund</b>		
Unrestricted funds	132,542	246,503
Restricted funds	282,695	265,721
	<u>415,237</u>	<u>512,224</u>

### 6 Support Costs

	Support costs £	Governance costs £	2025 £	Support costs £	Governance costs £	2024 £
Office rent	292	-	292	2,232	-	2,232
Insurances	786	-	786	817	-	817
Telephone and Broadband	6,255	-	6,255	6,746	-	6,746
Office Costs	8,672	-	8,672	18,553	-	18,553
Media Infrastructures	6,118	-	6,118	8,250	-	8,250
Accounting services	11,327	-	11,327	11,794	-	11,794
Independent examiner fee	-	1,920	1,920	-	1,980	1,980
Bank charges	945	-	945	67	-	67
	<u>34,395</u>	<u>1,920</u>	<u>36,315</u>	<u>48,459</u>	<u>1,980</u>	<u>50,439</u>
Analysed between Charitable activities (see note 5)	<u>34,395</u>	<u>1,920</u>	<u>36,315</u>	<u>48,459</u>	<u>1,980</u>	<u>50,439</u>

### 7 Trustees

None of the trustees (or any person connected with them) received any remuneration or benefits from the charity during the year (2024: £nil) nor were they reimbursed expenses during the year (2024: £nil). No charity trustee received payment for professional or other services supplied to the charity (2024: £nil)

## Notes to the accounts

### FOR THE YEAR ENDED 30 JUNE 2025

#### 8 Analysis of staff costs and the cost of key management personnel

	2025	2024
	Number	Number
<b>Number of Employee</b>		
The average monthly number of employees during the period was:	£ 8	£ 10
<b>Employment costs</b>		
Wages and salaries	278,179	350,738
Social security costs	30,449	30,228
Other pension costs	12,821	16,158
	<b>321,449</b>	<b>397,124</b>

Key Management Personnel is defined as the CEO plus the senior leadership proportion of the 40% people and funding director and 30% strategic comms director. The total employee benefits of key management personnel including employer's pension contributions and national insurance were £101,528 (2024: £102,251).

The number of employees whose annual remuneration was £60,000 or more were:

	2025	2024
	Number	Number
	£	£
60,001 - 70,000	1	1

#### 9 TANGIBLE FIXED ASSETS

	Office Equipment £
<b>Cost</b>	
At 30 June 2024	14,031
Additions	-
At 30 June 2025	<u>14,031</u>
<b>Depreciation</b>	
At 30 June 2024	7,447
Provided during year	576
At 30 June 2025	<u>8,023</u>
<b>Net book value</b>	
At 30 June 2025	<u>6,008</u>
At 30 June 2024	<u>6,584</u>

#### 10 Debtors

	2025	2024
	£	£
Trade debtors	26,934	40,231
	<u>26,934</u>	<u>40,231</u>

## Notes to the accounts

FOR THE YEAR ENDED 30 JUNE 2025

### 11 Creditors: amounts falling due within one year

	2025	2024
	£	£
Taxation and social security	4,815	6,269
Deferred income	-	70,700
Trade creditors	13,557	1,103
Other creditors	2,302	1,871
Accruals	4,080	3,420
	<u>24,754</u>	<u>83,363</u>

### 12 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes

	Movement in funds				Movement in funds			
	Balance at 1 July 2023	Income	Expenditure	Balance 30 June 2024	Income	Expenditure	Balance 30 June 2025	
	£	£	£	£	£	£	£	
Barrow Cadbury	22,500	35,000	(30,000)	27,500	14,500	(42,000)	-	
Trust for London	14,897	46,000	(28,566)	32,331	35,700	(68,031)	-	
Comic Relief Across Border	10,000	-	(10,000)	-	-	-	-	
City Bridge Foundation	-	-	-	-	41,000	(41,000)	-	
Unbound Philanthropy	27,959	100,000	(97,837)	30,122	-	(30,122)	-	
EPIM	58,374	32,214	(82,076)	8,512	16,000	(24,512)	-	
National Lottery	-	19,800	(4,951)	14,849	-	(14,849)	-	
This Day	-	27,500	(12,291)	15,209	58,500	(42,181)	31,528	
Rayne Foundation	-	20,000	-	20,000	-	(20,000)	-	
Total restricted funds	<u>133,730</u>	<u>280,514</u>	<u>(265,721)</u>	<u>148,523</u>	<u>165,700</u>	<u>(282,695)</u>	<u>31,528</u>	

**Notes to the accounts**  
FOR THE YEAR ENDED 30 JUNE 2025

**13 Unrestricted funds**

	Movement in funds			Movement in funds			
	Balance at 1 July 2023	Income	Expenditure	Balance 30 June 2024	Income	Expenditure	Balance 30 June 2025
	£	£	£	£	£	£	£
General funds	103,172	223,292	(246,503)	79,961	83,990	(132,542)	31,409
Unrestricted funds	<b>103,172</b>	<b>223,292</b>	<b>(246,503)</b>	<b>79,961</b>	<b>83,990</b>	<b>(132,542)</b>	<b>31,409</b>
Total Funds	<b>236,902</b>	<b>503,806</b>	<b>(512,224)</b>	<b>228,484</b>	<b>249,690</b>	<b>(415,237)</b>	<b>62,937</b>

**13a Purpose of restricted funds**

Barrow Cadbury Trust: are providing funds to support IMIX's core regional communications work on migration.

Trust for London: are funding IMIX to support strategic communications work with grassroots migration organisations in London.

Unbound Philanthropy: have provided a grant in support of strategic communications training and support to bring fresh voices and stories to the migration and integration debate.

EPIM: IMIX is the lead partner on this strategic communications funding. The project aims to harness the power of sport to unite communities.

This Day: are funding IMIX's Constituency Media Training Project which aims to equip grassroots refugee organisations with media and communications skills for shifting political tides in an election year.

**14 Analysis Net assets by funds**

	Unrestricted Funds 2025	Restricted Funds 2025	Total 2025	Unrestricted Funds 2024	Restricted Funds 2024	Total 2024
	£	£	£	£	£	£
Tangible Fixed Assets	6,008	-	6,008	6,584	-	6,584
Net Current Assets	25,401	31,528	56,929	73,377	148,523	221,900
	<b>31,409</b>	<b>31,528</b>	<b>62,938</b>	<b>79,961</b>	<b>148,523</b>	<b>228,484</b>

**15 Related party transactions**

There were no disclosable related party transactions during the year (2024 - none).

**IMIX**

England & Wales - Charity number 1183693

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# Accounts

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(a charitable incorporated organisation)

**Trustees Annual Report and Financial Statements**

**For the year ended 30 June 2024**

Registered number: CE017691

Company Number: 1183693

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## Legal and Administrative Information

Trustees	Geraldine Blake – Chair Elizabeth Liberda-Moreni – Treasurer Shazia Ejaz Zino Onokaye-Akaka Rachael Gould Dolores Modern (resigned April 2024) Agnes Estibals Zain Hafeez
Chief Executive	Jenni Regan
Charity registered number	1183693
Registered office	Canopi 7-14 Great Dover Street London, SE1 4YR
Bank	HSBC 31 Holborn London, EC1N 2HR
Accountants	Accountability Europe Omnibus Workspace 39-41 North Road London N7 9DP
Independent Examiner	Anthony Epton Goldwins 75 Maygrove Road West Hampstead London NW6 2EG

## Trustees Report

The trustees present their report and financial statement 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 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

## Objectives and Activities

Our vision is a society which embraces and celebrates people who move to the UK and the journey they have taken to do so, whether through migration or displacement. A society where we can all live well together.

Our mission is to use our expertise in media and communications to ensure that the voices and stories of migrants and refugees to the UK play a key part in informing the migration debate.

We do this by working closely with those who have lived experience of the immigration system, the charities that support them and the journalists who produce the stories that inform public opinion.

### Our Values

**Migrants first** – We believe people with direct lived experience of migration have a critical voice and role to play as leaders, experts and advocates. Their experiences, voices, priorities and wellbeing are at the heart of everything we do. We ensure migrants and refugees are involved in IMIX at all levels.

**Connection** – We collaborate to build trusted and lasting relationships with migrants and refugees, grassroots and larger organisations working to change the narrative around migration for the better and the media. By working together, fostering open communication, sharing skills and experience we can achieve something bigger than we could alone.

**Equity and inclusion** – We actively appreciate the diversity that enriches us and challenge the inequalities that divide us. We respect that not everyone starts from the same place and that the migration experience is often only one factor in individual migrant lives. We are committed to working to support the migrant community in dismantling systemic barriers that negatively impact migrants and refugees.

**Championing** – We are bold leaders in the migrant communication space. We inspire and support individual migrants and migration and refugee organisations in speaking truth, transforming the narrative and creating positive change. Our commitment is long term.

**Learning** – We are committed to ongoing learning and growth by actively considering new perspectives, approaches, and ideas. Learning from and with the migrants and migration and refugee organisations we work with. We believe curiosity and courage are essential in responding and adapting to the dynamic challenges of migration today.

### Delivery

We empower individuals with lived experience of migration to use their voices and stories in local and national conversations about immigration. At the same time, we strengthen the communications

capacity of the migration and refugee sector, equipping organisations with the tools and skills they need to effectively share their work and experiences. By building strong relationships with the media, we encourage a more human and balanced narrative about people who migrate to the UK.

We do this by:

#### Amplifying Migrant and Refugee Voices

- Support and empower people with lived experience of migration to tell their own stories.
- Provide specialist training, mentoring, and media support to build confidence and communication skills.
- Work with over 20 ambassadors for Refugee Week and International Migrants Day, many of whom join our 140-strong Storytellers Network.

#### Making Grassroots Connections

- Support over 100 grassroots charities each year to place stories in local and national media.
- Increase visibility of small charities and promote positive stories about their work.
- Staff are regionally based to ensure close connections: Scotland, North East, West Midlands, Kent, and London.

#### Building Capacity in the Migrant and Refugee Sector

- Offer free, tailored online training and workshops on media skills and strategic storytelling.
- Partner with Action Asylum and City of Sanctuary to deliver mentoring programmes.
- Share opportunities for lived experience participation through newsletters and networks.

#### Crafting Strategic Messaging

- Collaborate with the sector and people with lived experience to develop clear messaging guides.
- Produce briefing notes and messaging guides on key issues such as safe routes and destitution.
- Provide a daily news round-up for insights on media coverage and public opinion.

#### Responding at Critical Moments

- Provide crisis communications support and create triage systems for overwhelmed organisations.
- Co-ordinate cross-sector responses, such as open letters to press and policy makers.

#### Changing the Media Narrative

- Work with national and regional media to reach 'persuadable' audiences with positive stories.
- Host off-the-record briefings to connect journalists, sector staff, and lived experience voices.
- Support journalists to produce accurate, human-centred stories on migration.

#### Humanising and Influencing Policy

- Provide media support for charities and individuals advocating for policy change.
- Ensure public and government hear about the real-world impact of migration policies.

## Public Benefit

When planning our activities for the year, the trustees have considered the Charity Commission's guidance on public benefit. Trustees are clear that there are identifiable benefits to the work that we do in supporting organisations across the refugee and migration sector, including:

- delivering training on working with the press and media
- providing one-on-one support for small organisations lacking communications expertise
- offering advice and guidance on how to make the best of limited resources and reach a wide audience.

Trustees are clear that these benefits:

- are for a wide cross-section of the public
- relate to our aims
- outweigh any potential risks

## Charitable Activities

IMIX works closely with organisations across the refugee and migration sector to train, support and build communications capacity. We deliver training courses on working with the press and media including interview techniques, social media and digital content, storytelling and audience insights. We also provide one-to-one support for small organisations lacking communications expertise, offering advice and guidance on how to make the best of limited resources and reach a wide audience.

We draw on our experience and contacts within the national and local press to ensure more first-hand stories are shared publicly in the media. By putting a human face and story to complex and divisive issues, we aim to create greater understanding and empathy for those who have made the UK their home.

## Achievements and Performance

### Introduction

Over the past year, IMIX has continued to play a crucial role in shaping positive narratives around migration in the UK. Despite the challenges faced, we have made significant strides in improving media coverage, empowering grassroots organisations, and amplifying the voices of those with lived experience. This report highlights the impact of our efforts through a combination of quantitative data and qualitative stories.

### Media Coverage: Increasing Quality and Reach

139 (2023: 167) stories placed by the IMIX team across various media outlets. 76% of coverage included the voice of lived experience, reflecting an increase from 65% in the previous year. 72% of articles reached mixed middle audiences, up from 55%.

Despite a challenging media environment, our team exceeded expectations, securing high-quality coverage that brought migrant stories to a broader audience. Notable achievements include:

[Seven-Day Evictions Campaign](#): Collaboration with grassroots organisations resulted in significant media coverage across major outlets like The Guardian, ITV, and The Big Issue. This campaign played a crucial role in influencing a Home Office policy reversal on 7-day evictions.

Media Briefings: IMIX facilitated a media briefing that brought lived experience voices to the forefront of coverage around Channel Crossings. The briefing, which included a bereaved family member and a refugee who crossed the Channel, led to significant coverage in [inews](#) and other outlets.

In March, IMIX supported members of our network to share their stories in response to the Commission on the Integration of Refugees' call for the right to work for asylum seekers. We also supported Rwandan refugees to speak out against the Rwanda scheme and investigative work about conditions on the Bibby Stockholm.

When people were first being moved to the Bibby Stockholm, IMIX ensured [key voices](#), including refugees, highlighted the particular harms of accommodating people seeking sanctuary on barges. Following a controversial speech on asylum in the US which took aim at women and LGBTQ+ asylum seekers, IMIX helped convene a joint response [in an op-ed](#) from MP Ben Bradshaw and Refugee Week Ambassador Joel Mordi.

IMIX has also provided sector wide support for organisations seeking effective messaging in response to major policy announcements, including policies on [visa fees/NHS surcharge](#) and the Rwanda judgement. An intentional approach to policy has also allowed for specific time to look at previous messaging guides, such as our work on [destitution](#), and update them to respond to new policies including the Illegal Migration Act and 7-day eviction notices.

#### Refugee Week

This year's cohort of Refugee Week Ambassadors are talented storytellers from diverse backgrounds and attracted a wealth of quality media coverage including:

The Ghafouri sisters who fled the Taliban with dreams of playing professional football featured in [The Daily Mirror](#), local newspapers and will also appear in an upcoming BBC Look North special on the iPlayer.

Stand-up comedian and podcaster Nico Ndlovuwho fled Zimbabwe was interviewed by [The Big Issue](#).

Hein Aung Htet, originally from Myanmar (Burma) and now based in London spoke to [The Metro](#) about his experiences as a LGBTQ+ person in the UK asylum system.

Hits Radio North East spoke to IT specialist Shams Moussa originally from Niger in a captivating video interview. The regional radio station also interviewed Syrian performer Hamzeh Al Hussein.

#### Empowering Grassroots Organisations

IMIX delivered 43 (2023: 35) training sessions to migrant organisations with 550 (2023: 757) attendees. 56% (2023: 34%) of participants had lived experience of migration.

Doctors of the World (London): IMIX responded to a request to build the communications skills and confidence of the charity's National Health Advisors with a three-day training program. The curriculum included public speaking, media engagement, filmmaking for social media, and train-the-trainer techniques. IMIX staff and a lived-experience consultant provided expertise to develop the program.

Sanctuary in Politics (Wales): We delivered media training to a new cohort of the Sanctuary in Politics course, leaving participants feeling empowered to engage with media. Feedback was overwhelmingly positive, with participants expressing newfound confidence in their ability to share their stories.

Constituency Media Training Project: In March, IMIX delivered a Constituency Media Training Project ahead of the General Election. The aim of the project is to equip frontline organisations and lived experience campaigners with the skills they need to share positive stories at a time of heightened rhetoric, while raising candidates' awareness of the reality for refugees in their constituency.

In Carlisle and Barrow, participants reported increased confidence in dealing with media requests and communicating key messages. The training addressed local challenges, such as mistrust of the media and fear of negative coverage, equipping participants with the tools to take control of their narratives.

*"Our staff and volunteers felt emboldened after the training day to be braver in sharing their work with potentially friendly journalists, using the messaging training and safeguarding tips practiced throughout the day to control the narrative and take charge of interviews." Partner organisation*

#### Communications Network

We continue to listen and respond to the network we hold, consisting of around 1200 (2023: 950) members who can share news, opportunities and questions via our Google Group forum. We support this network through regular Communications Meetings with guest speakers, ad hoc workshops such as recent Press Release clinics. We are available for support, advice and consultancy, particularly in a crisis and have worked closely with five organisations over this year providing intense [crisis communications support](#).

*"We were terrified about the bombing at the Women's Hospital and the potential fallout if it was misrepresented. IMIX's advice gave us the confidence to speak out and handle it in a way that we knew was effective in such a difficult situation." Sector Organisation*

We also held a focus group for several regional frontline organisations this year and are nearing the end of a 'Listening Project' which is a chance to find out how organisations view IMIX and what they most value from our delivery.

*"IMIX is like a PR team for all the organisations that don't have their own. They help set priorities and guide organisations in clarifying their focus." – Feedback from a listening project participant*

#### Mentoring Programme: Strengthening Sector Skills

IMIX launched a mentoring pilot for the sector to offer 1-1 continued support for individuals working professionally in grassroots organisations in the Refugee Sector who would like to boost their communications capacity. This could be someone who deals with comms part-time, perhaps it's just part of their role or maybe they're new to the sector. Members of the IMIX team were matched with mentees according to need.

6 project delivery areas were involved in the mentoring pilot.

The mentoring programme has provided invaluable support to communications staff within grassroots organisations:

West End Refugee Service (WERS), Newcastle Upon Tyne: Responding to a specific ask, IMIX mentored WERS's first Comms Executive, as well as the Communications and Fundraising Officer at City of Sanctuary Sheffield helping develop their confidence, build contacts, and enhance storytelling skills. This mentorship was so successful that it inspired the development of a mentoring pilot project with Action Asylum.

[Action Asylum](#): Testimonies from the pilot mentorship programme have highlighted its effectiveness in equipping Project Leads with the confidence and skills to engage with local media and share positive stories.

