

The Zena Launchpad

England & Wales · Charity number 1185868

Details

Other names TRIBE + GLORY TRAINING, T+G, TRIBE + GLORY

Status Registered

Legal form CIO

Registered 2019-10-18

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

Contact

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Activities

Objects: THE OBJECTS OF THE CIO ARE:THE PREVENTION OR RELIEF OF POVERTY OF WOMEN (IN PARTICULAR BUT NOT EXCLUSIVELY LIVING IN UGANDA) BY PROVIDING OR ASSISTING IN THE PROVISION OF EDUCATION, TRAINING AND THE NECESSARY SUPPORT DESIGNED TO ENABLE INDIVIDUALS TO GENERATE A SUSTAINABLE INCOME AND BE SELF-SUFFICIENT.

Activities: The prevention or relief of poverty of women (in particular but not exclusively living in Uganda) by providing or assisting in the provision of education, training and the necessary support designed to enable individuals to generate a sustainable income and be self-sufficient.

Classification

- **How:** Provides Other Finance, Provides Advocacy/advice/information
- **What:** The Prevention Or Relief Of Poverty
- **Who:** Other Defined Groups

Geography

- Uganda

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£141,944	£208,708	-	-
2023-12-31	£239,338	£163,358	-	-
2022-12-31	£58,446	£101,068	-	-
2021-12-31	£165,740	£116,165	-	-
2020-12-31	£130,031	£76,686	-	-

Trustees

Name	Role	Appointed
Sarah Parthina Gough	Chair	2019-10-18
Dorothy Tyler		2024-02-01
Hector McLean		2024-02-01
Jane Pleace		2019-10-18
Peter Tibigambwa		2019-10-18
Sebastian Mitchell		2019-10-18

The Zena Launchpad

England & Wales - Charity number 1185868

Accounts



ZENA[★]

LAUNCH PAD

2024 Annual Impact Report

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"I feel relieved because I can handle almost all of my financial needs. I can afford to buy good food, get medications and also a nice dress for myself, I am no longer stressed. I am happy in my marriage because the financial fights we used to have are no longer there"

IRENE (2024 COHORT)

Letter from the Co Founders

Zena was founded on the single premise that female entrepreneurs living under the poverty line have the power to rewrite the story of extreme poverty for their families and their communities.

In 2024 we have celebrated our 8th year working in Kamuli to activate women into their own businesses. Over the past 8 years we have celebrated with 91 women as they have accessed the skills, capital and confidence to start their businesses and create income for their families. Living above the poverty line, educating their children and restoring hope in their communities.

This year was a landmark year for us as we carried out our first ever Annual Graduate Survey helping us to measure and record our quantifiable impact, surveying women who have been in business now for 6 years, and women who have reached their 1st year. The

results were incredibly moving and motivating. We have included them in the pages of this report.

We have celebrated exciting milestones this year including the achievement of Zena graduates Lydia Kifuko who was recognised as one of Busoga's top 100 extraordinary women in business, as well as Salima Nakutuba who was featured as a Top 10 Voice in International magazine Women in Business for her story of opening the first laundromat in Kamuli.

Once again we were overwhelmed with demand at interviews with over 500 women queueing for just 25 places in the Zena Launchpad. The demand is testament to the impact the community have seen through the Zena women but also shows an urgent and pressing need and we are determined to grow our

capacity to open the doors to many more women.

To that end, it was with great excitement that we broke ground on the first phase of construction for the Zena Campus. This phase includes the new office spaces, state of the art studio and our 8 stance latrine, providing the essential structures for our campus. Our hope is that one day this campus will be the site of hundreds of stories of transformation.

We would like once again to thank our community of supporters for their incredible support and generosity that has enabled us to continue our work this year. We hope the impact detailed in this report can share even just a small snapshot of the extraordinary impact your gifts have had.

CARAGH BRIDGWOOD
LOREN BRETT
(Zena CoFounders)

(Pictured: The Zena staff team in Uganda)



INTRODUCTION FROM OUR PROGRAMME DIRECTOR

2024 was a wonderful year at Zena. We celebrated the graduation of 25 incredible women from our entrepreneurship training programme, bringing the total number of graduates since the programme's inception to 91. Each of these women gained the skills, confidence, and resources to launch their entrepreneurial journeys, marking a significant milestone in their personal and professional growth.

A major highlight of the year was breaking ground on the construction of our new campus, which will significantly enhance our capacity to train and empower more women. This development represents an exciting step forward in our ability to scale operations, expand programme offerings, and create a state-of-the-art learning environment.

We also successfully piloted a community functional adult literacy class, an initiative aimed at extending our impact beyond Zena programme members. This class addresses the widespread need for basic

literacy skills in our communities, and we are excited to relaunch it next year with an expanded reach. Additionally, we implemented new monitoring and evaluation tools, including digital data collection methods, to better track programme impact and ensure accountability to our stakeholders.

This annual report is an exciting one as it also includes data from our first ever comprehensive Annual Graduate Survey. We have been able to survey over half of our total graduates and were able to collect data on their quality of life indicators, business profitability and family life since graduating from Zena.

As we move forward into 2025, we are excited to keep developing our programme, deepening community engagement, and supporting our alumni network to sustain long-term impact.

(CHRIS MUGWERI,
PROGRAMME DIRECTOR)





We believe in the agency of the most marginalised and that with the right tools — debt-free capital, capacity-building, and education — women can redefine their futures and transform their communities.

OUR MODEL

The Zena Launchpad was founded in 2016 with a mission to create sustainable solutions to poverty by empowering women entrepreneurs in Uganda. Our founders, inspired by academic research and on-the-ground experience, developed a model that breaks away from traditional handouts and loans.

OUR APPROACH

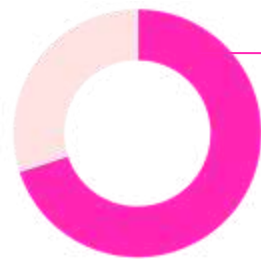
We take a holistic approach to capacity building. We believe that poverty is more than just a financial state. Instead, it impacts women socially, relationally, spiritually and mentally.

Women in our programme don't just receive capital; they earn it through short-term employment contracts. We believe that employment allows women to learn that their time has value. Earning a pay check for herself profoundly impacts a

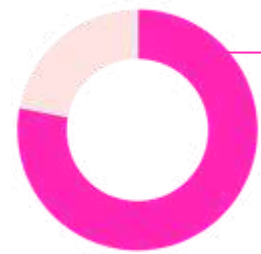
woman's self belief and sense of agency.

Earning also provides the perfect backdrop for education. Zena women learn business leadership, digital skills, leadership and financial literacy. Our graduates go on to mentor new participants, spreading the knowledge and fostering a ripple effect of empowerment.

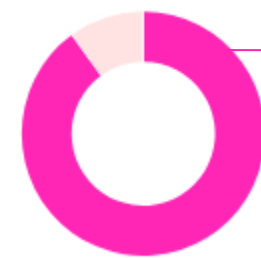
Impact Statistics



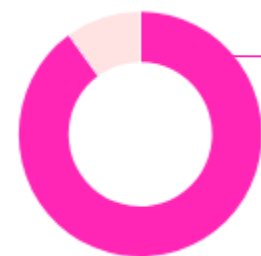
70% of all graduate businesses are active and generating income, showing strong sustainability.



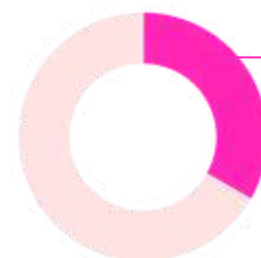
78% of surveyed graduates reported an increase in their savings compared to last year.



90% of surveyed graduates have made additional business, capital or income generating investments this year.



88% of surveyed graduates reported an increase in profits compared to last year.



33% of surveyed graduates are now involved in a community leadership role.

100%
of graduates

reported improved personal well-being

reported improved family well-being

felt they were powerful decision-makers in their households

24

new jobs supported by Zena businesses in 2024.



The average number of people financially supported by a Zena graduate is

5



£55,800 in revenue generated by Zena graduates in 2024
£24,500 in profit generated by Zena graduates in 2024

The average graduate business generates

£1,615

in annual profit, with some making over

£3,500

per year

(for context, the average monthly income of a woman before the Zena programme is under £20 a month. This represents a life-changing income for families.)

70% of graduate businesses are currently active. Of those, 72% were willing to be surveyed. 50% of all Zena graduates were available to be surveyed.



ENTREPRENEURSHIP TRAINING PROGRAMME

Our entrepreneurship training department delivered over 250 in-house sessions focused on building essential skills in entrepreneurship, leadership, digital literacy, functional adult literacy (FAL), holistic development, and agricultural practices. We also offer optional Bible study.

These sessions laid the foundation for personal growth and entrepreneurial success. In addition to our in-house classes, we hosted specialist training sessions for our programme members.

A notable highlight was a specialist session on layer poultry projects, led by an expert from Jeka Poultry Farm in Kamuli. This hands-on session equipped programme members with the knowledge to explore poultry farming as a viable business venture.

Along with these training sessions, the women also received over 200 combined individual counselling and mentorship sessions from our counsellor and programme staff.



“Zena has taught me how to read, write and count. I am now able to write my name very well, I note down all the expenditures I make in a month. This has helped me track down how I use my money. I have also acquired more business skills that I am also sharing with my fellow women in my community”

IRENE (2024 COHORT)

“Love has been restored in my family because I can cater for their needs and also be happy. Before joining the programme, I used to be bitter and tough with my children. As the head of the family, I was frustrated because I could not meet all my financial needs. Zena has taught me to be calm, and embrace whatever situation I am going through while loving myself.”

HANIFAH (2024 COHORT)

PHASE III BUSINESS PROJECT

This year, programme members participated in a four-month pilot business project, working in five groups of five members to manage a total seed capital of UGX 1,250,000 (£275) - UGX 250,000 (£55) per group.

By the end of the project, they had collectively turned their investments into UGX 4,284,900 (£938). The exercise provided participants with real-world experience in teamwork, financial management, and scaling small businesses.

(Pictured opposite, top left: Nasita buying bananas from a farmer during Phase III)

AGRICULTURAL TRAINING

Programme members had the opportunity to attend two major events: the National Agricultural Show in Jinja and a local agricultural show hosted by Iowa State University Uganda Programme.

These events exposed them to innovative farming techniques, networking opportunities, and inspiration to invest in and expand their agribusiness ventures.

This is part of our continued efforts to educate our programme members about sustainable agriculture and agribusiness since we have observed that 35% of Zena graduates have gone on to invest in agribusiness ventures.

