



(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
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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 [Fatimah 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

		Unrestricted Funds 2025	Restricted Funds 2025	Total 2025	Unrestricted Funds 2024	Restricted Funds 2024	Total 2024
	Notes	£	£	£	£	£	£
Income from:							
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
Total Income		83,990	165,700	249,690	223,292	280,514	503,806
Expenditure on:							
Charitable activities	5	132,542	282,695	415,237	246,503	265,721	512,224
Total Expenditure		132,542	282,695	415,237	246,503	265,721	512,224
Net movement in funds		(48,552)	(116,995)	(165,547)	(23,211)	14,793	(8,418)
Funds brought forward		79,961	148,523	228,484	103,172	133,730	236,902
Funds carried forward		31,409	31,528	62,937	79,961	148,523	228,484

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 2025

	Notes	2025 £	2025 £	2024 £	2024 £
FIXED ASSETS					
Tangible fixed assets	9		6,008		6,584
CURRENT ASSETS					
Debtors	10	26,934		40,231	
Cash at bank and in hand:		54,749		265,032	
Total current assets		81,683		305,263	
CREDITORS: amounts falling due within one year	11	(24,754)		(83,363)	
Net Current Assets			56,929		221,900
NET ASSETS TOTALS			62,937		228,484
THE FUNDS OF THE CHARITY					
Restricted Fund	12		31,528		148,523
Unrestricted Fund	13		31,409		79,961
TOTAL FUNDS			62,937		228,484



The financial statements were approved by the trustees on Geraldine Blake (Apr 27, 2026 11:26:56 GMT+2) 2026 and signed on their behalf by:



Geraldine Blake (Apr 27, 2026 11:26:56 GMT+2)

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 2025

	Note	£	2025 £	2024 £
Net cash provided by (used in) operating activities	(a)		(210,283)	(7,886)
Cash flows from investing activities:				
Purchase of fixed assets		-	-	-
Cash used in investing activities			-	-
Change in cash and cash equivalents in the year			(210,283)	(7,886)
Cash and cash equivalents at the beginning of the year			265,032	272,918
Cash and cash equivalents at the end of the year	(b)		54,749	265,032
a) Reconciliation of net expenditure to net cash flow from operating activities				
			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
Net cash provided by / (used in) operating activities			(210,283)	(7,886)
b) Analysis of cash and cash equivalents				
		At 1 July 2024 £	Cash flows £	At 30 June 2025 £
Cash at bank and in hand		265,032	(210,283)	54,749
Total cash and cash equivalents		265,032	(210,283)	54,749

Notes to the accounts

FOR THE YEAR ENDED 30 JUNE 2025

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

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 £
Grants from trust and foundations	56,871	195,672
Grants receivable for core activities		
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

	Charitable Income 2025 £	Charitable Income 2024 £
Consultancy and training	27,119	27,620
Grants	165,700	280,514
	192,819	308,134
Analysis by fund		
Unrestricted funds	27,119	27,620
Restricted funds	165,700	280,514
	192,819	308,134
Grants		
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	-
	165,700	280,514

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
	378,922	461,785
Share of support costs (see note 6)	34,395	48,459
Share of governance costs (see note 6)	1,920	1,980
	415,237	512,224
Analysis by fund		
Unrestricted funds	132,542	246,503
Restricted funds	282,695	265,721
	415,237	512,224

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
	34,395	1,920	36,315	48,459	1,980	50,439
Analysed between Charitable activities (see note 5)	34,395	1,920	36,315	48,459	1,980	50,439

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

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

9 TANGIBLE FIXED ASSETS

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

10 Debtors

	2025 £	2024 £
Trade debtors	26,934	40,231
	26,934	40,231

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
	24,754	83,363

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	133,730	280,514	(265,721)	148,523	165,700	(282,695)	31,528

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	103,172	223,292	(246,503)	79,961	83,990	(132,542)	31,409
Total Funds	236,902	503,806	(512,224)	228,484	249,690	(415,237)	62,937

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
	31,409	31,528	62,938	79,961	148,523	228,484

15 Related party transactions

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