*"Thanks to IMIX and the mentoring program, our Project Leads have been given that confidence and expert support. The team have reported to me how well the sessions have been going, with professional and well-matched mentors in each of our six project delivery areas. The program has already been very effective." – Emma Leaper, National Co-ordinator, Action Asylum*

#### Migration. Making Britain Great

This EPIM funded project was a collaboration between us, Show Racism the Red Card (SRtRC) and Migrant Voice. Using education, facts and sporting role models, this EPIM funded initiative aimed to challenge and address many of the myths surrounding migration and celebrate the enormous contribution made by those who have sought asylum and sanctuary in the UK.

Sport is well known as an area that transcends barriers, builds friendship and trust, positively impacting people's opinions and perceptions. The campaign took learning from SRtRC's existing education programme, our own expertise in narrative change with Migrant Voice providing contributions from people with lived experience.

Campaign filming took place across November, December and January including interviews with Gary Lineker, Monty Panesar, and others from the world of sport alongside voices of lived experience. The film was launched in April.

Pilot of the educational programme began in February and has been incredibly well received. A 'launch' event with parents, pupils and former players happened in April.

February also saw the launch of the campaign in Scotland with a video message from Scotland's First Minister, Humza Yousaf and coverage in The National.

#### Lived Experience

This year, IMIX took significant steps to embed lived experience at the core of our strategy and expand our Expert by Experience (EBE) Storytellers Network.

## Lived Experience Steering Group

We recruited a Lived Experience Steering Group, made up of individuals from our Storytellers Network with diverse backgrounds in journalism, campaigning, and communications. While they were originally selected from the Storytellers Network, their role is now focused on shaping IMIX's strategy and supporting our operational work. Their involvement ensures that our work is guided by those with firsthand experience of migration, whether through reviewing documents, sitting on interview panels, or advising on key decisions.

*"I really appreciate what you do because we have learned so much, and that has given me the impulse to raise awareness, advocate, campaign, and feel confident speaking with the media." Steering Group Member*

## Growing the Storytellers Network

Alongside this, we have seen significant growth in our Storytellers Network, which now consists of individuals who have completed our media training and are active as campaigners, content creators, and community leaders. These poets, writers, artists, photographers, and activists have become trusted voices, representing IMIX in public speaking engagements and media interviews.

To ensure we continue meeting their needs, we hold regular focus groups where Storytellers can share feedback and shape our approach.

## Community of Hope Newsletter

In November 2023, we launched Community of Hope, a monthly newsletter designed to keep our Storytellers engaged and informed. It features news, key issues, achievements, and opportunities and has already grown to 168 active subscribers.

Together, these efforts ensure that IMIX is not only amplifying lived experience but also creating meaningful opportunities for leadership, advocacy, and storytelling.

We are encouraging our Storytellers to not just share stories but to also create media. We shared a blog from former Ambassador and Steering Group member, Zarith who was invited to both private and the premiere screening of the Ken Loach's latest film and [reviewed the film here](#).

We recently worked with a drama programme [The Gathering on Channel 4](#). This was a unique opportunity to involve our Storytellers Network who spoke with the writers and producers to help shape the character of Bazi, from a refugee background. The series reached 3.2 million viewers for the first episode.

## Digital: Amplifying Voices

### Un/Documented

We produced and launched a podcast Un/Documented which set out to empower hidden voices and dig deeper into the stories of those who make the journey to the UK and what the impact has been on their lives. Each episode included the voice of a person with lived experience of the UK immigration system telling their story as well as a campaigner or expert within the sector sharing their insights. Hosted by Elahe Ziai and Ali Ghaderi, we spoke to journalists, charity directors, activists and change-makers about what we can do to change the migration narrative and create a more compassionate, welcoming society.

## Social Media

On Valentine's Day, we launched the Love in Limbo series in partnership with Reunite Families to share stories of couples and families who have been affected by the Minimum Income Requirement and to highlight the impact of the government's increase to this rate from April 2024. There was an interesting and diverse mix of powerful stories bringing home the personal cost of this policy.

*"The Love in Limbo campaign is a powerful reminder of the personal cost of immigration policies. It's stories like these that truly resonate with the public."* Charity Partner

For International Migrants Day, we profiled six ambassadors who shared their stories in the run up to International Migrants Day, through videos which we shot and produced. There was also a film which we released on International Migrants Day itself, which was the most viewed reel in IMIX's account with 3,171 views (2023: no figures). Across all IMIX and IOM's (International Organisation for Migration) platforms, the reach (impressions and views) was 46,430 (2023: no figures).

Human Journeys on Instagram: Featured heartwarming stories, such as the friendship between Arsenal fans Bahaa, Anthony, and Joshua, and the reunion of Kaveh with his family after fleeing Iran. These stories celebrated resilience and the power of community.

## Website Development

The launch of a new IMIX website in June 2024 has been a major milestone, providing a comprehensive resource hub and a dedicated online press office. The website's new features are designed to better showcase our impact and support the sector:

[Resource Hub](#): Offers tools and guides for media, social media, messaging, and storytelling.

[Online Press Office](#): Simplifies media engagement, making it easier for journalists to connect with IMIX.

[Impact Page](#): Highlights case studies and the difference IMIX is making. Collecting and sharing these case studies will be a core part of our work moving forward.

## Review of the charity's financial position at the end of the period, June 2024

During the financial year 2023-24, IMIX experienced cashflow challenges as some multi-year grants came to an end and the outcome of new funding applications took longer than expected. To ensure stability, the Trustees took the decision to approach existing supporters, requesting them to bring forward future grants. This provided the organisation with the necessary breathing space to reassess its fundraising strategy and business model, with a focus on long-term sustainability.

As a result, total income for the year was £503,806, representing an increase of £59,000 compared to the previous year. Expenditure was lower than in 2023 at £512,224, reflecting the organisation's commitment to prudent financial management while continuing to provide high-quality support to the sector.

The charity recorded a small deficit of £8,418 (2023: £78,868), a significant reduction from the previous year. IMIX remains optimistic about securing funding for future projects, with several grant applications under consideration. Fundraising efforts are ongoing to ensure financial resilience and to support the organisation's vital work in the years ahead.

All restricted income is used in line with the funders' requirements.

We are grateful for the ongoing support of our funders:

AB Charitable Trust

Barrow Cadbury Trust

European Programme for Integration and Migration (EPIM)

Oak Foundation

National Lottery Community Fund

Paul Hamlyn Foundation

Rayne Foundation

This Day Foundation

Trust for London

Unbound Philanthropy

### Reserves Policy

The Trustees reviewed the organisation's reserves policy and decided to aim to have sufficient unrestricted reserves to cover our budgeted operating costs for a period of three to six months. The unrestricted free reserve balance at 30 June 2024 was £79,962 (2023: £103,172) which was below the three months target. We have plans to invest in our fundraising efforts, to build a sustainable organisation able to meet the demand for our services.

### Risk Management

The Trustees actively review the major risks which face the charity on a regular basis, with a Risk Assessment report available online and reviewed at every Trustee meeting. Appropriate controls and procedures are in place to mitigate the risks that have been identified and they are regularly monitored by the Finance Committee and senior staff.

#### Going Concern

Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the financial statements on a going concern basis.

## Structure, Governance and Management

IMIX is constituted as a charitable incorporated organisation and its governing document is a written constitution dated 3 June 2019.

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

G Blake

E Liberda-Moreni

S Ejaz

Z Onokaye-Akaka

R Gould

D Modern (resigned April 2024)

A Estibals

Z Hafeez

The Trustees are appointed by the charity trustees and are recruited with regard to their knowledge, skills and experience, including lived experience of migration. The Trustees are appointed for a three-year term with the option to extend for a second term. We currently have eight board members. At the date of signature, one trustee has stepped down for personal reasons and we have welcomed one new trustee to our board.

Over half of our Trustees have lived experience of migration. New Trustees receive a thorough induction to the organisation. The board of Trustees meets four times a year, plus a strategy away day. There are two sub committees: Finance and Fundraising, and Human Resources.

We are also guided through our steering group made up of eight individuals from our network, each with different lived experiences of seeking safety—ranging from channel crossings to resettlement schemes to being stuck in the asylum system for over ten years. This group reflects the diversity of refugees in the UK, including families, LGBTQ+ individuals, and people from various religious backgrounds.

They played a key role in shaping our strategy and continue to support our day-to-day operations based on their availability. Their contributions range from reviewing documents to shortlisting candidates and even sitting on interview panels.

IMIX is administered by Chief Executive, J Regan, based on the strategic direction set by the trustees. The chair and safeguarding lead trustee also provide support to the CEO as and when required. Accountability Europe provide book-keeping and accounting services to the charity.

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

Signed on behalf of the trustees,

*Geraldine Blake*

Geraldine Blake (Apr 1, 2025 09:58 GMT+1)

Geraldine Blake  
Chair of Trustees  
Date: 11 March 2025

## Independent Examiners Report

I report to the charity trustees on my examination of the accounts of IMIX for the year ended 30 June 2024.

This report is made solely to the trustees as a body, in accordance with the Charities Act 2011. My examination has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the trustees as a body, for my examination, for this report, or for the opinions I have formed.

### Responsibilities and basis of report

As the charity trustees of the CIO 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 CIO's accounts carried out under section 145 of the 2011 Act. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

### Independent examiner's statement

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 CIO 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 form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give as 'true and fair' view which is not considered part of an independent examination.
4. The accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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.

*Anthony Epton*

Anthony Epton BA, FCA, CTA, FCIE

Goldwins Ltd

75 Maygrove Road

West Hampstead

London

NW6 2EG

Date: 2 April 2025

## Statement of Financial Activities

FOR THE YEAR ENDED 30 JUNE 2024

		Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
		2024	2024	2024	2023	2023	2023
	Notes	£	£	£	£	£	£
<b>Income from:</b>							
Donations and legacies	3	195,672	-	195,672	148,455	-	148,455
Charitable activities	4	27,620	280,514	308,134	14,950	281,536	296,486
<b>Total Income</b>		<b>223,292</b>	<b>280,514</b>	<b>503,806</b>	<b>163,405</b>	<b>281,536</b>	<b>444,941</b>
Expenditure on:							
Charitable activities	5	246,503	265,721	512,224	267,637	256,172	523,809
<b>Total Expenditure</b>		<b>246,503</b>	<b>265,721</b>	<b>512,224</b>	<b>267,637</b>	<b>256,172</b>	<b>523,809</b>
<b>Net Income for the year / Net movement in funds</b>		<b>(23,211)</b>	<b>14,793</b>	<b>(8,418)</b>	<b>(104,232)</b>	<b>25,364</b>	<b>(78,868)</b>
Funds brought forward		103,172	133,730	236,902	207,404	108,366	315,770
<b>Funds carried forward</b>		<b>79,961</b>	<b>148,523</b>	<b>228,484</b>	<b>103,172</b>	<b>133,730</b>	<b>236,902</b>

The statement of financial activities includes all gains and losses recognised in the year

All activities derive from continuing operations

The attached notes form an integral part of these financial statements

## Balance Sheet

AS AT 30 JUNE 2024

	Notes	2024 £	2024 £	2023 £	2023 £
<b>FIXED ASSETS</b>					
Tangible fixed assets	9		6,584		7,351
<b>CURRENT ASSETS</b>					
Debtors	10	40,231		724	
Cash at bank and in hand:		<u>265,032</u>		<u>272,918</u>	
Total current assets		305,263		273,642	
CREDITORS: amounts falling due within one year	11	(83,363)		(44,091)	
<b>Net Current Assets</b>			<u>221,900</u>		<u>229,551</u>
<b>NET ASSETS TOTALS</b>			<b>228,484</b>		<b>236,902</b>
<b>THE FUNDS OF THE CHARITY</b>					
Restricted Fund	12		148,523		133,730
Unrestricted Fund	13		79,961		103,172
<b>TOTAL FUNDS</b>			<u><b>228,484</b></u>		<u><b>236,902</b></u>

The financial statements were approved by the trustees on 11 March 2025 and signed on their behalf:

Geraldine Blake

Geraldine Blake (Apr 1, 2025 09:58 GMT+1)

Geraldine Blake  
Chair of Trustees

The attached notes form an integral part of these financial statements

## Statement of cash flows

FOR THE YEAR ENDED 30 JUNE 2024

	Note	£	2024 £	2023 £
<b>Net cash provided by (used in) operating activities</b>	(a)		<b>(7,886)</b>	(55,335)
<b>Cash flows from investing activities:</b>				
Purchase of fixed assets		-	-	-
<b>Cash used in investing activities</b>			<b>-</b>	-
<b>Change in cash and cash equivalents in the year</b>			<b>(7,886)</b>	(55,335)
Cash and cash equivalents at the beginning of the year			<b>272,918</b>	328,253
<b>Cash and cash equivalents at the end of the year</b>	(b)		<b>265,032</b>	272,918
<b>a) Reconciliation of net expenditure to net cash flow from operating activities</b>			<b>2024 £</b>	<b>2023 £</b>
<b>Net income for the reporting period</b> (as per the statement of financial activities)			<b>(8,418)</b>	(78,868)
Depreciation			<b>767</b>	1,024
(Increase) / Decrease in debtors			<b>(39,507)</b>	1,567
Increase / (Decrease) in creditors			<b>39,272</b>	20,942
<b>Net cash provided by / (used in) operating activities</b>			<b>(7,886)</b>	(55,335)
<b>b) Analysis of cash and cash equivalents</b>		<b>At 1 July 2023 £</b>	<b>Cash flows £</b>	<b>At 30 June 2024 £</b>
Cash at bank and in hand		272,918	<b>(7,886)</b>	<b>265,032</b>
<b>Total cash and cash equivalents</b>		<b>272,918</b>	<b>(7,886)</b>	<b>265,032</b>

## Notes to the Accounts

### 1. Accounting Policies

#### **Basis of preparation and accounting convention**

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

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

#### **Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

#### **Income recognition**

Income, whether from exchange or non-exchange transactions, is recognised in the statement of financial activities (SOFA) on a receivable basis, when a transaction or other event results in an increase in the charity's assets or a reduction in its liabilities and only when the charity has legal entitlement, the income is probable and can be measured reliably.

Income subject to terms and conditions which must be met before the charity is entitled to the resources is not recognised until the conditions have been met.

All income is accounted for gross, before deducting any related fees or costs. Accounting for deferred income and income received in advance

Where terms and conditions relating to income have not been met or uncertainty exists as to whether the charity can meet any terms or conditions otherwise within its control, income is not recognised but is deferred as a liability until it is probable that the terms or conditions imposed can be met.

#### **Donated goods, facilities and services**

Donated professional services and facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity is probable and that economic benefit can be measured reliably.

There were no such donations during the year in question. In accordance with the Charities SORP (FRS 102), the general volunteer time of trustees and volunteers is not recognised with any monetary value.

#### **Fund accounting**

- Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.
- Designated funds are unrestricted funds set aside by the Management Committee for particular purposes.
- Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

### **Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

All expenditure is inclusive of VAT

### **Allocation of support costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. These include office costs, finance, personnel, payroll and governance costs which support the charity's charitable activities. These costs have been allocated to charitable activities.

### **Recognition of liabilities and expenditure**

A liability, and the related expenditure, is recognised when a legal or constructive obligation exists as a result of a past event, and when it is more likely than not that a transfer of economic benefits will be required in settlement, and when the amount of the obligation can be measured or reliably estimated.

Liabilities arising from future funding commitments and constructive obligations, including performance related grants, where the timing or the amount of the future expenditure required to settle the obligation are uncertain, give rise to a provision in the accounts, which is reviewed at the accounting year end. The provision is increased to reflect any increases in liabilities, and is decreased by the utilisation of any provision within the period, and reversed if any provision is no longer required. These movements are charged or credited to the respective funds and activities to which the provision relates.

### **Tangible fixed assets**

Tangible fixed assets are written off over the expected useful life of the asset, at 25% per annum on the reducing balance method. Individual items costing less than £500 are not treated as fixed assets.

### **Debtors**

Debtors are measured at their recoverable amounts at the balance sheet date.

### **Financial instruments including cash and bank balances**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Cash held by the charity is included at the amount actually held and counted at the year end. Bank balances, whether in credit or overdrawn, are shown at the amounts properly reconciled to the bank statements.

## **2. Liability to taxation**

The Trustees consider that the charity satisfies the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by chapter 3 part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act

1992, to the extent that such income or gains are applied exclusively on the specific charitable objects of the charity and for no other purpose. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

### 3. Donations and Legacies

	<b>Unrestricted funds</b>	<b>Unrestricted funds</b>
	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
<b>Grants from trust and foundations</b>	<u>195,672</u>	<u>148,455</u>
<b>Grants receivable for core activities</b>		
OAK Foundation	62,500	62,500
AB Charitable Trust	44,000	24,593
Comic Relief	-	15,000
Paul Hamlyn Foundation	88,000	44,000
Miscellaneous donation	<u>1,172</u>	<u>2,362</u>
	<u>195,672</u>	<u>148,455</u>

### 4. Income on Charitable Activities

	<b>Charitable Income</b>	<b>Charitable Income</b>
	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Consultancy and training	27,620	14,950
Grants	<u>280,514</u>	<u>281,536</u>
	<u>308,134</u>	<u>296,486</u>
<b>Analysis by fund</b>		
Unrestricted funds	27,620	14,950
Restricted funds	<u>280,514</u>	<u>281,536</u>
	<b><u>308,134</u></b>	<b><u>296,486</u></b>
<b>Grants</b>		
Barrow Cadbury	35,000	30,000
Trust for London	46,000	15,300
Comic Relief	-	60,000
Unbound Philanthropy	100,000	60,000
EPIM	32,214	116,236
National Lottery	19,800	-
This Day	27,500	-
Rayne Foundation	20,000	-
	<u>280,514</u>	<u>281,536</u>

## 5. Expenditure on Charitable Activities

	2024	2023
	£	£
Staff cost	397,124	380,097
Programme costs	63,893	97,360
Depreciation and impairment	768	1,024
	<u>461,785</u>	<u>478,481</u>
Share of support costs (see note 6)	48,459	43,528
Share of governance costs (see note 6)	1,980	1,800
	<u>512,224</u>	<u>523,809</u>
<b>Analysis by fund</b>		
Unrestricted funds	246,503	267,637
Restricted funds	<u>265,721</u>	<u>256,172</u>
	<u>512,224</u>	<u>523,809</u>

## 6. Support Costs

	Support costs	Governance costs	2024	Support costs	Governance costs	2023
	£	£	£	£	£	£
Office rent	2,232	-	2,232	5,609	-	5,609
Insurances	817	-	817	665	-	665
Telephone and Broadband	6,746	-	6,746	7,930	-	7,930
Office Costs	18,553	-	18,553	10,154	-	10,154
Media Infrastructures	8,250	-	8,250	7,452	-	7,452
Accounting services	11,794	-	11,794	11,533	-	11,533
Independent examiner fee	-	1,980	1,980	-	1,800	1,800
Bank charges	67	-	67	185	-	185
	<u>48,459</u>	<u>1,980</u>	<u>50,439</u>	<u>43,528</u>	<u>1,800</u>	<u>45,328</u>
Analysed between Charitable activities (see note 5)	<u>48,459</u>	<u>1,980</u>	<u>50,439</u>	<u>43,528</u>	<u>1,800</u>	<u>45,328</u>

## 7. Trustees

None of the trustees (or any person connected with them) received any remuneration or benefits from the charity during the year (2023: £nil) nor were they reimbursed expenses during the year (2023: £nil). No charity trustee received payment for professional or other services supplied to the charity (2023: £nil).