(Pictured opposite, bottom right: programme members at the National Agricultural Show)



"I was able to overcome my fears during Phase III. Previously, I was not confident enough to approach someone and sell them something. During Phase III, I had to move from house to house selling my vegetables."
NASTA (2024 COHORT)

"I always thought that having a lot of money is the only way one can start and run a business, but through the Phase III project, I realised that one can start with the little money one has."
MOUREEN (2024 COHORT)



FINANCIAL LITERACY TRAINING

Financial management was strengthened through one in-house session and two expert-led sessions by Centenary Bank and NSSF (pictured above). These sessions covered topics such as saving, budgeting, and planning for long-term financial sustainability.

At Zena, financial literacy that guarantees the sustained financial security of our programme members is something that we take seriously. That is

why we encourage all our graduates not to seek immediate gains but rather to have long-term visions and plans that guarantee their long-term financial security.

It is for that reason that we organise these financial literacy training sessions to ensure that our programme members are equipped with the knowledge and skills to achieve long-term financial security.

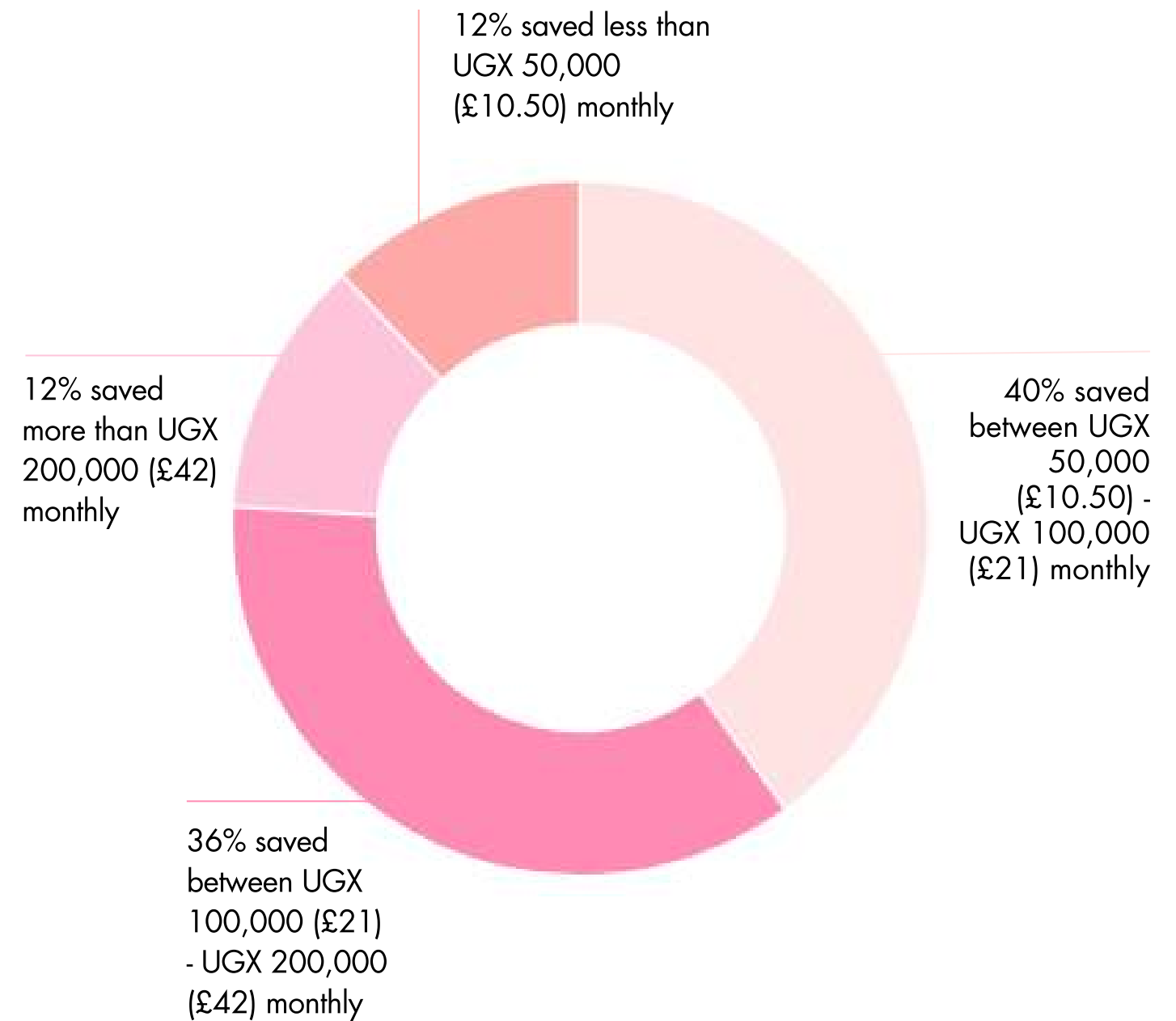
“Before joining Zena I was told I was nothing, so I sat at home doing nothing. At Zena my teachers see me as an important person, not an illiterate person.”

BETTY (2024 COHORT)

MONTHLY SAVINGS

96% of programme members started saving more when they joined the Zena Launchpad.

The average monthly savings of Zena programme members can be banded as below:



GRADUATE Q&A

To bridge the gap between current programme members and alumni, we hosted graduate Q&A sessions. Alumni who are successfully running businesses shared their experiences, answered questions, and mentored the current cohort, providing invaluable practical insights.

These relationships established between the current cohort and alumni have proven crucial in ensuring that programme members have role-models to learn from and seek guidance from when they graduate from the training programme.

(pictured opposite: Elizabeth, a Zena alumnus, leading the graduate Q&A)

GENDER BASED VIOLENCE (GBV) AWARENESS

In collaboration with UWONET (Uganda Women's Network), we hosted a specialised session on gender-based violence. Participants gained knowledge about GBV, available support services, referral pathways in case they experienced GBV, existing protective laws on GBV and how to create safer environments for themselves and others.

"I now feel that my life has been rejuvenated, I don't feel alone, I am happy. Putting an end to the gender-based violence I used to experience is the best thing that has ever happened to me"

According to a survey conducted among our 2024 programme members, 50% of married programme members had experienced different

forms of domestic violence (physical, sexual, emotional and others) before joining Zena. 25% of programme members were experiencing domestic violence at the time.

After participating in the UWONET session, programme members reported a reduction in GBV and, by the end of the year, the number of women who were experiencing GBV had fallen by 25%.





JUSTINE, at her clothes shop.



CATHY, at her chicken farm.



ROSE, at her retail shop.



BEATRICE, at her pharmacy.



AMINAH, at her hair salon.



SCOVIA, at her clothes shop.

ALUMNI SUPPORT

Since 2018, Zena has celebrated 66 women graduating into their own businesses. Our connection with the graduates remains strong.

In 2024, we conducted regular check-ins with all alumni who were interested in further support. The Zena entrepreneurship department offers guidance, practical support and encouragement as they navigate their entrepreneurial journeys.

As of 2024, 70% of our graduates remain active in their businesses, highlighting their resilience amidst challenges.

2025 COHORT ENROLLMENT

The year concluded with a rigorous interview process involving over 500 women coming to interview. The team interviewed 340 women, from whom 25 outstanding candidates were selected as the 2025 cohort. Zena was able to provide breakfast and marquee tents for all waiting candidates.

These interviews highlighted the overwhelming need for the Zena Launchpad in Kamuli with the massive turn out of women to interview for the only 25 positions available.

The good news is that in 2024, we broke ground on the campus construction project which will significantly increase the number of women we can enrol.



ZENA CAMPUS CONSTRUCTION

The Zena Campus is being constructed in partnership with Haileybury Youth Trust (HYT). HYT is an award-winning charity that trains young people in climate-friendly construction utilising carbon neutral ISSB's (interlocking soil stabilised bricks).

In conjunction with HYT, our construction project is not only completing the first phase of the Zena campus, but is also training 18 young people in construction towards future employability.

HYT moved onto the site in August 2024 and we celebrated full ring beam completion on all three structures (office, studio and latrines) by December 2024. Construction is on time, on budget and has been a fantastic journey watching the Zena campus come to life!



The ethical jewellery brand helping fight extreme poverty in Uganda

ZENA IN THE PRESS

We were excited to welcome Annabel Grossman, Executive Editor at The Independent for a 5 day visit to Zena in October 2024.

The resultant feature was published in December on the front page of The Independent Online and

contributed greatly to our Christmas sales!

“Rather than keep the women dependent on their wages from working at Zena, the programme helps them to become self-sufficient and financially independent, and to start giving back to their communities.”
(ANNABEL GROSSMAN - The Independent)

Impact Stories



SARAH'S WATERMELON VENTURE

Sarah arrived at Zena with aspirations to farm watermelons on a large scale but with limited means to make her dream a reality. By saving part of her stipend and applying the skills she learned, Sarah rented an acre of land, harvested her first crop, and earned UGX 1,200,000 (£249) in profits. She invested in a cow and plans to expand her farming ventures next year.

“Planting these watermelons gave me a glimpse of how my future will be. It gave me confidence and paved my way to pursue my dream”





AMINAH NABIRYE

Aminah a graduate of 2023 has used her hair salon located in Kamuli town not just as her income source but also as a place to transform the lives of young girls and women in her community. At the salon, Aminah offers free hair care training to young girls and women from the community. She also trains them in other skills like liquid soap processing and craft making whereby they can produce various designs of shoes, and jewellery

among others. This training equips the women and girls with skills that they can go on to use to earn a living or even start their own businesses.

Through this exemplary work, Aminah was approached by a local NGO to train groups of women and girls in these and other skills, an offer she gladly accepted and she now splits her time between her salon and training other women with the local NGO.

Aminah is one of many Zena graduates who are

giving back to their communities. From skill sharing like Aminah to mentoring, donating cash and non-cash items, volunteering in community activities and employing people in their businesses. Zena graduates are actively giving back to their communities.

It is because of this that we say at Zena that: "Our graduates are not beneficiaries of our program, they are the benefactors of their communities."



SARAH LUBUGA

Sarah, who sells clothes door to door to support her grandchildren, used her earnings to complete her home and purchase land for farming. Her operating capital currently stands at UGX 4,000,000 (£875) having started the business with UGX 200,000 (£42). Her story embodies resilience and determination.



LYDIA KIFUKO

Lydia, another standout graduate, won an award that recognised her as one of 100 outstanding women entrepreneurs in the Busoga region, highlighting her leadership and impact on her community.

Lydia operates Makula Fruit and Vegetable

Processors in Kamuli district. Her business produces national-standard certified tamarind juice, which she sells in three districts. Lydia also employs 5 members of her community on a full-time and part-time basis.

She is currently accessing training in how to use AI to support her business!



SALIMA'S INTERNATIONAL RECOGNITION

Salima's business journey gained international recognition when she was featured in the UK Women's Business Magazine, showcasing the global potential of Zena graduates.

Salima operates a laundry business in which she employs other women from her community. She also supports another family with school fees and school materials for their children.

