



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

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 Ndlovu who 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	£	£	£	£	£	£
Income from:							
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
Total Income		223,292	280,514	503,806	163,405	281,536	444,941
Expenditure on:							
Charitable activities	5	246,503	265,721	512,224	267,637	256,172	523,809
Total Expenditure		246,503	265,721	512,224	267,637	256,172	523,809
Net Income for the year / Net movement in funds		(23,211)	14,793	(8,418)	(104,232)	25,364	(78,868)
Funds brought forward		103,172	133,730	236,902	207,404	108,366	315,770
Funds carried forward		79,961	148,523	228,484	103,172	133,730	236,902

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 £
FIXED ASSETS					
Tangible fixed assets	9		6,584		7,351
CURRENT ASSETS					
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)	
Net Current Assets			<u>221,900</u>		<u>229,551</u>
NET ASSETS TOTALS			228,484		236,902
THE FUNDS OF THE CHARITY					
Restricted Fund	12		148,523		133,730
Unrestricted Fund	13		79,961		103,172
TOTAL FUNDS			<u>228,484</u>		<u>236,902</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 £
Net cash provided by (used in) operating activities	(a)		(7,886)	(55,335)
Cash flows from investing activities:				
Purchase of fixed assets		-	-	-
Cash used in investing activities			-	-
Change in cash and cash equivalents in the year			(7,886)	(55,335)
Cash and cash equivalents at the beginning of the year			272,918	328,253
Cash and cash equivalents at the end of the year	(b)		265,032	272,918
a) Reconciliation of net expenditure to net cash flow from operating activities				
			2024 £	2023 £
Net income for the reporting period			(8,418)	(78,868)
(as per the statement of financial activities)				
Depreciation			767	1,024
(Increase) / Decrease in debtors			(39,507)	1,567
Increase / (Decrease) in creditors			39,272	20,942
Net cash provided by / (used in) operating activities			(7,886)	(55,335)
b) Analysis of cash and cash equivalents				
		At 1 July 2023 £	Cash flows £	At 30 June 2024 £
Cash at bank and in hand		272,918	(7,886)	265,032
Total cash and cash equivalents		272,918	(7,886)	265,032

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

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Grants from trust and foundations	<u>195,672</u>	<u>148,455</u>
Grants receivable for core activities		
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

	Charitable Income	Charitable Income
	2024	2023
	£	£
Consultancy and training	27,620	14,950
Grants	280,514	281,536
	<u>308,134</u>	<u>296,486</u>
Analysis by fund		
Unrestricted funds	27,620	14,950
Restricted funds	<u>280,514</u>	<u>281,536</u>
	<u>308,134</u>	<u>296,486</u>
Grants		
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>
Analysis by fund		
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
Number of Employee	£	£
The average monthly number of employees during the period was:	10	9
Employment costs		
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 £
Cost	
At 30 June 2023	14,031
Additions	-
At 30 June 2024	14,031
Depreciation	
At 30 June 2023	6,680
Provided during year	767
At 30 June 2024	7,447
Net book value	
At 30 June 2024	6,584
At 30 June 2023	7,351

10. Debtors

	2024	2023
	£	£
Trade debtors	40,231	724
	40,231	724

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
	83,363	44,091

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	108,366	281,536	(256,172)	133,731	280,514	(265,721)	148,523

13. Unrestricted funds

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

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	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	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
	79,961	148,523	228,484	103,172	133,730	236,902

15. Related Party Transactions

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