## 8. Analysis of staff costs and the cost of key management personnel

	2024	2023
	Number	Number
<b>Number of Employee</b>		
The average monthly number of employees during the period was:	10	9
	<u>10</u>	<u>9</u>
<b>Employment costs</b>		
Wages and salaries	350,738	335,922
Social security costs	30,228	29,112
Other pension costs	16,158	15,063
	<u>397,124</u>	<u>380,097</u>

Key Management Personnel is defined as the CEO plus the senior leadership proportion of the 40% people and funding director and 30% strategic comms director. The total employee benefits of key management personnel including employer's pension contributions and national insurance were £102,251 (2023: £102,203).

The number of employees whose annual remuneration was £60,000 or more were:

	2024	2023
	Number	Number
	£	£
60,001 - 70,000	1	1

## 9. Tangible Fixed Assets

	Office Equipment £
<b>Cost</b>	
At 30 June 2023	14,031
Additions	-
At 30 June 2024	<u>14,031</u>
<b>Depreciation</b>	
At 30 June 2023	6,680
Provided during year	767
At 30 June 2024	<u>7,447</u>
<b>Net book value</b>	
At 30 June 2024	<u>6,584</u>
At 30 June 2023	<u>7,351</u>

## 10. Debtors

	2024	2023
	£	£
Trade debtors	40,231	724
	<u>40,231</u>	<u>724</u>

## 11. Creditors: amounts falling due within one year

	2024	2023
	£	£
Taxation and social security	6,269	8,771
Deferred income	70,700	-
Trade creditors	1,103	30,386
Other creditors	1,871	1,900
Accruals	3,420	3,034
	<u>83,363</u>	<u>44,091</u>

## 12. Restricted Funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Movement in funds			
	Balance at 1 July 2022	Income	Expenditure	Balance 30 June 2023	Income	Expenditure	Balance 30 June 2024	
	£	£	£	£	£	£	£	
Barrow Cadbury	22,500	30,000	(30,000)	22,500	35,000	(30,000)	27,500	
Trust for London	9,258	15,300	(9,661)	14,897	46,000	(28,566)	32,331	
Comic Relief Across Border	7,511	60,000	(57,511)	10,000	-	(10,000)	-	
Paul Hamlyn Foundation	41,138	-	(41,138)	-	-	-	-	
Unbound Philanthropy	27,959	60,000	(60,000)	27,959	100,000	(97,837)	30,122	
EPIM	-	116,236	(57,862)	58,374	32,214	(82,076)	8,512	
National Lottery	-	-	-	-	19,800	(4,951)	14,849	
This Day	-	-	-	-	27,500	(12,291)	15,209	
Rayne Foundation	-	-	-	-	20,000	-	20,000	
Total restricted funds	<u>108,366</u>	<u>281,536</u>	<u>(256,172)</u>	<u>133,731</u>	<u>280,514</u>	<u>(265,721)</u>	<u>148,523</u>	

### 13. Unrestricted funds

	Movement in funds			Movement in funds			
	Balance	Income	Expenditure	Balance	Income	Expenditure	Balance 30
	at 1 July 2022			30 June 2023			June 2024
£	£	£	£	£	£	£	
General funds	207,404	163,405	(267,637)	103,172	223,292	(246,503)	79,961
Total unrestricted funds	<b>207,404</b>	<b>163,405</b>	<b>(267,637)</b>	<b>103,172</b>	<b>223,292</b>	<b>(246,503)</b>	<b>79,961</b>
Total Funds	<b>315,770</b>	<b>444,941</b>	<b>(523,809)</b>	<b>236,903</b>	<b>503,806</b>	<b>(512,224)</b>	<b>228,484</b>

#### 13a Purpose of restricted funds

Barrow Cadbury Trust: are providing funds to support IMIX's core regional communications work on migration.

Trust for London: are funding IMIX to support strategic communications work with grassroots migration organisations in London.

Unbound Philanthropy: have provided a grant in support of strategic communications training and support to bring fresh voices and stories to the migration and integration debate.

EPIM: IMIX is the lead partner on this strategic communications funding. The project aims to harness the power of sport to unite communities.

This Day: are funding IMIX's Constituency Media Training Project which aims to equip grassroots refugee organisations with media and communications skills for shifting political tides in an election year.

### 14. Analysis Net Assets by Funds

	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds		Funds	Funds	
	2024	2024	2024	2023	2023	2023
	£	£	£	£	£	£
Tangible Fixed Assets	6,584	-	6,584	7,351	-	7,351
Net Current Assets	73,377	148,523	221,900	95,821	133,730	229,551
	<b>79,961</b>	<b>148,523</b>	<b>228,484</b>	<b>103,172</b>	<b>133,730</b>	<b>236,902</b>

### 15. Related Party Transactions

There were no disclosable related party transactions during the year (2023-£nil)

**IMIX**

England & Wales - Charity number 1183693

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# Accounts

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(a charitable incorporated organisation)

**Trustees Annual Report and Financial Statements**  
**For the year ended 30 June 2023**

Registered number: CE017691

Company Number: 1183693

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## Legal and Administrative Information

Trustees	Geraldine Blake - Chair Elizabeth Liberda-Moreni - Treasurer Shazia Ejaz Zino Onokaye-Akaka Rachael Gould Dolores Modern Agnes Estibals Phoebe Griffiths (resigned Feb 2023)
Chief Executive	Jenni Regan
Charity registered number	1183693
Registered office	Canopi 7-14 Great Dover Street London, SE1 4YR
Bank	HSBC 31 Holborn London, EC1N 2HR
Accountants	Accountability Europe Omnibus Workspace 39-41 North Road London N7 9DP
Independent Examiner	Anthony Epton Goldwins 75 Maygrove Road West Hampstead London NW6 2EG

## Trustees Report

The trustees present their report and financial statement for the year ended 30 June 2023.

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 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

## Objectives and Activities

### Objectives

The charity's objectives are:

- To advance the education of the public and media about issues relating to equality and diversity and social inclusion, especially regarding people who are migrants, refugees or seeking asylum
- To advance the education of the public and media about the issues relating to refugees, migrants and those seeking asylum
- To advance the education and training of the public, particularly charity and non-charitable voluntary organisations working with refugees, people seeking asylum and migrants in all forms of communications, especially the media
- To advance education among migrants, refugees and people seeking asylum

### Vision

Our vision is a society which embraces and celebrates people who move to the UK, one where we can all live well together.

### Mission

IMIX is changing the conversation about migration and refugees, challenging an often hostile media agenda and altering public perception.

### Public Benefit

When planning our activities for the year, the trustees have considered the Charity Commission's guidance on public benefit. Trustees are clear that there are identifiable benefits to the work that we do in supporting organisations across the refugee and migration sector, including:

- delivering training on working with the press and media
- providing one-on-one support for small organisations lacking communications expertise
- offering advice and guidance on how to make the best of limited resources and reach a wide audience.

Trustees are clear that these benefits:

- are for a wide cross-section of the public
- relate to our aims
- outweigh any potential risks

### Charitable Activities

IMIX works closely with organisations across the refugee and migration sector to train, support and build communications capacity. We deliver training courses on working with the press and media including interview techniques, social media and digital content, storytelling and audience insights. We also provide one-to-one support for small organisations lacking communications expertise, offering advice and guidance on how to make the best of limited resources and reach a wide audience.

We draw on our experience and contacts within the national and local press to ensure more first-hand stories are shared publicly in the media. By putting a human face and story to complex and divisive issues, we aim to create greater understanding and empathy for those who have made the UK their home.

## Achievements and Performance

As political tensions rise and migration becomes a heightened focus, IMIX has been working tirelessly to combat the negative narratives surrounding refugees, asylum seekers, and migrants. In the face of growing far-right activity that seeks to exploit public anxieties and stoke fear and hatred towards these vulnerable groups, our work has never been so crucial.

Despite the challenges posed by the current climate, we've remained steadfast in our commitment to promoting an inclusive and welcoming society. We've provided essential training, support, and guidance to organisations working in the migration sector, helping them to develop and communicate their messages effectively. We've also strengthened our engagement with policymakers, ensuring that the voices of those with lived experience are heard in the corridors of power.

### Key Highlights of Our Work

- We've worked to counteract the misinformation and harmful rhetoric spread by far-right groups by hosting media briefings.
- We've provided support to hundreds of volunteer-led groups working in the migration sector. Through offering training, mentorship, and other assistance, we've helped these organisations enhance their communications and advocacy efforts.
- We've provided bespoke in-person training to grassroots organisations across the UK, addressing their specific needs and challenges. This tailored support has been highly valued by organisations, who have reported significant improvements in their communications and advocacy skills.
- Our ambassador programs have provided a platform for individuals with lived experience to share their stories with a broader audience. For example, the Refugee Week Ambassadors participated in numerous media interviews and have continued to be featured in positive regional and national news stories.
- Our media team has secured 177 media stories, approximately one every two days, with 65% featuring lived experience voices.
- Our digital team has produced a series of powerful and moving stories that give voice to those with lived experience.
- We've used our digital platforms to engage with key audiences, including the migration sector, activists, and journalists. We've developed a deep understanding of our target audiences and have tailored our content accordingly.
- We've responded to critical events with accessible and helpful content, providing valuable information and support to the sector.
- We've developed a workplace wellbeing plan that includes various initiatives to promote staff health and well-being.

### Fostering Collaboration and Enhancing Sector Skills

We at IMIX have consistently demonstrated our commitment to strengthening the migration sector's capacity through our thriving IMIX Comms Group, comprehensive training programmes, and tailored support for grassroots organisations.

The IMIX Comms Group has experienced remarkable growth, with over 1,000 members actively engaging in bi-monthly meetings featuring guest speakers sharing campaign successes and best practices. In response to feedback regarding email overload, we have transformed the daily news roundup into a newsletter format, ensuring that critical information reaches the network effectively.

We actively foster collaboration within the sector by co-developing messaging for policy decisions, coordinating signatures on open letters for media coverage, and managing media inquiries for organisations during breaking news events. We also leverage insights from local grassroots organisations to inform a national media perspective.

We have developed a comprehensive training curriculum that is regularly updated and adapted to meet specific needs. Over the past year, we hosted 12 Masterclass sessions with 226 attendees and 30 Bespoke training sessions with 318 participants. 42% of attendees across all of our training have lived experience of migration. Our training programmes have been highly successful, consistently receiving oversubscription and positive feedback.

Feedback from participants highlights the effectiveness of our training programmes:

*"The session was very great; I learned how to build a relationship with the media from scratch without any prior connections."*

*"I got to understand how storytelling was important to connect with the audience."*

*"For the first time, I got to understand different audiences on different social media platforms and to reflect more about the purpose behind positive content."*

Our expertise has been in high demand, leading to numerous requests for bespoke in-person training for grassroots organisations across the UK. We have partnered with organisations such as KRAN, Friends of Napier and the West End Refugee Service to provide training on media relations, digital communications, content creation, and storytelling.

#### Amplifying Lived Voices and Shaping the Media Narrative

We at IMIX have been pivotal in shaping the media narrative around migration, consistently bringing the voices of those with lived experience to the forefront. In the past year, we have secured 177 media stories, approximately one every two days, with 65% featuring lived experience voices.

We have strategically targeted our media placements, ensuring that 68% of these stories appeared in media outlets with a 'mixed middle' audience, including ITV, BBC, Sky News, and The Telegraph. This strategic approach has meant that our messages reach a broad and diverse audience, effectively countering the often-negative narratives surrounding migration. We have fostered strong relationships with journalists and media outlets, enabling us to react swiftly to breaking news and place stories when most impactful.

We have also provided training and support to our network of lived experience storytellers, helping them to develop their media skills and confidence. This focus on empowering lived experience voices has resulted in a significant increase in the number of people with lived experience being featured in the media.

We have held events and briefings for journalists to explore complex migration issues, such as far-right activity and channel crossings. This proactive approach has allowed us to shape the media narrative around migration, ensuring it is more accurate, balanced, and human-centred.

#### Media Highlights

- After the Rwanda plan was announced, we supported Rwandan refugees to oppose it in a first-person opinion piece in The Independent, The Metro and Politics Home.
- In February 2023, we worked with Sky News to tell the story of an Iranian dissident-turned-trainee nurse who found sanctuary in the UK and would have been deported under the new rules.
- In the past 12 months, as well as the visual image of boats in the Channel, political pressure has mounted due to the use of hotels to house asylum seekers. We have worked with frontline charities to deliver training in Kent, Liverpool, Leeds, Newcastle, and Glasgow, among other

cities, and with City of Sanctuary to coordinate responses to local issues. In particular, we supported the City of Sanctuary in Linton-on-Ouse to keep local protests against an asylum reception centre focused on humanitarian principles rather than far-right rhetoric.

- In early 2023, after local protesters influenced by misinformation rioted outside a hotel housing asylum seekers, we worked with The Metro and ITV to share the perspective of an asylum seeker in the hotel. We have also supported an asylum seeker in Bradford to highlight the reality of living in a hotel with ITV.
- A key highlight for media coverage in the past twelve months saw the Guardian report on abuse of power in Serco-run accommodation, an investigation based on a whistleblower introduced by us through our links with regional grassroots organisations.
- We placed powerful stories around the decision to house asylum seekers on the Bibby Stockholm barge to humanise the issue. The Independent spoke to Kaveh, and The Mirror explored the worries around re-traumatisation and the lack of support for asylum seekers from an LGBTQ background on the barge.
- Showing that compassion can always trump cruelty, we worked to create this story, about children in Birmingham creating cartoons in response to the news that Robert Jenrick had ordered for murals to be painted over. Our regional coordinator in Birmingham brought together schools, organisations and journalists. The story was picked up nationally and led to a national campaign Cartoons Not Cruelty drive, with kids nationwide now drawing their pictures in solidarity.

#### Humanising the Migration Narrative

We at IMIX have consistently sought to humanise the migration narrative, placing powerful stories highlighting the resilience and humanity of those with lived experience. Our approach to narrative change is rooted in the power of stories that connect with people's values, motivating them to embrace refugees and asylum seekers as valued members of their communities. These stories create the conditions for positive policy change and foster more effective collaboration within the migration sector.

We employ a data-driven approach to identify and engage target audiences. We put lived experience experts at the heart of our work, exploring common narratives that impede systemic change and developing alternative frameworks. We collaborate with partners in the sector, journalists, and other stakeholders to craft compelling messaging. This messaging is then rigorously tested through focus groups with organisations like More in Common to ensure resonance with the target audience.

Accessibility and practicality are cornerstone principles of our narrative work. We produce toolkits and disseminate knowledge through workshops to empower others to harness the power of storytelling for positive change.

Leveraging our expertise in narrative change and messaging development, we have demonstrated the ability to respond swiftly to breaking news events. We coordinate with the sector and create messaging guides on critical issues such as Rwanda, accommodation, and the Knowsley riots. In recent collaborations with Hope Not Hate, we have developed and disseminated messaging in response to the alarming rise in far-right attacks on refugee hotels.

We actively utilise our Destitution Framework Unlocking Potential to inform messaging and media approaches. We disseminate learnings from this report within the sector to enhance advocacy efforts.

#### Forging Collaborations to Amplify Impact

We have expanded our reach and impact by forging new partnerships and collaborations with organisations across diverse sectors. These collaborations have allowed us to tap into unique expertise, reach new audiences, and amplify our efforts to shape a more welcoming and inclusive society.

### *EPIM-Funded Pilot: Challenging Narratives Through Sport*

We have embarked on an exciting new initiative funded by EPIM, working alongside Migrant Voice and Show Racism the Red Card to challenge negative narratives around migration through sport. This pilot project involves conducting audience research to inform messaging and engaging with high-profile sports stars and clubs. By targeting new demographics and media outlets, we are broadening our impact and reaching audiences that might not otherwise be exposed to our messaging.

### *Continued Partnership with Counterpoints Arts*

We maintain a strong partnership with Counterpoints Arts, collaborating on Refugee Week initiatives and serving as a partner in the Steering group for the PopChange programme. This partnership provides opportunities for us to contribute to arts and culture-based approaches to addressing migration issues and promoting social inclusion.

### *Together With Refugees*

We have initiated a new partnership project with Together With Refugees to develop an Audience Toolkit for the sector. This toolkit will empower organisations to make more informed and strategic communication decisions, enhancing their ability to reach target audiences and achieve their advocacy goals.

### *Refugee Livelihoods*

We have been working with The Entrepreneur Refugee Network, Breaking Barriers, and Renasai to scope a project around changing the narrative on refugee livelihoods. We have been working with partners to run focus groups to capture the current narrative, identify aspirations and create alternative messaging.