"I urge women who also have a dream to run a business but don't feel like they could do it to erase fear from their hearts. They should be confident about themselves and pursue their dreams. I encourage them to start small to achieve their bigger dreams"

SALIMA (2022 COHORT)

WIDER COMMUNITY

In 2024, we piloted an open Functional Adult Literacy (FAL) class for the wider community to extend Zena's impact beyond programme members.

This initiative aims to address the literacy gap that limits access to economic and social opportunities. With positive feedback from participants, we plan to continue and expand this programme in 2025.

PARTNERSHIPS

Zena's achievements are the result of strong collaborations with partners who share our vision:

Iowa State University Uganda Programme
Provided agricultural training and hosted our programme members at their local agricultural show.

Uganda Women's Network (UWONET)
Delivered a gender-based violence awareness session and acted as a referral pathway for women in need.

Local Government of Kamuli District
Supported the Launchpad's outreach efforts and community engagement activities.

Name.com
Zena was supported by US tech company name.com who partnered with the Zena programmes department to design a new Digital Literacy curriculum and generously provided laptops for classes.

Dell Technologies
Provided marketing consulting and support in our website design, use of CRM software and donor relations.

Sway Social
Carried out a social media and website audit and supported in sales funnel development.



Introducing: 2025 ZENA Cohort



LOOKING FORWARD

As we close another impactful year, Zena is excited to chart the course for 2025. Our focus remains on expanding our reach, deepening the impact of our programmes, and empowering even more women to transform their lives and communities.

STRATEGIC INITIATIVES FOR 2025

Completing the Zena Construction to allow us to move in January 2026!

Enhancing program quality through curriculum development and increasing wider community outreach.

Strengthen and invest in our Zena team.

Develop Income Generation Strategies within Uganda.



Accounts for the Zena Launchpad for the period from 1 January 2024 to 31 December 2024

Registered charity number: 1185868
CIO: CE019231

Report of the trustees for the period from 1 January 2024 to 31st December 2024.

The Trustees present their report together with the financial statements of the charity for the period from 1 January 2024 to 31st December 2024.

These financial statements comply with the Charities Act 2011, the Articles of Association, and Accounting and Reporting by Charities Statement of Recommended Practice applicable to Charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) (Charities SDRP (FRS102) and the Charities Act 2011).

Reference and Administrative Information

Officers for the period:

Jane Pleace
Peter Tibigambwa
Sarah Gough (Chair)
Sebastian Mitchell
Hector Mclean
Dot Tyler

Registered office:
3 Avenue Gardens,
Teddington,
TW11 0BH

Bank:

CAF Bank, 25 Kings Hill Avenue
West Malling
Kent
ME19 4JQ

Independent examiner:

Andrew Gardner
7 The Fairway
Lake
Isle of Wight
PO36 9EE

Structure, Governance and Management

The Zena Launchpad is a Charitable Incorporated Organisation governed by its Foundation document dated 6th November 2020.

New Trustees are appointed by the existing Board of Trustees on the basis of their expertise and involvement in furthering the mission and vision of the charity. The Board of Trustees meets quarterly to oversee the vision and strategies of the charity. There was one salaried member of staff in 2024, Caragh Bennet as CEO.

Public Benefit

The Trustees have paid due regard to the Charity Commission's guidance on public benefit in deciding the activities undertaken by the Charity in the period. The Trustees are satisfied that the information provided in the report and accounts meets the public benefit reporting requirements.

Financial Report

The Trustees have prepared accounts for The Zena Launchpad in accordance with the requirements of the SORP of best accounting practice.

Review of the year

The Zena Launchpad raised income of £139,203 from donations during 2024. Our expenditure was £208,708 including £88,099 of restricted spend on a capital project constructing a new training centre in Uganda.

Income and Expenditure

The Zena Launchpad relies on donations for its source of funding. Most of the donations came from individuals and we are grateful to the broadening group of churches, trusts and businesses joining in to support our innovative approach.

Most fundraising was undertaken by the trustees and volunteers with some support of professional grant proposal writers. All the grants made by The Zena Launch Pad were to Zena Uganda (an International NGO) to support their delivery of the programmatic work of training women as entrepreneurs.

Reserves policy and balance sheet

The Zena Launchpad is the primary funder of the entrepreneurial training scheme at Zena Uganda. The women commit to the programme of 12 months. As our income is mostly from lump sums rather than regular giving, we aim to keep over 6 months running costs of that programme in reserve to ensure all the women who join can finish the programme.

Independent examiner's report to the trustees of The Zena Launchpad

I report to the trustees on my examination of the accounts of The Zena Launchpad ('the Trust') for the year ended 31st December 2024.

Responsibilities and basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act'). I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

Scope of Examination

To enable my examination, I have been provided with detailed Excel spreadsheets containing all relevant accounting records, bank statements, supporting records and a copy of the draft Statutory Accounts.

The examination of accounts has included the following actions –

1. Checking the consistency of records contained on the Excel spreadsheets, that detailed expenditure and income statements reconcile with the accounts summary.
2. Reconciliation of accounting records to bank statements. The bank balance was agreed to the annual accounts statement.
3. A sample of invoices from the accounting records were examined and were matched to bank statement entries.
4. Gift aid submissions were examined and matched to receipts from HMRC.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept by the Trust in accordance with section 130 of the Act; or
2. the accounts did not accord with those records; or
3. the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.


Andrew Gardner

7 The Fairway, Sandown, Isle of Wight, PO36 9EE
7 August 2025

Statement of Financial Activities for the period from 1 January 2024 to 31st December 2024

	Unrestricted Funds £	2024 Restricted Funds £	Total Funds £	Unrestricted Funds £	2023 Restricted Funds £	Total Funds £
INCOME FROM:						
Donations and legacies	135,582	3,620	139,203	82,561	155,983	238,544
Investment income	2,741		2,741	794		794
TOTAL INCOME	138,323	3,620	141,944	83,355	155,983	239,338
EXPENDITURE ON:						
Raising funds (events)			-		56,199	56,199
Charitable activities	120,458	88,099	208,558	105,009	2,000	107,009
Other costs	150		150	150		150
TOTAL EXPENDITURE	120,608	88,099	208,708	105,159	58,199	163,358
Net income / (expenditure)	17,715	(84,479)	(66,764)	(21,804)	97,785	75,980
Gross transfers between funds	2,000	(2,000)	0	0	0	0
Net movement in funds	19,715	(86,479)	(66,764)	(21,804)	97,785	75,980
RECONCILIATION OF FUNDS						
Total funds brought forward	30,945	105,334	136,278	52,749	7,549	60,298
TOTAL FUNDS CARRIED FORWARD	50,660	18,854	69,514	30,945	105,334	136,278

The statement of financial activities includes all gains and losses recognised in the year.
All incoming resources and resources expended derive from continuing activities.



Balance Sheet as at 31st December 2024

	Notes	2024	£	2023	£
Tangible Fixed assets	1	-		-	
Current assets					
Debtors and accrued income	2	1,567		2,104	
Cash at bank and in hand		68,096		134,324	
		<u>69,664</u>		<u>136,428</u>	
Creditors: falling due within one year	3	<u>(150)</u>		<u>(150)</u>	
Net current assets		<u>69,514</u>		<u>136,278</u>	
Net assets less current liabilities		69,514		136,278	
Net assets		<u>69,514</u>		<u>136,278</u>	
Reserves					
Unrestricted funds:					
General fund		50,660		30,945	
Restricted funds		<u>18,854</u>		<u>105,334</u>	
		69,514		136,278	
		<u>69,514</u>		<u>136,278</u>	

The accounts have been prepared in accordance with the Financial Reporting Standard 102.

These accounts were approved by the trustees on 7 August 2025 and were signed on its behalf by:



Sarah Gough (Chair)

Notes to the accounts of the Zena Launchpad for the period 1 January 2024 to 31st December 2024

1. Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's accounts

Basis of preparation

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to the accounts. The accounts have been prepared in accordance with the Statement of Recommended Accounting Practice FRS 102 and with the Charities Act 2011.

Incoming resources

The accounts are prepared on the accruals basis of accounting: income is recognised when receivable, except for donations of all kinds that are recognised when received; income tax recoverable is recognised at the same time as the donation. Funds generated through sales of merchandise are accounted for gross. Grants and donations are accounted for when paid over, or when awarded, if that award creates a binding obligation on the charity. Legacies are only recognised when received.

Resources expended

'Resources expended' has a wider meaning than 'expenditure': it excludes the costs of fixed assets that are capitalised but includes their subsequent depreciation on the basis set out below. The categories as defined by the SORP 2006 are:

- Costs of generating funds are those costs incurred in fundraising.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services. It includes all costs that can be allocated directly to such charitable activities.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the independent examination fees.

Funds

Unrestricted funds represent funds that are not subject to any restrictions regarding their use and are available for application on the general purposes of the charity. Restricted funds are funds donated with restrictions as to their use.

Fixed assets and depreciation

Items of plant and equipment are capitalised where the acquisition value exceeds £1,000.

2 Income	2024	2023
	£	£
<u>Donations</u>		
From individuals	101,682	144,611
From individuals through fundraising event	-	63,483
Donations from churches, schools and businesses	24,100	26,450
Grants from grant making trusts	9,800	4,000
	<u>135,582</u>	<u>238,544</u>

3 Debtors	2024	2023
	£	£
Income tax recoverable	295	951
Prepayments and accrued income	1,272	1,153
	<u>1,567</u>	<u>2,104</u>

4 Creditors due within one year	2024	2023
	£	£
Accounts payable	-	-
Accruals	150	150
	<u>150</u>	<u>150</u>

Remuneration of independent examiner amounts to £150

5 Staff numbers and costs	2024	2023
Number of staff employed by The Zena Launch Pad (from 1st December 2023)	1	1
The costs of employment were		
Payroll	24,710	1,667
Employers NI	-	-
Employers pension contributions	800	-
	<u>25,510</u>	<u>1,667</u>

6 Related Party Disclosures
No trustees have been paid any remuneration or received any benefits from their association with the charity.

7 Commitments
There are no capital commitments as at 31 December 2024 (2023: Nil)

8 Restricted funds					Balance carried forward
	Balance brought forward at 1 January	Income	Expenditure	Transfers	forward
	£	£	£	£	£
Year to December 2024					
Unrestricted funds	30,945	138,323	(120,608)	2,000	50,660
Restricted fund for Monitoring and Evaluation	-	2,910	(2,910)	-	-
Restricted fund for men's lunches	2,000	-	-	(2,000)	-
Restricted fund for building a new training centre	103,334	710	(85,189)	-	18,854
	<u>136,278</u>	<u>141,944</u>	<u>(208,708)</u>	<u>-</u>	<u>69,514</u>
Year to December 2023					
Unrestricted funds	52,749	83,355	(105,159)	-	30,945
Restricted fund for men's lunches	-	4,000	(2,000)	-	2,000
Restricted fund for building a new training centre	7,549	151,983	(56,199)	-	103,334
	<u>60,298</u>	<u>239,338</u>	<u>(163,358)</u>	<u>-</u>	<u>136,278</u>



THE ZENA LAUNCHPAD
WWW.THEZENALAUNCHPAD.COM

CONTACT US:
CARAGH@THEZENABRAND.COM
LOREN@THEZENABRAND.COM

ZENA★
LAUNCH PAD

The Zena Launchpad

England & Wales - Charity number 1185868

Accounts



THE ZENA LAUNCHPAD
2023 Annual Report

Introduction

3 Letter From the Co Founders

4-5 Summary of Accomplishments

Programme and Project Highlights

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11 Agricultural Training

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15 The Men's Lunch

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21 Story - NAMWEBYA SAMALI

22 Story - LUBUGA SARAH

"I am proud of many things all because of Zena. I am proud to be named among the women business owners in Kamuli today. I am proud to have a savings account in the bank with actual funds that have come from my own business. I am proud that my son now goes to one of the good schools in Kamuli district."

SALIMA (2022 COHORT)

Letter from the Co Founders

2023 marked our seventh year as an organisation and a particularly exciting year for our team, our operations and our impact. We were thrilled to secure the land title for our new 3 acre campus site which begins construction in 2024, we were featured on ITV This Morning on UK Television for International Women's Day, we more than doubled our capacity for impact on ground from graduating an average of 10 women per year to 25 women per year. We also saw what we think is our strongest graduating class yet start businesses ranging from a pharmacy to a duck farm and experienced the highest number of women coming for interviews yet (400 for just 25 places).

We were proud to pioneer a men's outreach program to support the Zena women in their relational dynamics with husbands, fathers and brothers as they experience a change in their financial situation which has been an exciting and important addition to our programming.

Additionally, we had the privilege of seeing the 2022 graduates move from strength to strength. We saw women hire employees, win major

contracts with large businesses in town, attend trade shows, and scale nationally. The longer we are able to run our model, the more we become convinced in the power of female entrepreneurs - not only in their businesses but in what they bring to their wider communities.

The stories and data we have collected over the past year represent a new focus on impact metrics and data collection as we begin to see our oldest Zena graduates reach their 5th year of business! We're believers that what you measure shows what you value, and we want to continue our commitment to holistic empowerment by ensuring our metrics of success take the whole individual into account, measuring economic, educational as well as relational and spiritual indicators of empowerment and transformation.

As we look forward to 2024 we are excited to be entering into a capacity building year, with new staff members, new curriculum modules, and the start of construction of our new campus!

Caragh and Loren
(Zena CoFounders)



(Pictured: The Zena staff team in Uganda)

**Accounts for The Zena
Launchpad for the
period from 1 January
2023 to 31 December
2023**

Registered charity number: 1185868
CIO: CE019231

Report of the trustees for the period from 1 January
2023 to 31st December 2023

The Trustees present their report together with the
financial statements of the charity for the period from 1
January 2023 to 31st December 2023.

These financial statements comply with the Charities
Act 2011, the Articles of Association, and Accounting
and Reporting by Charities Statement of Recommended
Practice applicable to Charities preparing their accounts
in accordance with the Financial Reporting Standards
applicable in the UK and Republic of Ireland (FRS102)
(Charities SDRP (FRS 102) and the Charities Act 2011).

REFERENCE AND ADMINISTRATIVE INFORMATION

Officers for the period:

Jane Pleace
Peter Tibigambwa
Sarah Gough (Chair)
Sebastian Mitchell

Registered office:

3 Avenue Gardens,
Teddington,
TW11 0BH

STRUCTURE, GOVERNANCE, AND MANAGEMENT

The Zena Launchpad is a Charitable Incorporated
Organisation governed by its Foundation document
dated 6th November 2020.

New Trustees are appointed by the existing Board of
Trustees on the basis of their expertise and involvement
in furthering the mission and vision of the charity. The
Board of Trustees meets quarterly to oversee the vision
and strategies of the charity. The Zena Launchpad took
on one full time employee in December 2023.

Bank:

CAF Bank, 25 Kings Hill Avenue
West Malling
Kent
ME19 4JQ

Independent examiner:

Andrew Gardner
7 The Fairway
Lake
Isle of Wight
PO36 9EE

PUBLIC BENEFIT

The Trustees have paid due regard to the Charity
Commission's guidance on public benefit in deciding
the activities undertaken by the Charity in the period.
The Trustees are satisfied that the information provided
in the report and accounts meets the public benefit
reporting requirements.

Summary of Accomplishments

"Owning a business now has given me a voice and made me famous, people know me all over town. The moment you mention the girl who makes charcoal stoves, you will be immediately directed to my workshop. I have been given leadership roles in different youth groups because of what I am today. I am proud to have gone through Zena."

NANCY (2022 COHORT)

In
2023:

We have broadened our impact by increasing the number of programme members from 10 to
25

418
individuals impacted by The Zena Launchpad programme.

25

women comprehensively trained in

Entrepreneurship

Leadership

Literacy

Digital Literacy

Holistic Skills

through our unique 1-year training programme.

New Training Partner

We commenced training in agricultural practices and farming for sustainable rural livelihood in partnership with Iowa State University – Uganda Program (ISU-UP)

90%

of businesses launched in 2022 celebrated their first birthday and are still running successfully.

Over
£38 700

(UGX 188,000,000) generated in sales by Zena graduates in 2023, and over

£10 700

(UGX 52,000,000) profits generated by Zena graduates in 2023.

20 individuals employed by 2022 Zena graduates.

67 Zena graduates, who now make up our alumni community.



ENTREPRENEURSHIP TRAINING PROGRAMME

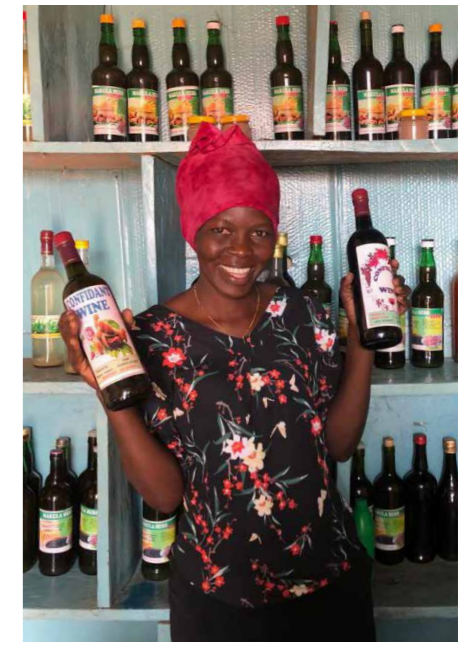
25 women went through our unique 1-year entrepreneurship training programme in 2023, getting access to training in entrepreneurship, leadership, literacy, and digital literacy. Through our training programme, our graduates are equipped with valuable skills in financial literacy, creativity, decision-

making, communication, leadership, reading and writing, computer, management and so much more through classes and one-on-one mentoring sessions. All of which help set them up to become proficient businesswomen when they graduate from our programme. Most importantly, they saved enough capital to start their dream business ventures at the end of the training.

Graduate Successes (2022 Cohort)



SALIMA NAKATUBA
Salima is a graduate of our entrepreneurship training programme. She operates a successful laundry business in Kamuli and among her clients is Century Hotels, one of the biggest hotels in Kamuli.



LYDIA KIFUKO
Lydia is a graduate of our entrepreneurship training programme and a juice manufacturer in Kamuli, she manufactures and packs juice from tamarind fruits. Her product, Promise Tamarind Fruit drink is certified by the Uganda National Bureau of Standards. She also employs 4 people at her business.



ASERI
Aseri is a graduate of our entrepreneurship training programme. She owns a clothes shop in Kamuli central market and is one of our most outstanding graduates.



ELIZABETH
Elizabeth is a graduate of our entrepreneurship training programme and a poultry farmer in Kamuli. This year she grew her farm from stocking 300 chickens at the start of the year to 700 by December.

“I am leaving this programme a different person from the one that joined. Today, I can educate my children. I have kept my children in school throughout the year using my monthly stipend from Zena. I can also take better care of myself as an individual. My status in my family has been elevated: I am now seen as a dependable person when decisions have to be made and I am a part of solutions in my home.”

BIRIBAWA SARAH (2023 COHORT)

PHASE III BUSINESS PROJECT

Being an entrepreneurship training programme, we like to allow our trainees to test out their business skills on a hands-on project. This year, we had five groups of five members each working together on a business of their choice in a business competition where the most profitable group at the end of the project took the prize. Each group got an initial capital of UGX 250,000 (£51) which they used to start and operate their business for 3 months. The results were impressive with one group turning that into UGX 916,000 (£188) in 3 months! A deserved reward of a goat was shared by the winning team.

AGRICULTURAL TRAINING

In partnership with the Iowa State University Uganda Program (ISU-UP), we offered agricultural training to our programme members where they learned about the best, new, and modern farming practices. More than 80% of the population in Kamuli and 100% of our programme members are involved in agriculture at a certain level. Based on this, we found it helpful to train our programme members in this area to equip them to take advantage of the emerging opportunities in agribusiness to farm for their consumption and reduce household expenditure for sustainable living. Some important courses covered under this training included; agricultural enterprise selection, livestock management, record keeping, and budgeting in agricultural enterprises, nutrition, agribusiness planning, risk management in agribusiness enterprises, value addition to agricultural products and so much more.



“I learned four important lessons (my dream being a poultry farm) I learned how to save costs on the treatment of chickens by using locally available ingredients like onions and papaya for de-worming. I also learned about the best practices in piggery, I hope to transfer these to my own farm. A goat farm is one of my dream projects for the future and I learned about treatment, gestations, signs of heat, and proper breeding practices, all of which will be important to me. Lastly, I was taken aback to learn that the best season to start preparing to plant bananas is the dry season.”

ATALA CATHERINE (2023 COHORT)



GRADUATE Q&A

Over the last few years, The Zena Launchpad has produced a crop of outstanding women entrepreneurs and leaders who have gone on to be valuable members of their communities. We are extremely proud of them. To continue fostering this success among our graduates, we have been inviting our exemplary graduates to hand out important lessons, knowledge, and insights in question-and-answer sessions. These Q&As have been important in preparing our current cohort

for life after graduating from our training programme by learning about startup challenges and how to navigate them, business startup preparations, saving and investment, learning to handle competition, going from startup to growing business, and so much more. Our graduates are a great inspiration for our programme members who look up to their success to fuel their success.

“[At the graduate Q&A] I learned to separate capital from profits and how to keep money safely. I learned that in the business I am going to do - a clothes boutique - it is better to store money in the form of stock rather than in cash because it is easily consumable in cash. I also got to know someone who is doing my dream business successfully and whom I can consult as I learn.”