### *Neon & Heard*

In collaboration with Neon and Heard, we are developing an online communications module specifically tailored to the migration sector. This training will delve into the fundamentals of communications, including framing techniques. Following a pilot testing phase conducted within our network, the module will be made available to a broader audience.

### *Harnessing the Power of Digital Media to Amplify Lived Voices*

Our digital team has been instrumental in expanding our online presence and amplifying the voices of those with lived experience. Through a data-driven approach, we have effectively tailored our digital content to resonate with key audiences, including the migration sector and activists.

We have implemented a comprehensive growth strategy that continuously monitors monthly statistics to identify the content that generates the most engagement among our vital online audiences. This data-driven approach has enabled us to optimize our content strategy and ensure it aligns with our broader goals.

We have made a concerted effort to platform lived experience voices across our digital platforms. We have created dedicated spaces for individuals with direct experience of the UK immigration system to share their stories in their own words. This commitment to authenticity and transparency has enhanced the credibility and impact of our digital storytelling.

We have effectively utilised social media platforms, particularly our Facebook page, The Good Neighbours Project, to connect with grassroots organisations and amplify lived experience voices. Our digital team has also experimented with different content formats, such as Instagram Reels and stories, to identify the most engaging approaches for our target audiences.

We have demonstrated our commitment to inclusivity and diversity by creating bespoke digital content for various significant dates, including Black History Month, Anti-Slavery Day, National Coding Week, East and South East Asian Heritage Month, and National Poetry Day. This approach has ensured that the voices and experiences of diverse communities are represented in our digital storytelling.

### Empowering Ambassador Voices to Amplify Migration Narratives

Our ambassador programs for Refugee Week and International Migrants Day have continued to expand, providing a powerful platform for amplifying the voices of those with lived experience. In 2023, we introduced a co-production approach to our work with the Refugee Week Ambassadors, offering them comprehensive training and support in filmmaking and content creation. This approach resulted in a surge of creative and impactful content throughout the week, effectively showcasing refugees' diverse perspectives and experiences.

The Refugee Week Ambassadors actively engaged with the media, participating in numerous interviews and sharing their stories with a broader audience. Their contributions have extended beyond Refugee Week, with several ambassadors continuing to be featured in positive regional and national news stories. We secured placements for the ambassadors' stories in prominent publications such as The Birmingham Mail, The Metro, The Big Issue, The Mirror, Pink News, and ITV, further amplifying their voices and perspectives.

### Empowering Lived Experience Voices through Holistic Support and a Structured Network

Our commitment to amplifying the voices of those with lived experience has been a cornerstone of our work. Over the past few years, we have gained valuable insights into the needs and expectations of individuals with lived experience, enabling us to develop a holistic approach to support and empower them.

We recognise the importance of meaningful participation at all levels of the organisation, ensuring that individuals with lived experience have a say in planning, decision-making, budgeting, designing, and delivering services. This inclusive approach fosters a sense of ownership and empowerment, allowing individuals with lived experience to contribute their unique perspectives and expertise to our mission.

We have established a Lived Experience Steering Group composed of six individuals with recent experience of the asylum system. This group meets regularly to provide guidance and input on our strategies and approaches.

We have adopted a peer learning model to develop and structure our work with the lived experience network. This approach aims to build a resilient network to achieve meaningful outcomes collectively. As part of this effort, we launched a podcast hosted by a former ambassador and the Head of Voices, providing a platform for sharing stories and fostering connections.

We have also structured our work with the network by developing a media volunteer database. This database allows us to capture stories, identify skills and talents, and utilise the network's potential in a more structured way. Additionally, we publish a regular newsletter for our network, highlighting job opportunities, training programs, and creative endeavours. Recognising the need for substantial support, we are committed to providing a named individual and compensation for this group and are incorporating these costs into current funding applications.

## Review of the charity's financial position at the end of the period, June 2023

The income for the year under review was £444,941 (2022: £381,749) which represents a 16.5% growth from the previous year. During the year 2022-23 the Trustees made a decision to use some of the unrestricted funds which the charity accumulated over the COVID period to increase the charity's capacity and to deliver more excellent work for the sector. As a result, the expenditure was higher than in the previous year at £523,809 (2022: £437,968). The charity incurred a deficit for the year amounting to £78,868 (2022: £56,219). These consecutive deficits were both planned as we were spending down high reserves by investing in the capacity of the organisation. We anticipated that future projects would be funded from new grants for which the charity applied and is still waiting for the funders' responses. We continue to use the restricted income in line with the funders' requirements.

We are grateful for the ongoing support of our funders:

AB Charitable Trust

Barrow Cadbury Trust

Comic Relief

European Programme for Integration and Migration (EPIM)

Oak Foundation

Paul Hamlyn Foundation

Trust for London

Unbound Philanthropy

### Reserves Policy

The Trustees reviewed the organisation's reserves policy and decided to aim to have sufficient unrestricted reserves to cover our budgeted operating costs for a period of three to six months. The unrestricted free reserve balance at 30 June 2023 was £103,172 (2022: £207,404) which was below the three months target. We have plans to invest in our fundraising efforts, to build a sustainable organisation able to meet the demand for our services.

### Risk Management

The Trustees actively review the major risks which face the charity on a regular basis, with a Risk Assessment report available online and reviewed at every Trustee meeting. Appropriate controls and procedures are in place to mitigate the risks that have been identified and they are regularly monitored by the Finance Committee and senior staff.

### Going Concern

Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the financial statements on a going concern basis.

## Structure, Governance and Management

IMIX is constituted as a charitable incorporated organisation and its governing document is a written constitution dated 3 June 2019.

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

G Blake

E Liberda-Moreni

S Ejaz

Z Onokaye-Akaka

R Gould

D Modern

A Estibals

P Griffiths (resigned Feb 2023)

The Trustees are appointed by the charity trustees and are recruited with regard to their knowledge, skills and experience, including lived experience of migration. The Trustees are appointed for a three-year term with the option to extend for a second term. We currently have eight board members. At the date of signature, one trustee has stepped down for personal reasons and we have welcomed one new trustee to our board.

Over half of our Trustees have lived experience of migration. New Trustees receive a thorough induction to the organisation. The board of Trustees meets four times a year, plus a strategy away day. There are two sub committees: Finance and Fundraising, and Human Resources.

IMIX is administered by Chief Executive, J Regan, based on the strategic direction set by the trustees. The chair and safeguarding lead trustee also provide support to the CEO as and when required. Accountability Europe provide book-keeping and accounting services to the charity.

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

Signed on behalf of the trustees,

*Geraldine Blake*

Geraldine Blake (Apr 9, 2024 11:37 GMT+1)

Geraldine Blake

Chair of Trustees

Date: 28 March 2024

## Independent Examiners Report

I report to the charity trustees on my examination of the accounts of IMIX for the year ended 30 June 2023.

This report is made solely to the trustees as a body, in accordance with the Charities Act 2011. My examination has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the trustees as a body, for my examination, for this report, or for the opinions I have formed.

### Responsibilities and basis of report

As the charity trustees of the CIO 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 CIO's accounts carried out under section 145 of the 2011 Act. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

### Independent examiner's statement

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 CIO 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 form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give as 'true and fair' view which is not considered part of an independent examination.
4. The accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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.

Anthony Epton  
Anthony Epton (Apr 12, 2024 17:19 GMT+1)

Anthony Epton BA, FCA, CTA, FCIE  
Goldwins Ltd  
75 Maygrove Road  
West Hampstead  
London  
NW6 2EG

## Statement of Financial Activities

### IMIX

#### STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 30 JUNE 2023

Company Number: 1183693

		Unrestricted Funds 2023	Restricted Funds 2023	Total 2023	Unrestricted Funds 2022	Restricted Funds 2022	Total 2022
	Notes	£	£	£	£	£	£
<b>Income from:</b>							
Donations and legacies	3	148,455	-	148,455	86,805	-	86,805
Charitable activities	4	14,950	281,536	296,486	18,444	276,500	294,944
<b>Total Income</b>		<b>163,405</b>	<b>281,536</b>	<b>444,941</b>	<b>105,249</b>	<b>276,500</b>	<b>381,749</b>
<b>Expenditure on:</b>							
Charitable activities	5	267,637	256,172	523,809	151,261	286,707	437,968
<b>Total Expenditure</b>		<b>267,637</b>	<b>256,172</b>	<b>523,809</b>	<b>151,261</b>	<b>286,707</b>	<b>437,968</b>
<b>Net Income for the year/ Net movement in funds</b>		<b>(104,232)</b>	<b>25,364</b>	<b>(78,868)</b>	<b>(46,012)</b>	<b>(10,207)</b>	<b>(56,219)</b>
Funds brought forward		207,404	108,366	315,770	253,416	118,573	371,989
<b>Funds carried forward</b>		<b>103,172</b>	<b>133,730</b>	<b>236,902</b>	<b>207,404</b>	<b>108,366</b>	<b>315,770</b>

The statement of financial activities includes all gains and losses recognised in the year

All activities derive from continuing operations

The attached notes form an integral part of these financial statements

## Balance Sheet

### IMIX

**BALANCE SHEET AS AT 30 JUNE 2023**

**Company Number: 1183693**

	Notes	2023 £	2023 £	2022 £	2022 £
<b>FIXED ASSETS</b>					
Tangible fixed assets	9		7,351		8,375
<b>CURRENT ASSETS</b>					
Debtors	10	724		2,291	
Cash at bank and in hand:		<u>272,918</u>		<u>328,253</u>	
Total current assets		273,642		330,544	
CREDITORS: amounts falling due within one year	11	(44,091)		(23,149)	
<b>Net Current Assets</b>			<u>229,551</u>		<u>307,395</u>
<b>NET ASSETS TOTALS</b>			<b>236,902</b>		<b>315,770</b>
<b>THE FUNDS OF THE CHARITY</b>					
Restricted Fund	12		133,730		108,366
Unrestricted Fund			103,172		207,404
<b>TOTAL FUNDS</b>			<u><b>236,902</b></u>		<u><b>315,770</b></u>

The financial statements were approved by the trustees on 28th March 2024 and signed on their behalf:

Geraldine Blake

Geraldine Blake (Apr 9, 2024 11:37 GMT+1)

Geraldine Blake  
Chair of Trustees

The attached notes form an integral part of these financial statements

## Notes to the Financial Statements

### 1. Accounting Policies

#### *Basis of preparation and accounting convention*

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - Charities SORP (FRS 102) and the Charities Act 2011. The charity is exempted from preparing a cash flow statement due to the exemption available to charities with income less than £500,000.

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

#### *Going concern*

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

#### *Income recognition*

Income, whether from exchange or non-exchange transactions, is recognised in the statement of financial activities (SOFA) on a receivable basis, when a transaction or other event results in an increase in the charity's assets or a reduction in its liabilities and only when the charity has legal entitlement, the income is probable and can be measured reliably.

Income subject to terms and conditions which must be met before the charity is entitled to the resources is not recognised until the conditions have been met.

All income is accounted for gross, before deducting any related fees or costs.

Accounting for deferred income and income received in advance.

Where terms and conditions relating to income have not been met or uncertainty exists as to whether the charity can meet any terms or conditions otherwise within its control, income is not recognised but is deferred as a liability until it is probable that the terms or conditions imposed can be met.

#### *Donated goods, facilities and services*

Donated professional services and facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity is probable and that economic benefit can be measured reliably. There were no such donations during the year in question. In accordance with the Charities SORP (FRS 102), the general volunteer time of trustees and volunteers is not recognised with any monetary value.

#### *Fund accounting*

- Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.
- Designated funds are unrestricted funds set aside by the Management Committee for particular purposes.
- Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

### *Expenditure and irrecoverable VAT*

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

All expenditure is inclusive of VAT.

### *Allocation of support costs*

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. These include office costs, finance, personnel, payroll and governance costs which support the charity's charitable activities. These costs have been allocated to charitable activities.

### *Recognition of liabilities and expenditure*

A liability, and the related expenditure, is recognised when a legal or constructive obligation exists as a result of a past event, and when it is more likely than not that a transfer of economic benefits will be required in settlement, and when the amount of the obligation can be measured or reliably estimated.

Liabilities arising from future funding commitments and constructive obligations, including performance related grants, where the timing or the amount of the future expenditure required to settle the obligation are uncertain, give rise to a provision in the accounts, which is reviewed at the accounting year end. The provision is increased to reflect any increases in liabilities, and is decreased by the utilisation of any provision within the period, and reversed if any provision is no longer required. These movements are charged or credited to the respective funds and activities to which the provision relates.

### *Tangible fixed assets*

Tangible fixed assets are written off over the expected useful life of the asset, at 25% per annum on the reducing balance method. Individual items costing less than £500 are not treated as fixed assets.

### *Debtors*

Debtors are measured at their recoverable amounts at the balance sheet date.

### *Financial instruments including cash and bank balances*

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Cash held by the charity is included at the amount actually held and counted at the year end. Bank balances, whether in credit or overdrawn, are shown at the amounts properly reconciled to the bank statements.

## 2. Liability to taxation

The Trustees consider that the charity satisfies the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by chapter 3 part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act

1992, to the extent that such income or gains are applied exclusively on the specific charitable objects of the charity and for no other purpose. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

### 3. Donations and Legacies

	<b>Unrestricted funds</b>	<b>Unrestricted funds</b>
	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
<b>Grants from trust and foundations</b>	<u>148,455</u>	<u>86,805</u>
<b>Grants receivable for core activities</b>		
Esmee Fairbairn	-	85,580
OAK Foundation	62,500	-
AB Charitable Trust	24,593	-
Comic Relief	15,000	-
Paul Hamlyn Foundation	44,000	-
Miscellaneous donation	2,362	1,225
	<u>148,455</u>	<u>86,805</u>

### 4. Income on Charitable Activities

	<b>Charitable Income</b>	<b>Charitable Income</b>
	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Consultancy and training	14,950	18,444
Grants	<u>281,536</u>	<u>276,500</u>
	<u>296,486</u>	<u>294,944</u>
<b>Analysis by fund</b>		
Unrestricted funds	14,950	18,444
Restricted funds	<u>281,536</u>	<u>276,500</u>
	<u>296,486</u>	<u>294,944</u>
<b>Grants</b>		
Barrow Cadbury	30,000	42,500
Trust for London	15,300	39,000
Comic Relief	60,000	75,000
Paul Hamlyn Foundation	-	60,000
Unbound Philanthropy	60,000	60,000
EPIM	116,236	-
	<u>281,536</u>	<u>276,500</u>

## 5. Expenditure on Charitable Activities

	2023	2022
	£	£
Staff cost	380,097	312,720
Programme costs	97,360	70,569
Depreciation and impairment	1,024	1,365
	<u>478,481</u>	<u>384,654</u>
Share of support costs (see note 6)	43,528	51,442
Share of governance costs (see note 6)	1,800	1,872
	<u>523,809</u>	<u>437,968</u>
<b>Analysis by fund</b>		
Unrestricted funds	267,637	151,261
Restricted funds	256,172	286,707
	<u>523,809</u>	<u>437,968</u>

## 6. Support Costs

	Support costs	Governance costs	2023	Support costs	Governance costs	2022
	£	£	£	£	£	£
Office rent	5,609	-	5,609	7,797	-	7,797
Insurances	665	-	665	698	-	698
Telephone and Broadband	7,930	-	7,930	13,548	-	13,548
Office Costs	10,154	-	10,154	10,393	-	10,393
Media Infrastructures	7,452	-	7,452	7,528	-	7,528
Accounting services	11,533	-	11,533	11,362	-	11,362
Independent examiner fee	-	1,800	1,800	-	1,872	1,872
Bank charges	184	-	184	116	-	116
	<u>43,528</u>	<u>1,800</u>	<u>45,328</u>	<u>51,442</u>	<u>1,872</u>	<u>53,314</u>
Analysed between Charitable activities (see note 5)	<u>43,528</u>	<u>1,800</u>	<u>45,328</u>	<u>51,442</u>	<u>1,872</u>	<u>53,314</u>

## 7. Trustees

None of the trustees (or any person connected with them) received any remuneration of benefits from the charity during the year (2022: £nil) nor were they reimbursed expenses during the year (2022: £nil). No charity trustee received payment for professional or other services supplied to the charity (2022: £nil)

## 8. Analysis of staff costs and the cost of key management personnel

	2023	2022
	Number	Number
<b>Number of Employee</b>		
The average monthly number of employees during the period was:	10	9
<b>Employment costs</b>		
Wages and salaries	335,923	275,858
Social security costs	29,112	23,820
Other pension costs	15,063	13,042
	<u>380,097</u>	<u>312,720</u>

Key Management Personnel is defined as the CEO plus the senior leadership proportion of the People and Funding Director (40%), Media Director (15%) and Strategic Communications Director (15%) roles. The total employee benefits of key management personnel including employer's pension contributions and national insurance were £ (2022: £97,243).

The number of employees whose annual remuneration was £60,000 or more were:

	2023 Number £	2022 Number £
60,001 - 70,000	1	-

## 9. Tangible Fixed Assets

	Office Equipment £
<b>Cost</b>	
At 30 June 2022	14,031
Additions	-
At 30 June 2023	<u>14,031</u>
<b>Depreciation</b>	
At 30 June 2022	5,656
Provided during year	1,024
At 30 June 2023	<u>6,680</u>
<b>Net book value</b>	
At 30 June 2023	<u>7,351</u>
At 30 June 2022	<u>8,375</u>

## 10 Debtors

	2023 £	2022 £
Trade debtors	724	-
Prepayments	-	2,291
	<u>724</u>	<u>2,291</u>

## 10. Debtors

	2023 £	2022 £
Trade debtors	724	-
Prepayments	-	2,291
	<u>724</u>	<u>2,291</u>

## 11. Creditors: amounts falling due within one year

	2023 £	2022 £
Taxation and social security	8,771	7,974
Trade creditors	30,386	6,480
Other creditors	1,900	5,661
Accruals	3,034	3,034
	<u>44,091</u>	<u>23,149</u>

## 12. Restricted Funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds			
	Balance at 1 July 2021	Income	Expenditure	Balance 30 June 2022	Income	Expenditure	Balance 30 June 2023
	£	£	£	£	£	£	£
Barrow Cadbury Trust for London	-	42,500	(20,000)	22,500	30,000	(30,000)	22,500
Comic Relief Across Border	8,955	39,000	(38,697)	9,258	15,300	(9,661)	14,897
Paul Hamlyn Foundation	44,703	60,000	(97,192)	7,511	60,000	(57,511)	10,000
Unbound Philanthropy	-	60,000	(18,862)	41,138	-	(41,138)	-
Comic Relief- COVID Recovery	64,915	60,000	(96,956)	27,959	60,000	(60,000)	27,959
EPIIM	-	15,000	(15,000)	-	-	-	-
	-	-	-	-	116,236	(57,862)	58,374
<b>Total restricted funds</b>	<b>118,573</b>	<b>276,500</b>	<b>(286,707)</b>	<b>108,366</b>	<b>281,536</b>	<b>(256,172)</b>	<b>133,730</b>

#### a. Purpose of restricted funds

Barrow Cadbury Trust: are providing funds to support IMIX's core regional communications work on migration.