BOGERE SCOVIA (2023 COHORT)



THE MEN'S LUNCH

We believe that the men – the husbands, fathers, brothers – in the lives of the women we work with play a big part in the success of our entrepreneurship programme. That is why we decided to bring them fully on board this year, we organised two men's lunches in the first and final quarter of the year, in which we got to meet all the men. They got to know what we do and the impact we want to create through empowering the women financially. These lunches

presented a good opportunity to listen to issues, and challenges, answer questions about the programme, and get feedback on our programme from the men who entrust us with their wives to be a part of our training programme, all through dialogue. We also used this opportunity to speak about how best men can support women in their dreams and work together with them to eradicate poverty in households for a more sustainable livelihood.

Impact Assessment

Through our activities and projects, we aim to fight poverty by granting women entrepreneurs access to debt-free capital and training in entrepreneurship skills, enabling them to start small-scale businesses from which to earn income and rise above the poverty line to live sustainably. We also aim to promote gender equality by empowering women financially to make them dependable contributors to their families and the communities where they live. However, our impact on our graduates and our community goes deeper than that according to our research.

88% of our graduates and programme members feel they have a good support system of people they can approach for solutions in different situations. This is a testament to the kind of support system Zena wants to build for its alumni.

88

96

Through our entrepreneurship and leadership classes, 96% of our programme members feel that they have enough knowledge to start and operate successful businesses.

82

82% of our programme members and graduates feel that they have been financially empowered enough to take care of their financial requirements.

80

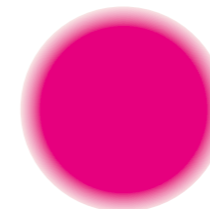
90

Through our Functional Adult Literacy class (FAL) 79% of our programme members are confident that they can read and write.

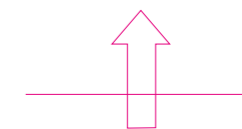
79

80% of Zena graduates operating businesses feel that they have a stable income source through those businesses.

90% of women in our programme and graduates say that they are being heard and that their opinions matter in the decisions made in their homes. This indicates the right steps are being taken in the fight against gender inequality and marginalisation of women in their homes and marriages.



20% increase in the number of women in our training programme meaning we can make a bigger impact.



UGX 7,400 (£1.52) – The average daily income of a Zena graduate indicates that Zena graduates are living above the poverty line.

“This programme has helped transform women’s lives in our community. At first, I did not know what they did. Then I saw a woman in my community who had been living in very bad conditions for a long time and she had built a house for her family by the time she completed the programme. I was so happy for the woman and extremely thankful to the organisation. The whole community had thought that nothing good could happen to this woman.”

PATRICK, BODA DRIVER

Impact Stories



SAMALI NAMWEBYA

“The programme got me from a very difficult place, I had given up all hope, I never thought I could get money from anywhere. I could not even think of going to the bank to borrow from there because I have no assets for security, and neither did I think of ever going there to withdraw my own money as I do now. My children used to be sent back from school for failure to pay school fees but they have been fully in school this year. I learned an important lesson on how to

live sustainably using common things available to us that we usually overlook because we don't look at them from a business perspective as such, I have bought some chickens which I rear on free range at my home, these will be a supplementary source of income for me in the near future. In addition, there are some things that I did not have in my home that I have now. I bought bedding: a mattress and bedsheets for my children and myself. I also bought other things like jerrycans for safe storage of water and I have

all these things at my home now. People in my village, including my husband are astonished by the change that I have experienced this year, especially because I was completely illiterate when I joined the programme. Many of them ask me about the source of all the change they have seen and I tell them about Zena. I am very thankful to Zena for all that has been done for me.”

(2023 COHORT)



SARAH LUBUGA

"I want to thank Zena for the business knowledge I am going away with. Before, I never thought that I could get capital or even start a business. Particularly, the Phase III project had the biggest impact on me, it was an eye-opener. It showed me how I could start my own small business with very little money. So I used part of my October stipend to start a small business selling women's clothes. I started the business with UGX 170,000 (£35) on 1st October 2023 and today, 8th

December 2023, my business has more than doubled. I value it at more than UGX 400,000 (£82). I thank Zena for the knowledge and training. I also want to thank Zena for the literacy class. Right now, I can happily say that I can write my name, sign documents, and attend meetings happily without fear of not knowing how to write."

(2023 COHORT)

"This organisation has given employment to people in the community. I am one of those who have benefited once in a while. I have saved part of what I have been paid for the times I have offered a service and made a down payment on a piece of land where I plan to build a home for my family next year."

KYANDA, CASUAL LABOURER

FINANCIAL REVIEW

The Trustees have prepared accounts for The Zena Launchpad in accordance with the requirements of the SORP of best accounting practice.

Review of the year

The Zena Launchpad raised income of £238,544 from donations during 2023. Our expenditure was £163,358 and we have £105,334 of restricted funds at the end of the year to put towards the Construction Campaign project.

Income and Expenditure

The Zena Launchpad relies on donations for its source of funding. Most of the donations came from individuals and we are grateful to the broadening group of churches, trusts and businesses joining in to support our innovative approach.

Most fundraising was undertaken by the trustees and volunteers. The costs of raising funds amounted to £56,199 due to the cost of running The Zena Ball, a charity fundraising ball held at Kensington Palace. Revenues from the ball covered these costs and made a profit of nearly £15,000 towards the restricted funds for the Construction Campaign.

All the grants made by The Zena Launch Pad were to Zena Uganda (an International NGO) to support their delivery of the programmatic work of training women as entrepreneurs.

Reserves Policy and Balance Sheet

The Zena Launchpad is the primary funder of the entrepreneurial training scheme at Zena Uganda. The women commit to the programme of 12 months. As our income is mostly from lump sums rather than regular giving, we aim to keep over 3 months running costs of that programme in reserve to ensure all the women who join can finish the programme.

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE ZENA LAUNCHPAD

I report to the trustees on my examination of the accounts of The Zena Launchpad ('the Trust') for the year ended 31st December 2023.

Responsibilities and basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act'). I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

Scope of Examination

To enable my examination, I have been provided with detailed Excel spreadsheets containing all relevant accounting records, bank statements, supporting records and a copy of the draft Statutory Accounts.

The examination of accounts has included the following actions –

1. Checking the consistency of records contained on the Excel spreadsheets, that detailed expenditure and income statements reconcile with the accounts summary.
2. Reconciliation of accounting records to bank statements. The bank balance was agreed to the annual accounts statement.
3. A sample of invoices from the accounting records were examined and were matched to bank statement entries.
4. Gift aid submissions were examined and matched to receipts from HMRC.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept by the Trust in accordance with section 130 of the Act; or
2. the accounts did not accord with those records; or
3. the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Andrew Gardner
7 The Fairway
Sandown
Isle of Wight
PO36 9EE
9th April 2024

STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD
FROM 1 JANUARY 2023 TO 31ST DECEMBER 2023

	2023			2022		
	Unrestricted Funds £	Restricted Funds £	Total Funds £	Unrestricted Funds £	Restricted Funds £	Total Funds £
INCOME FROM:						
Donations and legacies	82,561	155,983	238,544	58,378	-	58,378
Investment income	794		794	67		67
TOTAL INCOME	83,355	155,983	239,338	58,446	-	58,446
EXPENDITURE ON:						
Raising funds (events)	-	56,199	56,199	600		600
Charitable activities	105,009	2,000	107,009	95,849	4,469	100,318
Other costs	150		150	150		150
TOTAL EXPENDITURE	105,159	58,199	163,358	96,599	4,469	101,068
Net income / (expenditure)	(21,804)	97,785	75,980	(38,153)	(4,469)	(42,622)
Gross transfers between funds	0	0	0	0	0	0
Net movement in funds	(21,804)	97,785	75,980	(38,153)	(4,469)	(42,622)
RECONCILIATION OF FUNDS						
Total funds brought forward	52,749	7,549	60,298	90,902	12,018	102,920
TOTAL FUNDS CARRIED FORWARD	30,944	105,334	136,278	52,749	7,549	60,298

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.

BALANCE SHEET AS AT 31ST DECEMBER 2023

	Notes	2023		2022	
		£	£	£	£
Tangible Fixed assets	1		-		-
Current assets					
Debtors and accrued income	3	2,104		-	
Cash at bank and in hand		134,324		60,448	
		<u>136,428</u>		<u>60,448</u>	
Creditors: falling due within one year	4	<u>(150)</u>		<u>(150)</u>	
Net current assets			<u>136,278</u>		<u>60,298</u>
Net assets less current liabilities			<u>136,278</u>		<u>60,298</u>
Net assets			<u><u>136,278</u></u>		<u><u>60,298</u></u>
Reserves					
Unrestricted funds:					
General fund		30,944		52,749	
Restricted funds		<u>105,334</u>		<u>7,549</u>	
			<u>136,278</u>		<u>60,298</u>
			<u><u>136,278</u></u>		<u><u>60,298</u></u>

The accounts have been prepared in accordance with the Financial Reporting Standard 102.

These accounts were approved by the trustees on 9/4/2024 and were signed on its behalf by



1 Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's accounts.

Basis of Preparation

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to the accounts. The accounts have been prepared in accordance with the Statement of Recommended Accounting Practice FRS 102 and with the Charities Act 2011.

Incoming Resources

The accounts are prepared on the accruals basis of accounting: income is recognised when receivable, except for donations of all kinds that are recognised when received; income tax recoverable is recognised at the same time as the donation. Funds generated through sales of merchandise are accounted for gross. Grants and donations are accounted for when paid over, or when awarded, if that award creates a binding obligation on the charity. Legacies are only recognised when received.

Resources Expended

'Resources expended' has a wider meaning than 'expenditure': it excludes the costs of fixed assets that are capitalised but includes their subsequent depreciation on the basis set out below. The categories as defined by the SORP 2006 are:

- Costs of generating funds are those costs incurred in fundraising.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services. It includes all costs that can be allocated directly to such charitable activities.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the independent examination fees.

Funds

Unrestricted funds represent funds that are not subject to any restrictions regarding their use and are available for application on the general purposes of the charity. Restricted funds are funds donated with restrictions as to their use.

Fixed Assets and Depreciation

Items of plant and equipment are capitalised where the acquisition value exceeds £1,000.