Comic Relief: IMIX has been funded by Comic Relief's 'Across Borders: routes to safety for refugees' initiative to provide a new narrative for people on the move, with a focus on migrants crossing the channel.

EPIIM: IMIX is the lead partner on this strategic communications funding. The project aims to harness the power of sport to unite communities.

Paul Hamlyn Foundation: provided funds through their shared ground grant for IMIX to reframe the narrative around destitution.

Trust for London: are funding IMIX to support strategic communications work with grassroots migration organisations in London.

Unbound Philanthropy: have provided a grant in support of strategic communications training and support to bring fresh voices and stories to the migration and integration debate.

### 13. Unrestricted funds

General funds	253,416	105,249	(151,261)	207,404	163,405	(267,637)	103,172
<b>Total unrestricted funds</b>	<b>253,416</b>	<b>105,249</b>	<b>(151,261)</b>	<b>207,404</b>	<b>163,405</b>	<b>(267,637)</b>	<b>103,172</b>

### 14. Analysis Net Assets by Funds

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2023	2023	2023	2022	2022	2022
	£	£	£	£	£	£
<b>Fund balance of 30 June 2022 are represented by</b>						
Tangible Fixed Assets	7,351	-	7,351	8,375	-	8,375
Net Current Assets	95,821	133,730	229,551	199,029	108,366	307,395
	<b>103,172</b>	<b>133,730</b>	<b>236,902</b>	<b>207,404</b>	<b>108,366</b>	<b>315,770</b>

### 15. Related Party Transactions

There were no disclosable related party transactions during the year (2022-none)










# IMIX 2023 Trustees Annual Report Financial Statement

Final Audit Report

2024-04-12

Created:	2024-04-02
By:	Emily Jones (emily.jones@imix.org.uk)
Status:	Signed
Transaction ID:	CBJCHBCAABAAIqTiQIs__ontUAPatQQbWWWh6CtuNMTYT

## "IMIX 2023 Trustees Annual Report Financial Statement" History

-  Document created by Emily Jones (emily.jones@imix.org.uk)  
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**IMIX**

England & Wales - Charity number 1183693

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# Accounts

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**Registered number: CE017691**

**Company Number: 1183693**

# **IMIX**

(a charitable incorporated organisation)

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE PERIOD FROM 1st JULY 2021 TO 30 JUNE 2022**

# IMIX

## Contents

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# IMIX

## LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Trustees</b>	Geraldine Blake - Chair Joe Levenson (resigned 3 July 2021) Shazia Ejaz Phoebe Griffith Rachael Gould Zeno Onokaye-Akaka Elizabeth Liberda-Moreni (appointed 13 July 2021) Dolores Modern (appointed 13 July 2021) Agnes Estibal (appointed 13 July 2021)
<b>Chief Executive</b>	Emma Harrison (resigned 17 December 2021) Jenni Regan (joined 1 March 2022)
<b>Charity registered number</b>	1183693
<b>Registered office</b>	Canopi 7-14 Great Dover street London SE1 4YR
<b>Banker</b>	HSBC Bank 31 Holborn London EC1N 2HR
<b>Accountants</b>	Charity Accounting Services Ltd Suite 109 Spaces 6 Sutton Plaza London SM1 4FS
<b>Independent Examiner</b>	Anthony Epton Goldwins Ltd 75 Maygrove Road West Hampstead London NW6 2EG

The trustees present their report and financial statements for the year ended 30 June 2022.

# IMIX

## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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The trustees present their report and financial statement for the year ended 30 June 2022.

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 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

### Objectives and activities

The charity's objectives are:

- To advance the education of the public and media about issues relating to equality and diversity and social inclusion, especially regarding people who are migrants, refugees or seeking asylum
- To advance the education of the public and media about the issues relating to refugees, migrants and those seeking asylum
- To advance the education and training of the public, particularly charity and non-charitable voluntary organisations working with refugees, people seeking asylum and migrants in all forms of communications, especially the media
- To advance education among migrants, refugees and people seeking asylum

### Vision

Our vision is a society which embraces and celebrates people who move to the UK, one where we can all live well together.

### Mission

IMIX is changing the conversation about migration and refugees, challenging an often hostile media agenda and altering public perception.

### Our Strategy 2021-2024

#### Overall aims

- To create an open and welcoming Britain for people who make the UK their home; by increasing support for refugee protection and to build social support for migration.
- To build sustainable communications capacity in the refugee and migration sector to improve the quality and volume of media coverage.

#### Objectives

- To increase the number of experts by experience engaging with debates on migration
- To support the sector to deliver higher impact campaigns and media interventions which persuade segments on the public to be more welcoming to migrants
- To build strong relationships with mass media outlets and digital content providers
- To deliver regional training and support to increase the communications capacity of small and grassroots organisations

## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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### Public benefit

When planning our activities for the year, the trustees have considered the Charity Commission's guidance on public benefit. Trustees are clear that there are identifiable benefits to the work that we do in supporting organisations across the refugee and migration sector, including:

- delivering training on working with the press and media
- providing one-on-one support for small organisations lacking communications expertise
- offering advice and guidance on how to make the best of limited resources and reach a wide audience.

Trustees are clear that these benefits are for a wide cross-section of the public;

Trustees are clear that those benefits relate to our aims;

Trustees are clear that those benefits outweigh any potential risks.

### Charitable activities

IMIX works closely with organisations across the refugee and migration sector to train, support and build communications capacity. We deliver training courses on working with the press and media including interview techniques, social media and digital content, storytelling and audience insights. We also provide one-to-one support for small organisations lacking communications expertise, offering advice and guidance on how to make the best of limited resources and reach a wide audience.

We draw on our experience and contacts within the national and local press to ensure more first-hand stories are shared publicly in the media. By putting a human face and story to complex and divisive issues, we aim to create greater understanding and empathy for those who have made the UK their home.

## Achievement and performance

### Context

The last year has been dominated by key external crises such as the fall of Kabul, the tragic Channel crossing accident in November 2021, the war in Ukraine and the Nationality and Borders Bill. All these external factors have put both IMIX and the sector under incredible pressure in terms of the resources needed to act reactively. However, it has also given an opportunity to support organisations and the media to change the narrative as well as to develop and test situation-specific messaging. It has also enabled us to push the voices of those with lived experience firmly into the spotlight.

### Media

Over the past year we have surpassed our media targets for reaching 'mixed middle' audiences, with more than half of all pieces placed reaching that group, and our coverage included broadcast, national and regional newspapers, and magazines. What follows are some highlights of this work.

As part of the Together With Refugees campaign, we helped deliver a photoshoot featuring seven decades of refugees to commemorate the 70<sup>th</sup> anniversary of the UN Refugee Convention. The participants' stories were shared across local and national newspapers across the political spectrum, from the Guardian to the Daily Express.

# IMIX

## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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We have been supporting the calls of British Afghans for refugee resettlement for some time now, working with broadcasters such as ITV and a range of newspapers. In July, we placed an article by Shabnam Nasimi calling for sanctuary for Afghan women and girls in The Times. In August, we worked with Shabnam and The Times again to share her call for a general resettlement scheme, as well as a rethink of the Nationality and Borders Bill. Days later, the Afghan civilian resettlement scheme was announced.

Since the evacuation of Kabul ended, our media focus has changed to providing accurate information about the resettlement of Afghan refugees in the UK, and the wider questions that throws up about the asylum system and amplifying the voices of Afghans left behind who belong to vulnerable categories and are asking for protection. Coverage has included the Huffington Post reporting on female judges, and the Guardian on former Chevening Scholars.

With the Nationality and Borders Bill due to be voted on in the Commons in December, the team worked to deliver compelling case studies warning of the human impact of the Bill, such as NHS workers who could be turned away under the new rules. In the middle of this period, however, we received the terrible news that 27 people had died in the Channel. After the tragedy was confirmed, the team worked flat out to connect responsible journalists with those who had crossed in small boats and wished to highlight the lack of safe routes, as well as supporting the sector to create an open letter condemning government inaction.

We began 2022 with a focus on building up our contacts in Red Wall areas. We believe refugee voices from these areas will be key due to these swing constituencies' oversized influence on both the government and the opposition. In tandem with this, we continued to secure positive coverage in high dispersal areas.

In the weeks leading up to Russia's invasion of Ukraine, we prepared for the possibility of an influx of refugees. By the time the invasion itself happened, we were already in contact with some Ukrainian diaspora groups and over March and early April, we delivered training to the Ukrainians in the UK who had become de facto leaders of the humanitarian response, as well as supporting the UK charities tasked with facilitating the Homes for Ukraine scheme. Through this rapidly-established network, we worked with newspapers including the Daily Express to share the voices of Ukrainian refugees.

Just as the team were getting to grips with the Ukraine crisis, and preparing for the Nationality and Borders Bill vote, the government announced its Rwanda plan. Some of the highlights in our response include co-ordinating an open letter against the plan, which was picked up by news outlets from The Guardian to GB News, sharing the voices of asylum seekers who felt impacted by the announcement, and placing a First Person piece from a Rwandan refugee in The Independent criticising the plan. We also reached out to other UK-based Rwandans who helped inform behind-the-scenes on messaging that was then shared with the sector.

### **Narrative work**

We completed a big piece of work on building public support for refugee protection: The Struggle for Safety. Funded by Comic Relief, we worked with people with lived experience of crossing the Channel and organisations delivering support to those seeking asylum to build a narrative which will appeal to both our base and broader audiences.

We then developed new messaging on Safe Routes to respond to the changing external landscape, built on this narrative work previously delivered. Involving people with lived experience in our messaging work

## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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around safe routes and destitution has enabled and empowered people to shape the narrative and tell stories in their own way. For example, recently IMIX hosted two workshops bringing media professionals, policy experts and people with lived experience of irregular journeys together to work on messaging around safe routes. The discussions were passionate, thoughtful, and pragmatic.

The Destitution Narrative project has progressed through the year with the aim of developing a new conversation around migrant destitution, one that can help build politicians' understanding of the issues and drive change. We are hoping to unite a network of organisations and allies around a coherent set of messages and practical storytelling approaches. We have hosted workshops, led by people with lived experience of destitution. These sessions created messaging which has been shared and tested with stakeholders. We have a funding extension for this project in order to complete more message testing.

### **Coalition working**

Our most significant partnership continues to be with Together With Refugees, we worked together to unite the sector around the Nationality and Borders bill campaign. Although the Bill ultimately passed, a common cause helped IMIX and Together With Refugees galvanise the sector on multiple occasions. We have also worked to co-ordinate messaging when there has been a reactive story. A cross-sector letter in the wake of the November Channel tragedy was hosted on the IMIX blog and shared on social media within the sector.

We have entered into a second partnership with Counterpoints Arts with their PopChange Film and TV project, focused on narrative change through popular culture, sharing best practice and making further connections. We hope there will be crossover and opportunities for our Expert by Lived Experience Storytellers Network.

We were commissioned by Citizen's UK to produce a film charting the success of their Free School Meals Campaign. This is a pilot for us as an organisation as we continue to develop skills in the staff group as well as exploring earned income opportunities.

### **Digital development**

In partnership with Citizens UK and Reset we have started a Facebook group to share stories of refugee integration (@GoodNeighboursProject). This project is purposefully unbranded and aims to find those people in the mixed middle who might have pro-refugee sentiments and target them with useful information on community action. We have also introduced an Instagram account, Human Journeys, which aims to cover the stories of those with lived experience (@human\_journeys).

An important aim of our Facebook page is also to share stories of refugee welcome with a very local and community angle to regional audiences, especially those in more conservative areas where our target 'mixed middle' resides.

The digital team have been focusing on growing our online footprint to support IMIX's wider goals. For example, platforming lived experience voices. Our growth strategy includes monitoring the monthly statistics of our digital output to learn which content resonates with key online audiences – the sector and activists.

## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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We have also been measuring what content our sector finds most useful, to aid IMIX's wider capacity building goals. For example, we reacted quickly to the events in Afghanistan, putting out toolkits on messaging and how people can help.

Our digital response to Afghanistan helped us solidify the IMIX's digital role responding to crises – that of spreading toolkits and information that activists and the sector will find useful. We are also using our social media platforms, especially our newly created Facebook page, The Good Neighbours Project, as a resource for lived experience voices and to connect with grassroots organisations. For example, during the Afghanistan crisis, the digital team used our online networks to find activists and lived experience voices to speak to press, thereby supporting the media team.

IMIX expanded and tested its role in campaigns with the Clause 9 campaign in January. We wanted to use Clause 9 of the Borders Bill (that expands government rights to strip citizenship) as a strategic way of raising awareness in the public of the Bill as a whole.

We had successes and learning. On the former, we had engagement from within and outside of the sector. For instance, [Lord Dubs's video](#) for the campaign went viral with 12.1k views, as well as high profile refugee sector figures from Scottish Refugee Council and Refugee Action taking part. Learnings include that due to our position as an 'infrastructure' organisation, we were much more suited to organising campaigns in a 'behind-the-scenes' roles, as opposed to publicly fronting them.

For International Women's Day in March, we interviewed a series of women leaders in the sector, including Alphonsine Kabagabo, the Director of Women for Refugee Women – to emphasise the importance of lived experience leadership. We had [positive feedback from the sector on social media](#), emphasising the importance of this topic.

IMIX Partnered with LGBTQI+ organisation, Rainbow Migration, to [celebrate Pride Month](#) this year. We invited five LGBT people with lived experience to the Gay's the Word Bookshop in London, where they were filmed and photographed. The images and videos were shared on all our digital channels, website and [social media](#). We also had a guest blog by Rainbow Migration on the effects of [Detention on LGBT sanctuary seekers](#) and the threat the Rwanda Scheme brings to this vulnerable community. The campaign also had some pickup in the press, especially in the [Northeast local press](#).

### **Capacity building**

Our IMIX Comms Group has grown consistently, we currently have 750 (2021: 569) members and high engagement levels. We have continued to build our training capacity and rolled out a new curriculum of masterclasses over the past few months. Over the past year we have delivered 52 training sessions to 889 people (2021: 50 / 784). Of this total, 245 attendees have lived experience (2021: 96).

As well as running media-focused training courses for organisations like Asylum Matters, The Roma Support Group, The Bike Project, and Refugee Action, we offered one-to-one media support to organisations like Project 17 who work with families who have been rejected by the EUSS and have No Recourse to Public Funds, and Samphire, which supports former detainees in Kent.

While our courses helping people understand strategic communications and media training are as popular as ever, to meet the needs of the sector, we have also increased our focus on digital engagement. Over the last year we have offered advice on how to use various channels, create content, website reviews as

# IMIX

## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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well as how to stay safe online. As well as training organisations such as STAR, Refugee Info Bus, Music in Detention and UK Welcomes Refugees, we've mentored organisations with limited capacity such as Lichfield City of Sanctuary, Waterloo Community Counselling and English for Action London to help them unlock the potential of their digital channels.

We have introduced a monthly Communications meeting for the sector where we invite organisations and individuals to share campaign wins and best practice. This has been well attended so far and we have a waiting list for speakers.

We continue to send out a daily news roundup which has high engagement, this allows the sector to be briefed on the daily news. We have also introduced a monthly newsletter which features updates from IMIX activity as well as featuring news from the sector.

Organisations in the sector who we have reached with our training and consultancy tell us that their ability and capacity around comms and working with the media has greatly improved. We have seen a positive increase in consistent and effective cross-sector messaging. When there is a breaking news story such as Rwanda, we are able to craft messaging which is shared, so that organisations have better tools for communicating and campaigning. We have also reached out and offered media relations support and expertise to specific groups in a reactive manner. This has included workshops and training provided to those from both Ukrainian and Afghan communities.

We have been consulting the sector to improve how best we can support them and increase capacity, we will be implementing many ideas including digital resources and training, better methods and platforms for communication and sharing far more expertise from both inside and outside the sector.

We are seeing increased confidence in among the charities we work with when talking to the media / publicly about the challenges of channel crossings and needing to provide a safer environment for refugees. Prior to this programme of work, we struggled to encourage people to talk to journalists – particularly broadcast media – and now we have around 20 organisations we can turn to.

### **Refugee Week 2022**

Having early recruitment and recruiting 15 RW ambassadors, although challenging in terms of capacity, really helped to have a remarkably successful festival this year. Excellent quality training and spending 1 to 1 time to get to know our ambassadors, plus their own ambition and talents helped us to pitch the strongest stories to national/local media outlets in order to promote the festival including the National Geographic Kids magazine, [Metro](#), [Daily Mirror](#), the [Big Issue](#), the BBC, and [Politics Home](#).

Our positive experience of working with them led us to establish a network of expert by experience and be in an on-going relationship with them.

With the Borders Bill coming into force, and the Rwanda policy casting a shadow over the whole asylum system, some of our ambassadors used this opportunity to share their lived experience to talk about how these acts and policies could affect individual's lives.

We also worked with some charities and grassroots organisations promoting their events, getting some media coverage for their events, and sending our ambassadors to speak at their events as guest speakers.

# IMIX

## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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In line with the Refugee Week theme of Healing, IMIX decided to introduce a new project called #ConversationsInTheGarden. This was a successful project as it looked at different ways in which community gardening and outdoor projects across the UK are supporting displaced people and how nature can help people healed after being displaced.

### **International Migrants Day**

IMIX partnered with the International Organization for Migration (IOM) to raise the profile of International Migrants' Day on 18<sup>th</sup> Dec 2021. This substantial commitment on our part included recruiting and training eight Ambassadors, designing a website, organising a cookery class where social media content could be filmed, supporting the Ambassadors to [write eight blogs](#) and setting up four interviews with [local press](#).

For International Migrants Day, the digital team worked with IOM to plan and create social media copy and visuals around the Ambassadors and IMD messaging to be shared on IMIX and IOM channels. We also created a digital toolkit for sector partners to use and used the [IMIX website](#) to act as a [landing page](#) hosting an About The Ambassadors section, content about IMD News and Events, blog posts, partner content, and videos.

We are once again partnering with IOM this year and will be releasing content from eight Ambassadors in December.

### **Lived Experience Network**

We are incorporating the learnings from last year's Experts by Experience pilot to expand and improve our Experts by Experience network. This group consists of those we have worked with through our media work and have shown ambition for further media campaigning. This will also build on our work with the Refugee Week ambassadors which has involved working intensively with a group of people with lived experience and providing media and social media training and support for people to tell their stories in the media.

We have also consistently beaten our media targets including the voices of those with lived experience. Over the year we have welcomed three new employees with lived experience of coming to the UK as a refugee. This has greatly enhanced our work and delivery for the charity as well as really boosting our contacts and communication with Refugee Led Networks.

We have launched a formal media volunteer pathway where we are reaching out to those with lived experience who have undertaken our training and who are keen to share their experiences with the media. Each media volunteer is being interviewed with the information held on a secure, internal database. This means we will be able to more easily respond to requests from journalists as we continue to push for lived experience voices to be included in media coverage.

### **Organisational development**

The charity saw a change in leadership over the past year with CEO Emma Harrison stepping down in December 2021 and Jenni Regan moving into the role in March 2022. We have also grown as a team and now have ten members of staff (two are part-time).

We have invested a lot into our staffing team by moving people onto permanent contracts, we have formalised our line management structure with a new management group who will meet monthly to share

## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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experiences and make decisions. The line managers will be working with the team to set objectives, carry out appraisals and offer wellbeing and support.

As a staff team we have moved fully from our office space at Canopi to co-working when needed using a national co-working platform. This has meant that our team outside London have also been able to take advantage of co-working.

### Future Plans

We will expand our Lived Experience Storytelling Network and Media Volunteers to ensure we are able to place people with lived experiences at the centre of any media coverage.

The Digital team will be working to create a digital resource library, we know we have a great deal of shared knowledge and experience within the charity but want to ensure it is shared and easily accessible to the sector.

We will also be launching a limited series podcast (six episodes to start) designed to enhance our communications offering to the sector. The first half of the podcast will feature an interview with someone who has lived experience of the UK immigration system. During the second half a storyteller might talk about how they made a mark in the media or online, or a campaigner can share how they brought about change in a community or to a particular policy.

We are planning to host quarterly media briefings with different themes, these will include panels consisting of journalists, sector leaders and lived experience experts. These events will be aimed at all sections of the media, we hope to engage with journalists and producers who are not always 'warm' to the idea of migration. We will also roll out the messaging and toolkits produced through specific training and workshops.

Over the coming year we will work towards the following objectives:

- To increase the number of experts by experience engaging with debates on migration
- To support the sector to deliver higher impact campaigns and media interventions which persuade segments on the public to be more welcoming to migrants
- To build strong relationships with mass media outlets and digital content providers
- To deliver regional training and support to increase the communications capacity of small and grassroots organisations
- To use digital platforms to increase empathy, understanding and celebration of people who migrate
- To support development of new narratives and messaging frameworks

## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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### Financial review

The income for the year under review was £381,749 (2021:462,317) and expenditure £437,968 (2021: £313,495). We invested considerable energy in fundraising over the last two years and we delivered some excellent work for the sector.. However, the Covid 19 pandemic had an impact on our operations and some of our work has been delayed. In the year to June 2022 we spent down restricted income carried forward from the previous year resulting in a deficit of £56,219 (2021: surplus £148,822). We continue to use the restricted income in line with the funders' requirements.

We are grateful for the ongoing support of our funders:

Barrow Cadbury Trust  
Comic Relief  
Esmée Fairbairn Foundation  
Global Dialogue  
Oak Foundation  
Paul Hamlyn Foundation  
Trust for London  
Unbound Philanthropy

### Reserves policy

The Trustees discussed the current economic climate and the impact of high rate of inflation on our activities and decided to aim to have sufficient unrestricted reserves to cover our budgeted operating costs for a minimum of 6 months. The unrestricted free reserve balance at 30 June 2022 was £199,029 (2021: £249,385) which is marginally below our reserves policy. We have plans to invest some of our unrestricted funds in our organisational capacity, to build a sustainable organisation able to meet the demand for our services.

### Risk management

The Trustees actively review the major risks which face the charity on a regular basis, with a Risk Assessment report available online and reviewed at every Trustee meeting. Appropriate controls and procedures are in place to mitigate the risks that have been identified and they are regularly monitored by the Finance Committee and senior staff.

### Going concern

The Trustees believe that maintaining reserves at adequate levels, combined with an annual review of the controls over key financial systems will provide sufficient resources in the event of adverse conditions. The Trustees have also examined other operational and business risks faced by IMIX and believe that the systems in place to mitigate significant risks offers the Trust adequate protection. Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the statements on a going concern basis.

## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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### Structure, governance and management

The charity is constituted as a charitable incorporated organisation and its governing document is a written constitution dated 03 June 2019.

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

R Oliver  
S Ejaz  
Z Onokaye-Akaka  
G Blake (Chair)  
P Griffith  
E Liberda-Moreni  
A Estibals  
D Modern

### Recruitment and induction of trustees

The Trustees are appointed by the charity trustees and are recruited with regard to their knowledge, skills and experience, including lived experience of migration. The Trustees are appointed for a three-year term with the option to extend for a second term. We currently have eight board members. At the date of signature, one trustee has stepped down for personal reasons and we have welcomed three new trustees to our board including a treasurer.

Over half of our Trustees have lived experience of migration. New Trustees receive a thorough induction to the organisation. The board of Trustees meets four times a year, plus a strategy away day. This year we established two sub committees: Finance and Fundraising, and Human Resources.

IMIX is administered by Chief Executive, J Regan, based on the strategic direction set by the trustees. The board of trustees meets four times a year, plus a strategy away day. The chair and safeguarding lead trustee also provide support to the CEO as and when required. Charity Accounting Services provide book-keeping and accounting services to the charity.

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

*Geraldine Blake*

[Geraldine Blake \(Feb 3, 2023 18:41 GMT\)](#)

G Blake (Chair)  
Trustee

Dated: 3 Feb 2023

# IMIX

## REPORT OF THE INDEPENDENT EXAMINER TO THE TRUSTEES FOR THE PERIOD ENDED 30 JUNE 2022

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I report to the charity trustees on my examination of the accounts of IMIX for the year ended 30 June 2022.

This report is made solely to the trustees as a body, in accordance with the Charities Act 2011. My examination has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the trustees as a body, for my examination, for this report, or for the opinions I have formed.

### **Responsibilities and basis of report**

As the charity trustees of the CIO 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 CIO's accounts carried out under section 145 of the 2011 Act. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

### **Independent examiner's statement**

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 CIO 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 form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give as 'true and fair' view which is not considered part of an independent examination.
4. The accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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.

*Anthony Epton*

Anthony Epton BA, FCA, CTA, FCIE  
Goldwins Ltd  
Chartered Accountants  
75 Maygrove Road  
West Hampstead  
London  
NW6 2EG

Date: Feb 6, 2023

# IMIX

## STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD ENDED 30 JUNE 2022

		<b>Unrestricted Funds 2022</b>	<b>Restricted Funds 2022</b>	<b>Total 2022</b>	<b>Unrestricted Funds 2021</b>	<b>Restricted Funds 2021</b>	<b>Total 2021</b>
	Notes	£	£	£	£	£	£
<b>Income from:</b>							
Donations and legacies	3	86,805	-	86,805	203,150	-	203,150
Charitable activities	4	18,444	276,500	294,944	-	259,167	259,167
<b>Total Income</b>		<b>105,249</b>	<b>276,500</b>	<b>381,749</b>	<b>203,150</b>	<b>259,167</b>	<b>462,317</b>
<b>Expenditure on:</b>							
Charitable activities	5	151,261	286,707	437,968	93,742	219,753	313,495
<b>Total Expenditure</b>		<b>151,261</b>	<b>286,707</b>	<b>437,968</b>	<b>93,742</b>	<b>219,753</b>	<b>313,495</b>
<b>Net Income for the year/ Net movement in funds</b>		<b>(46,012)</b>	<b>(10,207)</b>	<b>(56,219)</b>	<b>109,408</b>	<b>39,414</b>	<b>148,822</b>
Funds brought forward		253,416	118,573	371,989	144,008	79,159	223,167
<b>Funds carried forward</b>		<b>207,404</b>	<b>108,366</b>	<b>315,770</b>	<b>253,416</b>	<b>118,573</b>	<b>371,989</b>

The statement of financial activities includes all gains and losses recognised in the year

All activities derive from continuing operations

The attached notes form an integral part of these financial statements.

# IMIX

## BALANCE SHEET AS AT 30 JUNE 2022

		2022	2022	2021	2021
	Notes	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	9		8,375		4,031
<b>CURRENT ASSETS</b>					
Debtors	10	2,291		97,493	
Cash at bank and in hand:		<u>328,253</u>		<u>353,618</u>	
Total current assets		330,544		451,111	
<b>CREDITORS: amounts falling due within one year</b>	11	<u>(23,149)</u>		<u>(83,153)</u>	
<b>Net Current assets</b>			<u>307,395</u>		<u>367,958</u>
<b>NET ASSETS TOTALS</b>			<u><b>315,770</b></u>		<u><b>371,989</b></u>
<b>THE FUNDS OF THE CHARITY</b>					
Restricted Fund	13		108,366		118,573
Unrestricted Fund			207,404		253,416
<b>TOTAL FUNDS</b>			<u><b>315,770</b></u>		<u><b>371,989</b></u>

The financial statements were approved by the trustees on 3 February 2023 and signed on their behalf by:

*Geraldine Blake*

Geraldine Blake (Feb 3, 2023 18:41 GMT)

Geraldine Blake  
Chair of trustees

Date: Feb 3, 2023

The attached notes form an integral part of these financial statements.

# IMIX

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

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### 1. Accounting policies

#### Basis of preparation and accounting convention

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

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

#### Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

#### Income recognition

Income, whether from exchange or non-exchange transactions, is recognised in the statement of financial activities (SOFA) on a receivable basis, when a transaction or other event results in an increase in the charity's assets or a reduction in its liabilities and only when the charity has legal entitlement, the income is probable and can be measured reliably.

Income subject to terms and conditions which must be met before the charity is entitled to the resources is not recognised until the conditions have been met.

All income is accounted for gross, before deducting any related fees or costs.

Accounting for deferred income and income received in advance

Where terms and conditions relating to income have not been met or uncertainty exists as to whether the charity can meet any terms or conditions otherwise within its control, income is not recognised but is deferred as a liability until it is probable that the terms or conditions imposed can be met.

#### Donated goods, facilities and services

Donated professional services and facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity is probable and that economic benefit can be measured reliably. There were no such donations during the year in question. In accordance with the Charities SORP (FRS 102), the general volunteer time of trustees and volunteers is not recognised with any monetary value.

# IMIX

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

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### Fund accounting

- Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.
- Designated funds are unrestricted funds set aside by the Management Committee for particular purposes.
- Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

### Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

All expenditure is inclusive of VAT.

### Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. These include office costs, finance, personnel, payroll and governance costs which support the charity's charitable activities. These costs have been allocated to charitable activities.

### Recognition of liabilities and expenditure

A liability, and the related expenditure, is recognised when a legal or constructive obligation exists as a result of a past event, and when it is more likely than not that a transfer of economic benefits will be required in settlement, and when the amount of the obligation can be measured or reliably estimated.

Liabilities arising from future funding commitments and constructive obligations, including performance related grants, where the timing or the amount of the future expenditure required to settle the obligation are uncertain, give rise to a provision in the accounts, which is reviewed at the accounting year end. The provision is increased to reflect any increases in liabilities, and is decreased by the utilisation of any provision within the period, and reversed if any provision is no longer required. These movements are charged or credited to the respective funds and activities to which the provision relates.

### Tangible fixed assets

Tangible fixed assets are written off over the expected useful life of the asset, at 25% per annum on the reducing balance method. Individual items costing less than £500 are not treated as fixed assets.

# IMIX

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

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### Debtors

Debtors are measured at their recoverable amounts at the balance sheet date.

### Financial instruments including cash and bank balances

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Cash held by the charity is included at the amount actually held and counted at the year end. Bank balances, whether in credit or overdrawn, are shown at the amounts properly reconciled to the bank statements.

### 2 Liability to taxation

The Trustees consider that the charity satisfies the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by chapter 3 part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively on the specific charitable objects of the charity and for no other purpose. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

### 3 Donations and Legacies

	<b>Unrestricted funds</b>	<b>Unrestricted funds</b>
	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
<b><i>Grants from trust and foundations</i></b>	<b>86,805</b>	<b>203,150</b>
<b>Grants receivable for core activities</b>		
Esmee Fairbairn	85,580	44,332
OAK Foundation	-	111,680
Action Foundation	-	2,888
Paul Hamlyn Foundation	-	43,750
Miscellaneous donation	1,225	500
	<b>86,805</b>	<b>203,150</b>

# IMIX

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

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### 4 Income on charitable activities

	<b>Charitable Income 2022 £</b>	<b>Charitable Income 2021 £</b>
Consultancy and training	18,444	-
Grants	276,500	271,667
Less: deferred income	-	(12,500)
	<b><u>294,944</u></b>	<b><u>259,167</u></b>
<b>Analysis by fund</b>		
Unrestricted funds	18,444	-
Restricted funds	<u>276,500</u>	<u>259,167</u>
	<b><u>294,944</u></b>	<b><u>259,167</u></b>
<b>Grants</b>		
Barrow Cadbury	42,500	30,000
Trust for London	39,000	26,000
Comic Relief	75,000	74,000
Paul Hamlyn Foundation	60,000	-
Unbound Philanthropy	<u>60,000</u>	<u>141,667</u>
	<b><u>276,500</u></b>	<b><u>271,667</u></b>

# IMIX

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

### 5 Expenditure on charitable activities

	2022	2021
	£	£
Staff cost	312,720	239,597
Programme costs	70,569	29,643
Depreciation and impairment	1,365	1,387
	<b>384,654</b>	<b>270,627</b>
Share of support costs (see note 6)	<b>51,442</b>	<b>41,117</b>
Share of governance costs (see note 6)	<b>1,872</b>	<b>1,751</b>
	<b>437,968</b>	<b>313,495</b>
<b>Analysis by fund</b>		
Unrestricted funds	<b>151,261</b>	<b>93,742</b>
Restricted funds	<b>286,707</b>	<b>219,753</b>
	<b>437,968</b>	<b>313,495</b>

### 6 Support Costs

	Support costs	Governance costs	2022	Support costs	Governance costs	2021
	£	£	£	£	£	£
Office rent	7,797	-	7,797	18,368	-	18,368
Insurances	698	-	698	443	-	443
Telephone and Broadband	13,548	-	13,548	2,348	-	2,348
Office Costs	10,393	-	10,393	532	-	532
Media Infrastructures	7,528	-	7,528	9,659	-	9,659
Accounting services	11,362	-	11,362	8,645	-	8,645
Miscellaneous	-	-	-	1,122	-	1,122
Independent examiner fee	-	1,872	1,872	-	1,700	1,700
Bank charges	116	-	116	-	51	51
	<b>51,442</b>	<b>1,872</b>	<b>53,314</b>	<b>41,117</b>	<b>1,751</b>	<b>42,868</b>
Analysed between Charitable activities (see note 5)	<b>51,442</b>	<b>1,872</b>	<b>53,314</b>	<b>41,117</b>	<b>1,751</b>	<b>42,868</b>

# IMIX

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

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### 7 Trustees

None of the trustees (or any person connected with them) received any remuneration or benefits from the charity during the year (2021: £nil) nor were they reimbursed expenses during the year (2021: £nil). No charity trustee received payment for professional or other services supplied to the charity (2021: £nil)

### 8 Employee Expenses

	<b>2022</b>	<b>2021</b>
	Number	Number
<b>Number of Employee</b>		
The average monthly number of employees during the period was:	<b><u>9</u></b>	<b><u>7</u></b>

There were an average 9 post throughout the accounting period.

<b>Employment costs</b>	<b>2022</b>	<b>2021</b>
	£	£
Wages and salaries	275,858	214,614
Social security costs	23,820	17,293
Other pension costs	13,042	7,690
	<b><u>312,720</u></b>	<b><u>239,597</u></b>

Key Management Personnel is defined as the CEO plus the senior leadership proportion of the Media Director (40%), Operations Manager (20%) and Digital Comms Manager (10%) roles. The total employee benefits of key management personnel including employer's pension contributions and national insurance were £97,243 (2021: £92,407).