2 Income		2023		2022
		£		£
<u>Donations</u>				
From individuals		135,419		38,569
From individuals through fundraising event		63,483		-
Donations from churches, schools and businesses		26,450		5,000
Grants from grant making trusts		4,000		6,000
Income tax recovered via gift aid		9,192		8,809
		238,544		58,378
3 Debtors		2023		2022
		£		£
Income tax recoverable		951		-
Prepayments and accrued income		1,153		-
		2,104		150
4 Creditors due within one year		2023		2022
		£		£
Accounts payable		-		-
Accruals		150		150
		150		150
Remuneration of independent examiner amounts to £150				
5 Staff numbers and costs				
Number of staff employed by The Zena Launch Pad (from 1st December 2023)		1		0
The costs of employment were	Payroll	1,667		-
	Employers NI	-		-
	Employers pension contributions	-		-
		1,667		-
6 Related Party Disclosures				
No trustees have been paid any remuneration or received any benefits from their association with the charity.				
7 Commitments				
There are no capital commitments as at 31 December 2023 (2022: Nil)				
8 Restricted funds				
	Balance brought	Income	Expenditure	Balance carried
Year to December 2023	£	£	£	£
Unrestricted funds	52,749	83,355	(105,159)	30,944
Restricted fund for men's ministry		4,000	(2,000)	2,000
Restricted fund for building a new training cent	7,549	151,983	(56,199)	103,334
	60,298	239,338	(163,358)	136,278
	Balance brought	Income	Expenditure	Balance carried
Year to December 2022	£	£	£	£
Unrestricted funds	90,902	58,446	(96,599)	52,749
Restricted funds for				
- improvements to buildings and land	7,549		-	7,549
- entrepreneurship director salary	4,043		(4,043)	-
- training of junior staff	426		(426)	-
	102,920	58,446	(101,068)	60,298

ZENA



ZENA.
Certificate of Graduation
This is to certify that
Kasuswa Justine
Has successfully completed the ZENA Entrepreneurship Training

ZENA.
Certificate of Graduation
This is to certify that
Ajambo Beatrice
Has successfully completed the ZENA Entrepreneurship Training

ZENA.
Certificate of Graduation
This is to certify that
Bogere Scovia
Has successfully completed the ZENA Entrepreneurship Training

ZENA.
Certificate of Graduation
This is to certify that
Namubiru Racheal
Has successfully completed the ZENA Entrepreneurship Training

ZENA.
Certificate of Graduation
This is to certify that
Barodi Asiat
Has successfully completed the ZENA Entrepreneurship Training

The Zena Launchpad

England & Wales - Charity number 1185868

Accounts

2022

ANNUAL REPORT



ZENA★
LAUNCH PAD



Our 2022 Graduates

From the CoFounders

2022 represented our 6th year of operations in Kamuli and we were proud to end the year with our biggest graduation ceremony yet as we celebrated 20 women in their new businesses. In a year marked with skyrocketing inflation rates, irregular rainy seasons and an Ebola outbreak, the economic empowerment of rural women is more needed and more of an opportunity than ever.

Story after story of our past graduates continues to roll in; women receiving local leadership positions, employing new members of staff, and building property with their earnings. We believe passionately in the strength of our model and are seeing it work powerfully.

We are so thankful to all who have supported us in this work.

Caragh and Loren

Our Mission

To economically empower women to have the power to rewrite stories of extreme poverty and gender inequality.

Our Model

We provide women experiencing extreme poverty with ONE YEAR of safe employment alongside access to tools for income generation, holistic development, and community support.

Upon graduation, Zena women have the skills and capital to launch income generating activities and break the cycle of poverty for themselves and their families.



Accounts for the Zena Launchpad for the period from 1
January 2022 to 31 December 2022

Registered charity number: 1185868
CIO: CE019231

Report of the trustees for the period from 1 January 2022 to 31st December 2022

The Trustees present their report together with the financial statements of the charity for the period from 1 January 2022 to 31st December 2022.

These financial statements comply with the Charities Act 2011, the Articles of Association, and Accounting and Reporting by Charities Statement of Recommended Practice applicable to Charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) (Charities SDRP (FRS102) and the Charities Act 2011).

Reference and Administrative Information

Officers for the period:

Jane Pleace
Peter Tibigambwa
Sarah Gough (Chair)
Sebastian Mitchell

Registered office:
3 Avenue Gardens,
Teddington,
TW11 0BH

Bank:

CAF Bank, 25 Kings Hill Avenue
West Malling
Kent
ME19 4JQ

Independent examiner:

Andrew Gardner
7 The Fairway
Lake
Isle of Wight
PO36 9EE



Structure, Governance and Management

The Zena Launchpad is a Charitable Incorporated Organisation governed by its Foundation document dated 6th November 2020.

New Trustees are appointed by the existing Board of Trustees on the basis of their expertise and involvement in furthering the mission and vision of the charity. The Board of Trustees meets quarterly to oversee the vision and strategies of the charity. There were no salaried members of staff in 2022.

Public Benefit

The Trustees have paid due regard to the Charity Commission's guidance on public benefit in deciding the activities undertaken by the Charity in the period. The Trustees are satisfied that the information provided in the report and accounts meets the public benefit reporting requirements.

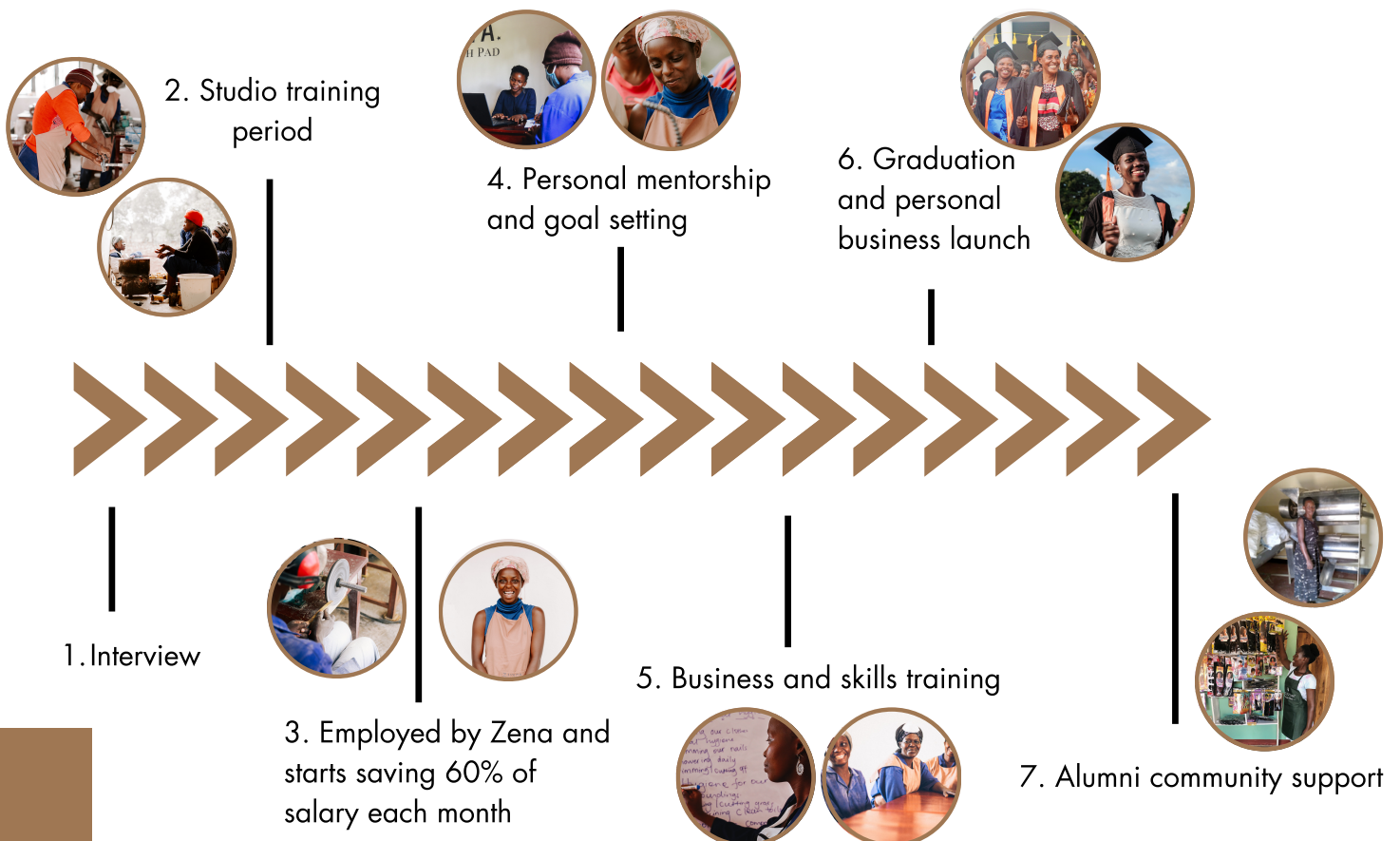
A One Year Holistic Launch Pad

At the Zena Launch Pad we believe that extreme poverty is not an exclusively economic problem, but is symptomatic of wider systemic issues. We aim to provide the following 3 components for a holistic launch pad towards financial freedom.

Capital: through a monthly salary while creating our jewellery, 40% puts them and their families above the poverty line while 60% is saved each month towards start up capital for their own business upon graduation.

Confidence: Zena women access our holistic curriculum of education streams including literacy, business education, leadership, digital literacy, agricultural training and counselling.

Community: Poverty is created not only by a lack of financial resources but by a lack of networks of support. Zena women belong to a peer group who journey together and graduate together. The Zena Launch Pad is designed to foster friendships that create belonging, personal value and security.





New Programme: Digital Literacy

In 2022 we kicked off a new stream of educational programming for our curriculum: Digital Literacy.

One of the biggest prevailing barriers to breaking the poverty cycle is the increasing tech gap experienced by the rural poor in Uganda.

Our training programme supports the Zena women in using emails, typing, using the internet and accessing online financial support.

Confidence in digital communications is critical for economically empowered women in Kamuli.

Lydia's Story

Lydia accessed digital literacy classes at the Zena HQ this year and graduated to start her juice factory in Autumn 2022.

In order to sell her tamarind juice to wholesalers, she needed to secure the Ugandan Health Authority verification mark on her labels to certify that her production was inline with national health and hygiene standards.

Lydia was able to use her email address and newly found confidence with digital communication to file the correct documents with the Health Authority and obtain the certifying mark for her labels.

She is now able to sell her juice to wholesalers in Kamuli and the surrounding areas. Vastly increasing her market access.

Congratulations Lydia!





New Programme: Agricultural Training

The economic stability of rural communities is inextricably connected to their harvests and the agricultural activities they carry out on the land. Women often bear the responsibility and role of maximising economic productivity of their gardens and any livestock. These are critical financial assets for rural families.

In 2022 we began our partnership with ISU (Iowa State University) to implement a practical training course on agricultural best practices to increase economic yield from household agricultural activities. We have started an HQ garden farm and have even been eating some of the produce in our lunches!