The number of employees whose annual remuneration was £60,000 or more were:

	2022	2021
	Number	Number
70,001 - 80,000	<b><u>-</u></b>	<b><u>1</u></b>

# IMIX

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

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### 9 TANGIBLE FIXED ASSETS

	Office Equipment £
<b>Cost</b>	
At 30 June 2021	8,322
Additions	5,709
At 30 June 2022	<u>14,031</u>
<b>Depreciation</b>	
At 30 June 2021	4,291
Provided during year	1,365
At 30 June 2022	<u>5,656</u>
<b>Net book value</b>	
At 30 June 2022	<u><b>8,375</b></u>
At 30 June 2021	<u>4,031</u>

### 10 Debtors

	2022	2021
	£	£
Trade debtors	-	95,017
Prepayment	2,291	2,476
	<u>2,291</u>	<u>97,493</u>

### 11 Creditors: amounts falling due within one year

	2022	2021
	£	£
Taxation and social security	7,974	6,778
Deferred income (note 12)	-	72,500
Trade creditors	6,480	-
Other creditors	5,661	1,180
Accruals	3,034	2,695
	<u>23,149</u>	<u>83,153</u>

# IMIX

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

12 Deferred Income	Total 2022 £	Total 2021 £
Deferred Income	-	72,500
	<b>-</b>	<b>72,500</b>

### 13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes

	Movement in funds			Balance 30 June 2021 £	Movement in funds		Balance 30 June 2022 £
	Balance at 1 July 2020 £	Income £	Expenditure £		Income £	Expenditure £	
Barrow Cadbury	12,500	17,500	(30,000)	-	42,500	(20,000)	22,500
Global Dialogue	12,001	-	(12,001)	-	-	-	-
Trust for London	2,491	26,000	(19,536)	8,955	39,000	(38,697)	9,258
Comic Relief Across Border	50,000	50,000	(55,297)	44,703	60,000	(97,192)	7,511
Paul Hamlyn Foundation	-	-	-	-	60,000	(18,862)	41,138
Unbound Philanthropy	2,167	141,667	(78,919)	64,915	60,000	(96,956)	27,959
Comic Relief- COVID Recovery	-	24,000	(24,000)	-	15,000	(15,000)	-
	<b>79,159</b>	<b>259,167</b>	<b>(219,753)</b>	<b>118,573</b>	<b>276,500</b>	<b>(286,707)</b>	<b>108,366</b>

Barrow Cadbury Trust: are providing funds to support IMIX's core regional communications work on migration.

Trust for London: are funding IMIX to support strategic communications work with grassroots migration organisations in London.

Comic Relief: IMIX has been funded by Comic Relief's 'Across Borders: routes to safety for refugees' initiative to provide a new narrative for people on the move, with a focus on migrants crossing the channel.

Unbound Philanthropy: have provided a grant in support of strategic communications training and support to bring fresh voices and stories to the migration and integration debate.

# IMIX

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

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### 14 Analysis Net assets by funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
<b>Fund balance of 30 June 2022 are represented by</b>						
Tangible Fixed Assets	8,375	-	8,375	4,031	-	4,031
Net Current Assets	199,029	108,366	307,395	249,385	118,573	367,958
	<b>207,404</b>	<b>108,366</b>	<b>315,770</b>	<b>253,416</b>	<b>118,573</b>	<b>371,989</b>

### 14 Related party transactions

There were no disclosable related party transactions during the year (2021 - none)











# IMIX-2022-06-30-TAR and Accounts FY 2021-22 approved by board

Final Audit Report

2023-02-06

Created:	2023-02-03
By:	Emily Jones (emily.jones@imix.org.uk)
Status:	Signed
Transaction ID:	CBJCHBCAABAAIBJPQKfLCzRLKmfVX43KL1YZ4vjNMrN2

## "IMIX-2022-06-30-TAR and Accounts FY 2021-22 approved by board" History

-  Document created by Emily Jones (emily.jones@imix.org.uk)  
2023-02-03 - 4:44:27 PM GMT- IP address: 90.248.25.249
-  Document emailed to geraldineblake66@gmail.com for signature  
2023-02-03 - 4:46:26 PM GMT
-  Email viewed by geraldineblake66@gmail.com  
2023-02-03 - 6:40:52 PM GMT- IP address: 66.249.93.225
-  Signer geraldineblake66@gmail.com entered name at signing as Geraldine Blake  
2023-02-03 - 6:41:50 PM GMT- IP address: 80.42.102.213
-  Document e-signed by Geraldine Blake (geraldineblake66@gmail.com)  
Signature Date: 2023-02-03 - 6:41:52 PM GMT - Time Source: server- IP address: 80.42.102.213
-  Document emailed to aepton@goldwins.co.uk for signature  
2023-02-03 - 6:41:53 PM GMT
-  Email viewed by aepton@goldwins.co.uk  
2023-02-06 - 1:42:51 PM GMT- IP address: 193.42.57.71
-  Signer aepton@goldwins.co.uk entered name at signing as Anthony Epton  
2023-02-06 - 1:44:18 PM GMT- IP address: 188.31.110.137
-  Document e-signed by Anthony Epton (aepton@goldwins.co.uk)  
Signature Date: 2023-02-06 - 1:44:20 PM GMT - Time Source: server- IP address: 188.31.110.137
-  Agreement completed.  
2023-02-06 - 1:44:20 PM GMT

**IMIX**

England & Wales - Charity number 1183693

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# Accounts

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**IMIX**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2021**

# IMIX

## LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Trustees</b>	R Oliver S Ejaz Z Onokaye-Akaka G Blake (Chair) P Griffith E Liberda-Moreni (Treasurer) D Modern A Estibals J Levenson	(Appointed 13 July 2021) (Appointed 13 July 2021) (Appointed 13 July 2021) (Resigned 13 July 2021)
<b>Chief Executive</b>	E Harrison	(To December 2021)
<b>Charity number</b>	1183693	
<b>Principal address</b>	CAN Mezzanine 7-14 Great Dover Street London SE1 4YR	
<b>Independent examiner</b>	F J Wilde FCCA MBA DChA Warner Wilde 4 Marigold Drive Bisley Surrey GU24 9SF	
<b>Bankers</b>	HSBC Bank 31 Holborn London EC1N2HR	
<b>Accountants</b>	Charity Accounting Services Ltd Unit B108, Trident Business Centre 89 Bickersteth Road London SW17 9SH	

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# IMIX

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

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# IMIX

## TRUSTEES' REPORT

### FOR THE YEAR ENDED 30 JUNE 2021

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The trustees present their report and financial statements for the year ended 30 June 2021.

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 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

#### Objectives and activities

The charity's objects are:

- To advance the education of the public and media about issues relating to equality and diversity and social inclusion, especially regarding people who are migrants, refugees or seeking asylum
- To advance the education of the public and media about the issues relating to refugees, migrants and those seeking asylum
- To advance the education and training of the public, particularly charity and non-charitable voluntary organisations working with refugees, people seeking asylum and migrants in all forms of communications, especially the media
- To advance education among migrants, refugees and people seeking asylum

#### Vision

***Our vision is a society which embraces and celebrates people who move to the UK, one where we can all live well together.***

#### Mission

IMIX is changing the conversation about migration and refugees, challenging an often hostile media agenda and altering public perception.

#### Our Strategy 2021-2024

##### Overall aims

- To create an open and welcoming Britain for people who make the UK their home: by increasing support for refugee protection and to build social support for migration
- To build sustainable communications capacity in the refugee and migration sector to improve the quality and volume of media coverage.

##### Objectives

- To increase the number of experts by experience engaging with debates on migration
- To support the sector to deliver higher impact campaigns and media interventions which persuade segments of the public to be more welcoming to migrants
- To build strong relationships with mass media outlets and digital content providers
- To deliver regional training and support to increase the communications capacity of small and grass roots organisations
- To use digital platforms to increase empathy, understanding and celebration of people who migrate
- To support development of new narratives and messaging frameworks

As a new charity the Chief Executive and Board have focussed on strategy, fundraising and governance. From a strategic perspective, we have delivered well against our core objectives (see achievements and performance section). The fundraising position is very strong, we have met our reserves target and have been spending down our unrestricted income over the year.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

---

#### Public Benefit

When planning our activities for the year, the trustees have considered the Charity Commission's guidance on public benefit. Trustees are clear that there are identifiable benefits to the work that we do in supporting organisations across the refugee and migration sector, including:

- delivering training on working with the press and media
- providing one-to-one support for small organisations lacking communications expertise
- offering advice and guidance on how to make the best of limited resources and reach a wide audience.

Trustees are clear that these benefits are for a wide cross-section of the public;

Trustees are clear that those benefits relate to our aims;

Trustees are clear that those benefits outweigh any potential risks.

#### Charitable Activities

IMIX works closely with organisations across the refugee and migration sector to train, support and build communications capacity. We deliver training courses on working with the press and media including interview techniques, social media and digital content, storytelling and audience insights. We also provide one-to-one support for small organisations lacking communications expertise, offering advice and guidance on how to make the best of limited resources and reach a wide audience.

We draw on our experience and contacts within the national and local press to ensure more first-hand stories are shared publicly in the media. By putting a human face and story to complex and divisive issues, we aim to create greater understanding and empathy for those who have made the UK their home.

#### Achievements and performance

The last year has been dominated by new immigration rules following the completion of the Brexit negotiations. From new routes for skilled migrants to the concerns about fewer options for those fleeing war, violence, and persecution; IMIX has been at the forefront of some of the most challenging media debates. We've met these opportunities by offering guidance and practical support to our network and by working in partnership with others to consider how we can deliver long-term social change. We now have 635 people signed up to our daily media briefings and google group, which is an 81% increase on last year.

#### Impact of Covid19

During the second wave of Covid19 there was not as much interest in the positive stories of contribution which had been so successful in the first wave. During the winter months we focused our efforts on collaboration and capacity building. The impact of covid was felt strongly through the team personally via the work we did helping organisations, particularly those who were supporting people living in Penally / Napier Barracks and in sub-standard hotel accommodations.

While we managed to hit most of our targets and deliver high quality support to our partners, well-being has taken a hit. We've mitigated this through flexible working and offering counselling, coaching and additional training for our team. In addition, we strengthened our staff team in core areas to reduce the risk of burnout. The move to remote working has enabled us to base recruitment decisions on talent, not location, meaning we have a better regional footprint.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

*FOR THE YEAR ENDED 30 JUNE 2021*

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### **Organisational development**

As a new charity, good organisational development and sustainability is vital for our ongoing success. Over the past year we have focused on improving financial processes and procedures; refreshed our strategy; added to our board of trustees and increased staff capacity to enable us to deliver our work effectively while spending down our restricted grants.

Working alongside our accountancy company, we have improved the quality of our monthly and quarterly reports to ensure the Board has clear management accounts from which they can help the CEO make investment decisions.

We have enhanced our monitoring, learning and evaluation approach and can now better report on media we've supported and the results of our training courses. This work directly fed into the strategy review process. The strategy process helped us better think through how to use our resources, to this end we have added two new roles, a digital officer, and a regional communications coordinator for the Northeast.

While delivering significant internal benefits, the strategy process was driven by external factors, recognising the impact of Brexit, Covid-19 and the Government's new plan for immigration.

### **Narrative work**

We completed a big piece of work on building public support for refugee protection: The Struggle for Safety. Funded by Comic Relief, we worked with people with lived experience of crossing the Channel and organisations delivering support to those seeking asylum to build a narrative which will appeal to both our base and broader audiences. This work will be tested throughout the remainder of 2021 and throughout 2022.

Work on destitution messaging, supported by the Paul Hamlyn Foundation, has started but will not be completed 'til early 2022 due to external factors.

### **Coalition working**

Over the last year we found several ways to work with others to achieve our goals. We started work with other infrastructure organisations to think through how we could work more collaboratively, share intelligence, and ensure best use of resources. At the regional level we worked to support a variety of organisations in the West Midlands to raise the profile of the EU settlement scheme and the myriad problems associated with asylum accommodation.

The deepest work, however, was with the Asylum Reform Initiative (ARI), which is made up of some of the bigger organisations within the refugee protection sector. We worked with the team to support the 'Together with Refugees' campaign development and launch the campaign, including securing press coverage in the Spectator Magazine.

### **Digital development**

Following feedback from the sector and investment from funders we increased our resource in digital and have been experimenting across various channels. We have been taking a strategic approach to our blogs – by seeing what kind of posts do well and recreating them to meet our sector needs. Two of the most popular this year were '7 powerful films to watch ahead of Refugee Week' which has had 6000+ unique views '5 ways to counter social media' with 4447 unique views. In the previous year the most popular blog received 840 unique views in the previous year, an increase in views by over 600%.

Our learning is that posts with direct, applicable actions do well with our audience, who are those within the sector or in the wider public engaged with refugee issues.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

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In line with standard practice, we use our Twitter to disseminate news and resources for the sector in a readable, conversational way. Our Twitter has also grown by 1840+ followers in the past year and is currently at 4610+ followers. It is steadily growing at a minimum of 100 followers a month. However, we're more interested in using our digital platforms to facilitate people with lived experience to tell their stories, while experimenting with multimedia content, such as Instagram reels. For example, for the Refugee Convention 70th anniversary, we made a series of reels featuring lived experience voices which has been played over 4000 times on Instagram.

#### Capacity building

Our training and support packages continue to be popular with our network and beyond. Over the last year, thanks to increased capacity – and the move to online training - we've delivered over 50 sessions throughout this reporting period, engaging over 860 individuals.

In the previous year we held 34 sessions for 488 people, a 47% increase in sessions and 76% increase in participants.

As well as running media-focused training courses for organisations like Asylum Matters, The Roma Support Group, The Bike Project, and Refugee Action, we offered one-to-one media support to organisations like Project 17 who work with families who have been rejected by the EUSS and have No Recourse to Public Funds, and Samphire, which supports former detainees in Kent.

While our courses helping people understand strategic communications and media training are as popular as ever, in order to meet the needs of the sector, we have also increased our focus on digital engagement. Over the last year we have offered advice on how to use various channels, create content, website reviews as well as how to stay safe online. As well as training organisations such as STAR, Refugee Info Bus, Music in Detention and UK Welcomes Refugees, we've mentored organisations with limited capacity such as Lichfield City of Sanctuary, Waterloo Community Counselling and English for Action London to help them unlock the potential of their digital channels.

#### Supporting our network through community action

Over the past year we've shifted focus from just telling 'positive' stories to trailing new ways of working/ audience engagement through focusing more community responses to building a welcome environment. For example, we supported KRAN to organise a very successful stunt titled 'Christmas Welcome', a nativity staged by refugees and representing their arrival to the UK by boat. The video was viewed more than 60k times and was covered by Kent Live. We advised them on messaging and narrative. It was a good example of working proactively and sharing a positive message of welcome which was well-received by the wider sector and public.

In the West Midlands, City of Sanctuary required our support to empower local groups to form positive relationships with local media, who had a wealth of positive, community-based stories to share. Due to past negative experiences with the media, minimal capacity and a lack of press knowledge in the region from the national movement, these vital, attitude shifting stories were left untold.

IMIX provided bespoke support to these networks over a period of two months, delivering specialised media basics training to build confidence and knowledge alongside facilitating new, positive relationships with local journalists. It culminated with fantastic coverage in local press, with IMIX delivering support throughout on pitching stories, safeguarding, and ensuring key messages were shared. Highlights from Wolverhampton's Express and Star newspaper include stories focusing on a group of female sanctuary seekers turning a run-down allotment into a vibrant community space for the local community, a member of the movement making and donating face masks to the NHS, and a cookbook, filled with recipes from around the world within the local movement.

Since then, the local network has had the confidence to proactively approach local media outlets with other stories in response to government policy announcements.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

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#### EU Settlement Scheme

Along with media outreach, we worked hard at solidifying our relationships with people working on EU citizens' rights. We now have a network of around 60 civil society and government partners working on the EUSS around the UK. One of the biggest strengths of the network has been its diversity including small grassroots organisations such as the Roma Support Group and the East European Resource Centre in London or Euroopia in Manchester, larger organisations such as Age UK and Citizens Advice Bureau, campaign groups such as the3million, as well as the Home Office, and the European Commission.

Some of the challenges in building a wide network included finding organisations who work directly with vulnerable EU citizens and who have the capacity to get involved in awareness raising and media engagement. The Roma Support Group, the Eastern European Resource Centre and Euroopia have played a major role in highlighting the challenges for vulnerable EU citizens who have been exploited, who are not fluent in English and who live in precarious professional and private situations that increase their risk of failing to secure pre-settled or settled status ahead of the government's application deadline.

Another challenge in building up capacity within IMIX's partner network was to encourage organisations to do strategic thinking around key messages for the EUSS that can be used in external communications with EU citizens themselves as well as the media, but also decision makers and other stakeholders. With many organisations lacking staff dedicated to communications and media engagement there is often little capacity for vital work on messaging. There's also a lack of understanding that simplifying some of the more complex issues with the EUSS for outreach and media work is crucial to reach target audiences. Some legal partners such as Seraphus have been very helpful in translating some of the more complex issue in easy-to-understand language. As a result, they have been offered media opportunities on a regular basis over the last year.

In the run-up to the 31 June EUSS application deadline, we spoke to a variety of experts in the sector to assess what challenges lay ahead and what issues were likely to crop up and helped place several pieces including supporting a partner to do an interview with ITV Granada.

#### Refugee Week 2021

Over 100 pieces of media coverage were secured for Refugee Week 2021 (RW21); this included 16 pieces in national press including the Daily Mirror, Guardian, METRO, BBC Sunday Morning Live and National Geographic Kids.

To build the skills of the RW21 partners, we delivered a webinar to over 100 local organisers, equipping attendees with the skills and knowledge to engage local media outlets, and use digital platforms to promote the festival. Additional support was given in the form of a 'local press toolkit' and ad-hoc support to roughly 25 organisations across the UK in the weeks prior to and during the festival. In addition, we supported 18 people with lived experience to share their stories with the media during the week. These results were a great achievement considering a news agenda dominated by COVID-19 and the Euro 2020 football tournament.

As well as training the ambassadors in press and media, a session on producing their own digital content was given. We worked closely with Counterpoints Arts to organise a day for the ambassadors to come together, network with each other and produce digital content to be shared during the festival.

We worked with a refugee photojournalist to take photos of the ambassadors which were turned into digital assets and shared on the IMIX and Refugee Week social media accounts as well as the ambassadors' own profiles during the festival. Videos were also taken of the ambassadors talking on the theme of the festival, 'We Cannot Walk Alone' and shared on the same platforms. A film promoting the festival featuring the ambassadors was also created and shared securing over 3000 views across Refugee Week and IMIX social platforms as well as being widely shared by other individuals and organisations.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

### *FOR THE YEAR ENDED 30 JUNE 2021*

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In addition to helping to produce and promote the ambassador content, we created some further IMIX digital content for the festival. This included a 'Celebrating Friendship' series with photos and quotes of refugees and people they have made friends within their local communities, several blogs, and general social media coverage of the festival. One of the blogs later led to a widely shared opinion piece in the Metro.

IMIX partnered with IOM UK to host an event during Refugee Week: Telling Stories of Migration and Displacement with Humanity and Hope, featuring the Witness Change 1000 Dreams project as well as one of the ambassadors who had been involved with the project. Just over 100 people attended, and a lively conversation took place on ethical storytelling.

#### **Channel crossings**

The issue of people making the perilous journey across the channel continued to be a dominant media story. One of the challenges in advocating fair and balanced coverage of the Channel crossings from Calais is that many people who have experienced those journeys are not initially in a position where they can talk about them, and later, when they rebuild their lives, may not be easy to find. For this reason, as well as building relationships with those charities operating in Northern France and supporting those who want to tell their story, we launched a project called Museum of Calais.

The Museum of Calais project had two aims – to provide a counter-narrative to the stream of daily social media reports about the number of crossings, and to contact people who had experienced that journey and give them a first, safe place to share their story. For this reason, the stories were anonymous, and focused on objects people brought with them to the UK from Calais, meaning that they could share visually engaging images without being identified. These were then shared on Instagram and Twitter using the hashtag 'Museum of Calais' during Refugee Week.

In total we have collected eight stories so far, through personal contacts, word of mouth and an online form. They include one story about a raincoat that the wearer treasured because it was given to him in the Calais 'Jungle' when he was cold and wet, another about a pair of earrings a young woman couldn't bear to let go of, and a moving tale about a Syrian refugee's necklace of olive stones that his mother made for him while she was in prison.

The stories were widely shared by supporters in the sector, with the eight tweeted stories receiving 35,486 impressions (a measure of how many times a tweet has been seen). One, about a young man who carried a precious ring given to him by his mother, was liked nearly 2,500 times when re-posted by Choose Love on Instagram. The next step is to create a permanent digital gallery for the stories, and to seek out potential partners for a real-world exhibition. This would also open the opportunity for traditional media coverage, while deepening our connections with the people who trusted us to share their story.

#### **Key learning points for the year**

Our work in supporting those with lived experience became even more important last year as we contended with a difficult environment around channel crossings. In the past, we'd underinvested in this area therefore we had little understanding of the staff capacity required to do this well. We tested a variety of approaches to training and support for people with lived experience of the migration system, as a result we have reduced the number of people we work with to give each one more one-to-one support. We believe this approach will accrue more value as people will feel well supported to talk to the media and we will be able to maintain a robust approach to safeguarding and well-being.

Inevitably, there is always more work than we can take on. We undertook a strategy refresh and agreed to focus our communication efforts on the key policy areas: asylum reform, destitution, and post-Brexit immigration. We hope this will help us ensure value for money for our funders, to support our partners in the most productive way and be able to demonstrate impact.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 30 JUNE 2021**

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### Financial review

The Trustees report a surplus £148,822 (2020: £223,167) on operations for the period under review. The income for the year was £462,317 (2020: 379,254) and expenditure £313,495 (2020: £ 156,087). As a new charity we invested considerable energy in fundraising, to build our reserves and ensure we could operate effectively in the first three years. We have clear plans as to how to spend down restricted income in line with grant requirements. However, the Covid 19 pandemic had an impact on our operations and some of our work has been delayed. Some staff reduced their hours and, we were unable to recruit to a key role. In addition, as work moved online we haven't travelled or needed to hire rooms to deliver training. When comparing this report to the previous report, it is important to note that IMIX transitioned to independence part way through the previous financial year, so the 2020 report only includes seven months-worth of operations.

We are grateful for the ongoing support of our funders:

AB Charitable Trust  
Barrow Cadbury Trust  
Comic Relief  
Esmee Fairbairn Foundation  
Global Dialogue  
Oak Foundation  
Paul Hamlyn Foundation  
Trust for London  
Unbound Philanthropy

### Reserves Policy

The Trustees aim to have sufficient unrestricted reserves to cover our budgeted operating costs for 3-6 months. The unrestricted reserve balance at 30 June 2021 was £253,416 (2020: £144,408) which is above our reserves policy. We have plans to invest some of our unrestricted funds over the coming years, to build a sustainable organisation able to meet the demand for our services.

### Risk Policy

The Trustees actively review the major risks which face the charity on a regular basis, with a Risk Assessment report available online and reviewed at every Trustee meeting.

### Going concern

The Trustees believe that maintaining reserves at adequate levels, combined with an annual review of the controls over key financial systems will provide sufficient resources in the event of adverse conditions. The Trustees have also examined other operational and business risks faced by IMIX and believe that the systems in place to mitigate significant risks offers the Trust adequate protection. Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the statements on a going concern basis.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

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#### Future Plans

From an organisational point of view, our new Chief Executive will join our team on 1st March 2022. We are bringing in an external HR partner to ensure our team are well supported and are policies and processes are the best they can be.

Over the coming year we will work towards the following objectives:

- To increase the number of experts by experience engaging with debates on migration
- To support the sector to deliver higher impact campaigns and media interventions which persuade segments on the public to be more welcoming to migrants
- To build strong relationships with mass media outlets and digital content providers
- To deliver regional training and support to increase the communications capacity of small and grassroots organisations
- To use digital platforms to increase empathy, understanding and celebration of people who migrate
- To support development of new narratives and messaging frameworks

We will continue to deliver high quality training and support the migration sector, while focusing on long-term attitudinal change. We will run a series of digital 'masterclasses' as well as updating our toolkits and offering more top tips through our website.

We will work with our 600 strong network to respond quickly to the pressing issues of the moment; as the Nationality and Borders Bill goes through parliament, we will support the sector to respond through national, local, and regional media approaches.

As part of our commitment to tell pro-migration stories and invest in digital we have launched a Facebook page, called Good Neighbours, in partnership with other organisations to share positive stories of communities supporting or welcoming refugees. This was created to disseminate positive stories to more localised Facebook audiences across the country. Another purpose of this page will be to utilise Facebook's ability to specifically target audience segments. We will run an ad campaign testing messaging with different UK audiences to see what resonates. We will share findings with the sector.

We will complete the work on 'better conversations on destitution' which is a collaborative project with Praxis Community Projects, Naccomm and people with lived experience of the system.

Regarding post-Brexit immigration systems, we will continue to grow our network of sector contacts, both nationally and across the regions, checking in regularly to stay across any emerging issues with the EUSS and identifying compelling case studies. We will also focus more attention on issues such as modern slavery and worker shortages.

#### Structure, governance and management

The charity is constituted as a charitable incorporated organisation and its governing document is a written constitution dated 03 June 2019.

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

J Levenson	(Resigned 13 July 2021)
R Oliver	
S Ejaz	
Z Onokaye-Akaka	
G Blake (Chair)	
P Griffith	
E Liberda-Moreni (Treasurer)	(Appointed 13 July 2021)
D Modern	(Appointed 13 July 2021)
A Estibals	(Appointed 13 July 2021)

# IMIX

## TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

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### Recruit and induction of trustees

The Trustees are appointed by the charity trustees and are recruited with regard to their knowledge, skills and experience, including lived experience of migration. The Trustees are appointed for a three-year term with the option to extend for a second term. We currently have eight board members. At the date of signature, one trustee has stepped down for personal reasons and we have welcomed three new trustees to our board including a treasurer.

### Recruit and induction of trustees

IMIX is administered by Chief Executive, E Harrison (to Dec 2021), based on the strategic direction set by the trustees. A new Chief Executive, J Regan will join 1 March 2022 and we have interim arrangements in place until then. The board of trustees meets four times a year, plus a strategy away day. The chair and safeguarding lead trustee also provide support to the CEO as and when required. Charity Accounting Services provide book-keeping and accounting services to the charity.

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

*Geraldine Blake*  
Geraldine Blake (Feb 23, 2022 10:31 GMT)

**G Blake (Chair)**  
Trustee Feb 23, 2022  
Dated: .....

# IMIX

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF IMIX

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I report to the trustees on my examination of the financial statements of IMIX (the charity) for the year ended 30 June 2021.

### 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 (the 2011 Act).

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

### Independent examiner's statement

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

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) 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 financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 2011 Act; or
- 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 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 financial statements to be reached.

*Frances Wilde*

F J Wilde FCCA MBA DChA

Warner Wilde  
4 Marigold Drive  
Bisley  
Surrey  
GU24 9SF

Feb 23, 2022  
Dated: .....

# IMIX

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2021

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		Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
	Notes						
<b>Income from:</b>							
Donations and legacies	3	203,150	-	203,150	214,329	-	214,329
Charitable activities	4	-	259,167	259,167	4,092	160,833	164,925
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total income</b>		203,150	259,167	462,317	218,421	160,833	379,254
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Expenditure on:</b>							
Charitable activities	5	93,742	219,753	313,495	74,413	81,674	156,087
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Net income for the year/ Net movement in funds</b>		109,408	39,414	148,822	144,008	79,159	223,167
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Fund balances at 1 July 2020		144,008	79,159	223,167	-	-	-
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Fund balances at 30 June 2021</b>		253,416	118,573	371,989	144,008	79,159	223,167
		<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

# IMIX

## BALANCE SHEET

AS AT 30 JUNE 2021

	Notes	2021		2020	
		£	£	£	£
<b>Fixed assets</b>					
Tangible assets	9		4,031		3,039
<b>Current assets</b>					
Debtors	10	97,493		10,744	
Cash at bank and in hand		353,618		376,355	
		<u>451,111</u>		<u>387,099</u>	
<b>Creditors: amounts falling due within one year</b>	11	<u>(83,153)</u>		<u>(166,971)</u>	
Net current assets			367,958		220,128
<b>Total assets less current liabilities</b>			<u>371,989</u>		<u>223,167</u>
<b>Income funds</b>					
Restricted funds	13		118,573		79,159
Unrestricted funds			253,416		144,008
			<u>371,989</u>		<u>223,167</u>

Feb 23, 2022

The financial statements were approved by the Trustees on .....

*Geraldine Blake*

[Geraldine Blake \(Feb 23, 2022 10:31 GMT\)](#)

.....  
G Blake (Chair)

**Trustee**

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 30 JUNE 2021

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#### 1 Accounting policies

##### Charity information

IMIX is a Charitable Incorporated Organisation registered on 3 June 2019.

##### 1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "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)". The charity is a Public Benefit Entity as defined by FRS 102.

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, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. 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 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.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

##### 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.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

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#### 1 Accounting policies (Continued)

##### 1.5 Expenditure

Liabilities are recognised when either a constructive or legal obligation is identified.

Expenditure is recognised on an accruals basis.

##### 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	25% reducing balance
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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 net income/(expenditure) for the year.

##### 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.

##### **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.

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

### 1 Accounting policies

(Continued)

#### **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.

### 2 Critical accounting estimates and judgements

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

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

### 3 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Grants from trusts and foundations	203,150	214,329

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

### 3 Donations and legacies

(Continued)

#### Grants receivable for core activities

AB Charitable Trust	-	20,000
Esmee Fairbairn	44,332	64,857
Global Dialogue	-	46,152
OAK Foundation	111,680	83,320
Action Foundation	2,888	-
Paul Hamlyn	43,750	-
Other	500	-
	<u>203,150</u>	<u>214,329</u>

### 4 Charitable activities

	Charitable Income 2021 £	Charitable Income 2020 £
Services provided under contract	-	4,092
Grants	271,667	160,833
Less: deferred income	(12,500)	-
	<u>259,167</u>	<u>164,925</u>
Analysis by fund		
Unrestricted funds	-	4,092
Restricted funds	259,167	160,833
	<u>259,167</u>	<u>164,925</u>
<b>Grants</b>		
Barrow Cadbury	30,000	15,000
Global Dialogue	-	24,500
Trust for London	26,000	13,000
Comic Relief Across Border	50,000	50,000
Unbound Philanthropy	141,667	58,333
Comic Relief Covid Recovery	24,000	-
	<u>271,667</u>	<u>160,833</u>

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

### 5 Charitable activities

	2021 £	2020 £
Staff costs	239,597	110,850
Depreciation and impairment	1,387	401
Programme costs	29,643	15,184
	<u>270,627</u>	<u>126,435</u>
Share of support costs (see note 6)	41,117	28,452
Share of governance costs (see note 6)	1,751	1,200
	<u>313,495</u>	<u>156,087</u>
<b>Analysis by fund</b>		
Unrestricted funds	93,742	74,413
Restricted funds	219,753	81,674
	<u>313,495</u>	<u>156,087</u>

### 6 Support costs

	Support costs £	Governance costs £	2021 £	Support costs £	Governance costs £	2020 £
Office rent	18,368	-	18,368	11,351	-	11,351
Insurance	443	-	443	469	-	469
Telephone and broadband	2,348	-	2,348	1,137	-	1,137
Office costs	532	-	532	1,500	-	1,500
Media infrastructure	9,659	-	9,659	6,390	-	6,390
Accounting services	8,645	-	8,645	7,605	-	7,605
Miscellaneous	1,122	-	1,122	-	-	-
Independent Examination	-	1,700	1,700	-	1,200	1,200
Bank charges	-	51	51	-	-	-
	<u>41,117</u>	<u>1,751</u>	<u>42,868</u>	<u>28,452</u>	<u>1,200</u>	<u>29,652</u>
Analysed between Charitable activities	<u>41,117</u>	<u>1,751</u>	<u>42,868</u>	<u>28,452</u>	<u>1,200</u>	<u>29,652</u>

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

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### 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

#### Number of employees

The average monthly number of employees during the year was:

	<b>2021</b>	<b>2020</b>
	<b>Number</b>	<b>Number</b>
Employees	7	6

#### Employment costs

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Wages and salaries	214,614	103,342
Social security costs	17,293	3,382
Other pension costs	7,690	4,126
	<u>239,597</u>	<u>110,850</u>

There were an average of seven posts throughout the accounting period, one of these was part time.

Key Management Personnel is defined as the CEO plus the senior leadership proportion of the Media Director (40%), Operations Manager (20%) and Digital Comms Manager (10%) roles. Total cost for the period, including add-on costs such as employer's NI and pension costs, is approximately £92,407.

The number of employees whose annual remuneration was £60,000 or more were:

	<b>2021</b>	<b>2020</b>
	<b>Number</b>	<b>Number</b>
70,001 - 80,000	1	-

Contributions totalling £2,624 were made to defined contribution pension schemes on behalf of employees whose emoluments exceed £60,000.

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

### 9 Tangible fixed assets

	Fixtures and fittings £
<b>Cost</b>	
At 1 July 2020	5,943
Additions	2,379
	<hr/>
At 30 June 2021	8,322
	<hr/>
<b>Depreciation and impairment</b>	
At 1 July 2020	2,904
Depreciation charged in the year	1,387
	<hr/>
At 30 June 2021	4,291
	<hr/>
<b>Carrying amount</b>	
At 30 June 2021	4,031
	<hr/> <hr/>
At 30 June 2020	3,039
	<hr/> <hr/>

### 10 Debtors

	2021 £	2020 £
<b>Amounts falling due within one year:</b>		
Trade debtors	95,017	628
Prepayments and accrued income	2,476	10,116
	<hr/>	<hr/>
	97,493	10,744
	<hr/> <hr/>	<hr/> <hr/>

### 11 Creditors: amounts falling due within one year

	Notes	2021 £	2020 £
Other taxation and social security		6,778	4,550
Deferred income	12	72,500	158,331
Trade creditors		(3)	342
Other creditors		1,183	1,354
Accruals		2,695	2,394
		<hr/>	<hr/>
		83,153	166,971
		<hr/> <hr/>	<hr/> <hr/>

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

### 12 Deferred income

	2021 £	2020 £
Other deferred income	72,500	158,331

### 13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds		
	Incoming resources £	Resources expended £	Balance at 1 July 2020 £	Incoming resources £	Resources expended £	Balance at 30 June 2021 £
Barrow Cadbury	15,000	(2,500)	12,500	17,500	(30,000)	-
Global Dialogue	24,500	(12,499)	12,001	-	(12,001)	-
Trust for London	13,000	(10,509)	2,491	26,000	(19,536)	8,955
Comic Relief Across Border	50,000	-	50,000	50,000	(55,297)	44,703
Unbound Philanthropy	58,333	(56,166)	2,167	141,667	(78,919)	64,915
Comic Relief Covid Recovery	-	-	-	24,000	(24,000)	-
	160,833	(81,674)	79,159	259,167	(219,753)	118,573

**Barrow Cadbury Trust:** are providing funds to support IMIX's core communications work on migration with a focus on issues related to settled status of EU migrants resident in the UK, but also work on other issues, including covid-19 related communications work.

**Global Dialogue:** have provided a grant to support regional communications.

**Trust for London:** are funding IMIX to support strategic communications work with grassroots migration organisations in London.

**Comic Relief:** IMIX have been funded by Comic Relief's 'Across Borders: routes to safety for refugees' initiative to provide a new narrative for people on the move, with a focus on migrants crossing the channel.

**Unbound Philanthropy:** have provided a grant in support of strategic communications training and support to bring fresh voices and stories to the migration and integration debate.

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

### 14 Analysis of net assets between funds

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Fund balances at 30 June 2021 are represented by:						
Tangible assets	4,031	-	4,031	3,039	-	3,039
Current assets/ (liabilities)	249,385	118,573	367,958	140,969	79,159	220,128
	<u>253,416</u>	<u>118,573</u>	<u>371,989</u>	<u>144,008</u>	<u>79,159</u>	<u>223,167</u>

### 15 Related party transactions

There were no disclosable related party transactions during the year (2020 - none).









# IMIX 2021 Accounts

Final Audit Report

2022-02-23

Created:	2022-02-11
By:	Emily Jones (emily.jones@imix.org.uk)
Status:	Signed
Transaction ID:	CBJCHBCAABAAePpsbDHlvU55g2ji7mrPNbSNBSGOPsB7

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