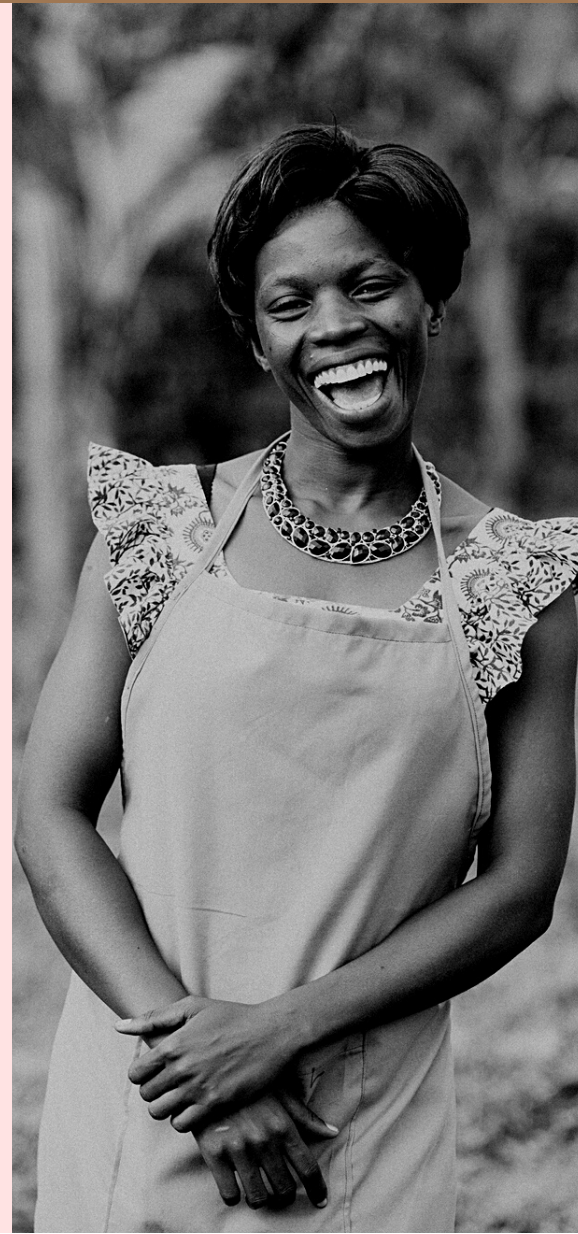


Beneficiary to Benefactor

At Zena we believe that the best placed individuals to create transformation in communities experiencing systemic injustices are those who are typically marginalised within them. We believe rural women have the power to create jobs, build livelihoods, educate the next generation and turn the tide on gender inequality. The Zena women are not the beneficiaries, but the benefactors. The change starts with them.

Rachel's Story

Rachel graduated in 2020 to start her tailoring studio with her savings from Zena. Due to a specific embroidery machine Rachel was able to purchase, she attracted contracts from local primary schools as her studio could embroider the logos. Rachel has been able to grow her studio and has recently been contracted by a large International NGO to train a group of vulnerable women in tailoring skills in her community. Rachel is excited to provide support and training to a wider group of women. She is a change-maker for her own community.



The Numbers



67

WOMEN SUPPORTED

402

INDIVIDUALS OUT OF POVERTY

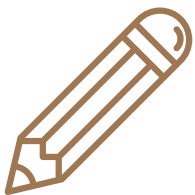


42

BUSINESSES STARTED

86%

BUSINESSES MADE IT PAST 1ST BIRTHDAY

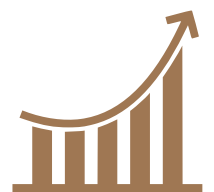


38

WOMEN ACCESSED LITERACY CLASSES

100%

WOMEN EXPERIENCE RAISE IN HOUSEHOLD INCOME





Monica's Story

"Before I joined Zena I had a very negative view of life and of myself. But now I know that I am a business woman. I am so excited by business foundations, things I have learned here, like customer segmentation and the SWOT analysis. I learned that I am good at creative business strategy and I can foster that mindset in myself and others.

In the past two years with Zena I have bought land and I am building a house of my own, all with my own money. **ANYTHING** is possible in life.

When I first came to Zena I hated myself so much that I couldn't even stand to be around other people. Now, life is filled with people and laughter. I am no longer tired of the world. This community has changed my life. I Thank you for loving me and believing I could be someone when I didn't even believe it myself."

Financial Review

The Trustees have prepared accounts for The Zena Launchpad in accordance with the requirements of the SORP of best accounting practice.

Review of the year

The Zena Launchpad raised income of £58,446 from donations during 2022. Our expenditure was £101,068 so we used some of our general fund reserves which had grown quite large by the end of 2021.

Income and Expenditure

The Zena Launchpad relies on donations for its source of funding. Most of the donations came from individuals and we are grateful to the broadening group of churches, trusts and businesses joining in to support our innovative approach.

Most fundraising was undertaken by the trustees and volunteers with some support of professional grant proposal writers. The costs of raising funds amounted to £600. All the grants made by The Zena Launch Pad were to Zena Uganda (an International NGO) to support their delivery of the programmatic work of training women as entrepreneurs.

Reserves policy and balance sheet

The Zena Launchpad is the primary funder of the entrepreneurial training scheme at Zena Uganda. The women commit to the programme of 12 months. As our income is mostly from lump sums rather than regular giving, we aim to keep over 6 months running costs of that programme in reserve to ensure all the women who join can finish the programme.



Independent examiner's report to the trustees of The Zena Launchpad

I report to the trustees on my examination of the accounts of The Zena Launchpad ('the Trust') for the year ended 31st December 2022.

Responsibilities and basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act'). I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

Scope of Examination

To enable my examination, I have been provided with detailed Excel spreadsheets containing all relevant accounting records, bank statements, supporting records and a copy of the draft Statutory Accounts.

The examination of accounts has included the following actions –

1. Checking the consistency of records contained on the Excel spreadsheets, that detailed expenditure and income statements reconcile with the accounts summary.
2. Reconciliation of accounting records to bank statements. The bank balance was agreed to the annual accounts statement.
3. A sample of invoices from the accounting records were examined and were matched to bank statement entries.
4. Gift aid submissions were examined and matched to receipts from HMRC.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept by the Trust in accordance with section 130 of the Act; or
2. the accounts did not accord with those records; or
3. the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Andrew Gardner

Statement of Financial Activities for the period
from 1 January 2022 to 31st December 2022

	2022			2021		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	<u>Funds</u>	<u>Funds</u>	<u>Funds</u>	<u>Funds</u>	<u>Funds</u>	<u>Funds</u>
	£	£	£	£	£	£
INCOME FROM:						
Donations and legacies	58,378	-	58,378	130,343	35,398	165,740
Investment income	67		67			
TOTAL INCOME	58,446	-	58,446	130,343	35,398	165,740
EXPENDITURE ON:						
Charitable activities	95,849	4,469	100,318	78,403	36,412	114,815
Activities for raising funds	600		600	1,200		1,200
Governance costs	150		150	150		150
TOTAL EXPENDITURE	96,599	4,469	101,068	79,753	36,412	116,165
Net income / (expenditure)	(38,153)	(4,469)	(42,622)	50,590	(1,015)	49,575
Gross transfers between funds	0	0	0	0	0	0
Net movement in funds	(38,153)	(4,469)	(42,622)	50,590	(1,015)	49,575
RECONCILIATION OF FUNDS						
Total funds brought forward	90,902	12,018	102,920	40,312	13,033	53,345
TOTAL FUNDS CARRIED FORWARD	52,749	7,549	60,298	90,902	12,018	102,920



Balance Sheet as at 31st December 2022

	Notes	<u>2022</u>		<u>2021</u>	
		£	£	£	£
Current assets					
Debtors and accrued income	2	-		10,250	
Cash at bank and in hand		60,448		92,820	
		<u>60,448</u>		<u>103,070</u>	
Creditors: falling due within one year	3	<u>(150)</u>		<u>(150)</u>	
Net current assets			<u>60,298</u>		<u>102,920</u>
Net assets less current liabilities			60,298		102,920
Net assets			<u><u>60,298</u></u>		<u><u>102,920</u></u>
Reserves					
Unrestricted funds:					
General fund		52,749		90,902	
Restricted funds		<u>7,550</u>		<u>12,018</u>	
			60,298		102,920
			<u><u>60,298</u></u>		<u><u>102,920</u></u>

The accounts have been prepared in accordance with the Financial Reporting Standard 102.

These accounts were approved by the trustees on 14th April 2023 and were signed on its behalf by:



Sarah Gough (Chair)



Notes to the accounts of the Zena Launchpad for the period 1 January 2022 to 31st December 2022

1. Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's accounts

Basis of preparation

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to the accounts. The accounts have been prepared in accordance with the Statement of Recommended Accounting Practice FRS 102 and with the Charities Act 2011.

Incoming resources

The accounts are prepared on the accruals basis of accounting: income is recognised when receivable, except for donations of all kinds that are recognised when received; income tax recoverable is recognised at the same time as the donation. Funds generated through sales of merchandise are accounted for gross. Grants and donations are accounted for when paid over, or when awarded, if that award creates a binding obligation on the charity. Legacies are only recognised when received.

Resources expended

'Resources expended' has a wider meaning than 'expenditure': it excludes the costs of fixed assets that are capitalised but includes their subsequent depreciation on the basis set out below. The categories as defined by the SORP 2006 are:

- Costs of generating funds are those costs incurred in fundraising.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services. It includes all costs that can be allocated directly to such charitable activities.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the independent examination fees.

Funds

Unrestricted funds represent funds that are not subject to any restrictions regarding their use and are available for application on the general purposes of the charity. Restricted funds are funds donated with restrictions as to their use.

Fixed assets and depreciation

Items of plant and equipment are capitalised where the acquisition value exceeds £1,000.



2 Income	2022	2021
	£	£
By source		
Donations from individuals - not gift aidable	3,389	25,852
Donations from individuals - gift aid recoverable	35,180	41,250
Income tax recovered via gift aid	8,809	10,251
Donations from churches, schools and businesses	5,000	66,989
Grants from grant making trusts	6,000	21,398
	<u>58,378</u>	<u>165,740</u>

3 Debtors	2022	2021
	£	£
Income tax recoverable	-	10,250
Prepayments and accrued income	-	-
	<u>-</u>	<u>150</u>

4 Creditors due within one year	2022	2021
	£	£
Accounts payable	-	-
Accruals	150	150
	<u>150</u>	<u>150</u>

Remuneration of independent examiner amounts to £150

5 Staff numbers and costs

There were no staff employed by The Zena Launchpad

6 Related Party Disclosures

No trustees have been paid any remuneration or received any benefits from their association with the charity.

7 Commitments

There are no capital commitments as at 31 December 2022 (2021: Nil)

8 Restricted funds

	Balance brought forward at 1 January			Balance carried forward at 31 December 2022
	2022	Income	Expenditure	
Year to December 2022	£	£	£	£
Unrestricted funds	90,902	58,446	(96,599)	52,749
Restricted funds for				
- improvements to buildings and land	7,550		-	7,550
- entrepreneurship director salary	4,043		(4,043)	-
- training of junior staff	426		(426)	-
	<u>102,920</u>	<u>58,446</u>	<u>(101,068)</u>	<u>60,298</u>

	Balance brought forward at 1 January			Balance carried forward at 31 December 2021
	2021	Income	Expenditure	
Year to December 2021	£	£	£	£
Unrestricted funds	40,312	130,343	(79,753)	90,902
Restricted funds for				
- improvements to buildings and land	10,000	20,000	(22,450)	7,550
- entrepreneurship director salary	3,033	14,398	(13,388)	4,043
- training of junior staff	-	1,000	(574)	426
	<u>53,345</u>	<u>165,740</u>	<u>(116,165)</u>	<u>102,920</u>

Looking Forwards: Zena HQ Campus

In 2022, thanks to the generous support of our donors, we were able to complete the purchase on our new plot of 3 acres in Kamuli.

In 2023 we are raising £100,000 to construct our new Zena Launch Pad HQ campus. This will allow us to build classrooms, studio space, kitchen facilities, offices and changing rooms allowing us to double our capacity and create inspiring spaces of innovation, belonging and empowerment for our Zena community.

We also are grateful to our growing community of donors who facilitate our ongoing holistic economic empowerment education programming.



ZEN



JULIET



BITIJUMA



ALLEN



FARIDA



AMINA



ALICE



JUSTINE



RUTH



SARAH



SARAH



BETTY



SCOVIA



SALIMA



SAMALI



CATHERINE



JULIET



RACHEL



ZAITUNA



ASIAT



HELLEN



OLIVA



SOPHIE



SWAFURA



DELILA



BEATRICE

ZENA★
CLASS OF 2023

The Zena Launchpad

England & Wales - Charity number 1185868

Accounts

2021

UK ANNUAL REPORT AND ACCOUNTS

★ A Year of Firsts, Learning & Iteration



Empowering Female Entrepreneurs

ZENA★
LAUNCH PAD

thezenalaunchpad.com

MESSAGE FROM

THE FOUNDERS



In 2021 our thankfulness, confidence, and pride in our team has exponentially grown as, in the face of significant covid lockdowns and political unrest in Uganda, they pushed on with determination in the vision of seeing female entrepreneurs empowered to transform their communities. This year we have seen nine women launch new businesses, developed two

comprehensive curriculums, and implemented a new practical training module. We continue to be inspired and encouraged by the women of Zena, pressing on towards their goals of launching their businesses. The longer we have had the privilege of working in this vision, the more we believe these businesses have the power to change the story of extreme poverty not only for the entrepreneurs, but for so many around her. We extend our deepest gratitude to the donors who believe in the vision of The Zena Launchpad and make all of this work possible. We look forward to having you join us as we continue to grow.

LOREN THOMAS + CARAGH BENNET

Accounts for the Zena Launchpad for the period from 1 January 2021 to 31 December 2021

Registered charity number: 1185868
CIO: CE019231

Report of the trustees for the period from 1 January 2021 to 31st December 2021

The Trustees present their report together with the financial statements of the charity for the period from 1 January 2021 to 31st December 2021.

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Peter Tibigambwa
Sarah Gough (Chair)
Sebastian Mitchell

Registered office:

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Bank:

CAF Bank, 25 Kings Hill Avenue
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Kent
ME19 4JQ

Independent examiner:

Andrew Gardner
7 The Fairway
Lake
Isle of Wight
PO36 9EE



Structure, Governance and Management

The Zena Launchpad is a Charitable Incorporated Organisation governed by its Foundation document dated 6th November 2020.

The Zena Launchpad was originally registered with the Charity Commission as a CIO on 18th October 2019 as Tribe + Glory Training under a governing document dated 15th October 2019. Its name was changed to The Zena Launchpad on 6th November 2020.

New Trustees are appointed by the existing Board of Trustees on the basis of their expertise and involvement in furthering the mission and vision of the charity. The Board of Trustees meets quarterly to oversee the vision and strategies of the charity. There are no salaried members of staff.

Public Benefit

The Trustees have paid due regard to the Charity Commission's guidance on public benefit in deciding the activities undertaken by the Charity in the period. The Trustees are satisfied that the information provided in the report and accounts meets the public benefit reporting requirements.

OBJECTIVES AND ACTIVITIES



OUR VISION

The Zena Launchpad equips female entrepreneurs to rewrite the stories of extreme poverty and gender inequality. Our training based approach facilitates space for women below the poverty line to save debt free capital, access holistic business education and launch scalable and sustainable businesses.



OUR MODEL

We provide debt free access to capital & training to previously underserved women to empower them to start their own businesses so that they can confidently and independently contribute to the development of their community and financially to their households.

Through short term employment, Zena program members are given an opportunity to earn a living wage and put aside monthly savings towards the start-up capital they need to start their businesses. Therefore starting debt free, hand-out free ventures to pull them and their families out of poverty.



2021 STRATEGIC INITIATIVES

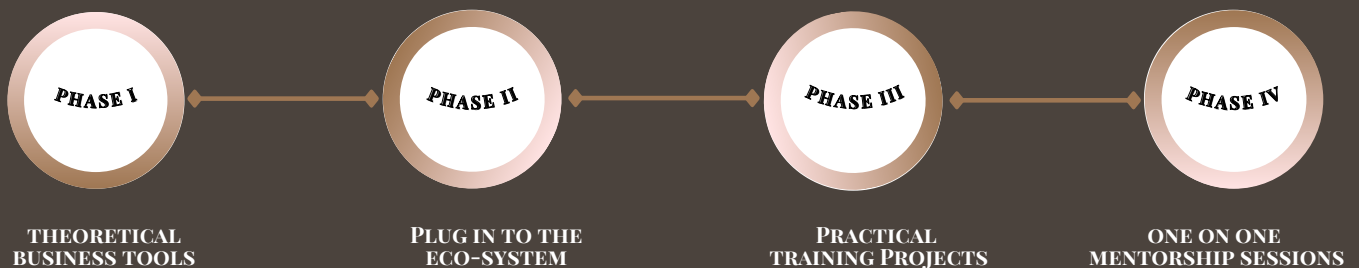
1. Construction at the HQ: we were able to purchase 3 acres of land as a first step to improving our facilities.
2. Kamuli impact output: we have formalised a 4 phase training format with relevant curriculum books.
3. Zena Launchpad Leadership conference: this initiative was changed. We instead have focused on developing community based partner relations for phase 2 of our programming.

HIGHLIGHTS

Our family is growing! We brought on board a fourth cohort of refreshingly vibrant women who are eager to learn, grow and build.



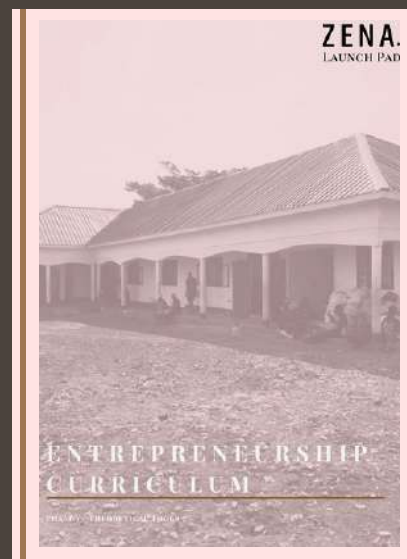
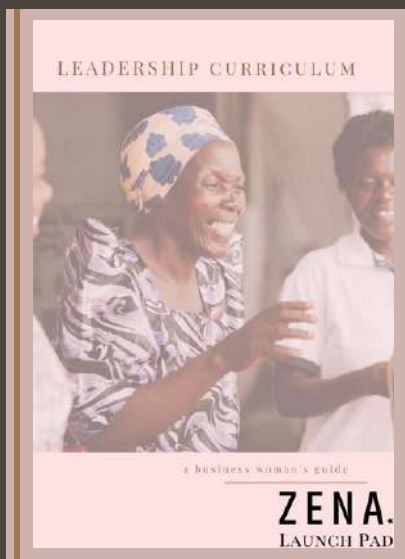
We restructured our Training Programme to address its gaps and better support our program members by redesigning the program structure to allow for a more comprehensive training approach. This year, the Entrepreneurship Department rolled out phase II, III and IV of our new multi-phased training program.



We designed, created and launched the first versions of our new training resources;

[The Leadership Training Curriculum](#)

[The Entrepreneurship Training Curriculum](#)



THE NUMBERS...



staff and programme members supported with stipend and savings despite the lockdowns.



past and present programme members



new programme members brought on board for entrepreneurship training.



businesses launched in Kamuli with Zena Launchpad savings.



new women graduated into their dream businesses this year!



of the businesses launched in the last year made it past their 1st birthday. ★★★★★★★★

2021 GRADUATES

BETTY



Retail Shop
15th February

FLORENCE



Used-Clothes Boutique
1st March

SHARON



Craft shoes &
accessories Shop
15th March

MARIAM



Poultry Farm
1st April

FARIDAH



Food produce shop
1st July

ZIADAH



Money Transfer Service,
Phone & Extras Shop
1st August

OLIVIA



Poultry Farm
14th October

LYDIA



Cattle Farm
1st December

RACHEAL



Tailoring WorkShop
1 January

A ★
PAD



FINANCIAL REVIEW

The Trustees have prepared accounts for The Zena Launchpad in accordance with the requirements of the SORP of best accounting practice.

Review of the year

The Zena Launchpad raised income of £165,740 from donations during 2021 – of which £35,398 was restricted fund income. Our expenditure was £116,165 leaving a net surplus of £49,575.

Income and Expenditure

The Zena Launchpad relies on donations for its source of funding. Most of the donations came from individuals and we are grateful to the broadening group of churches, trusts and businesses joining in to support our innovative approach.

Most fundraising was undertaken by the trustees with some support of professional grant proposal writers. The costs of raising funds amounted to £1,200. All the grants made by The Zena Launch Pad were to Tribe + Glory Uganda (an International NGO) to support their delivery of the programmatic work of training women as entrepreneurs.

Reserves policy and balance sheet

The Zena Launchpad is the primary funder of the entrepreneurial training scheme at Tribe and Glory Uganda. The women commit to the programme of 12 months. As our income is mostly from lump sums rather than regular giving, we aim to keep over 6 running costs of that programme in reserve to ensure all the women who join can finish the programme. Due to the generous support of donors in December 2021 we are holding over 12 months cash in the unrestricted funds at the end of the year.

Independent examiner's report to the trustees of The Zena Launchpad

I report to the trustees on my examination of the accounts of The Zena Launchpad ('the Trust') for the year ended 31st December 2021.

Responsibilities and basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act'). I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept by the Trust in accordance with section 130 of the Act; or
2. the accounts did not accord with those records; or
3. the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Andrew Gardner

7 The Fairway
Sandown
Isle of Wight
PO36 9EE

17th October 2022

Statement of Financial Activities for the period
from 1 January 2021 to 31st December 2021

	Unrestricted Funds £	2021 Restricted Funds £	Total Funds £	2020 Total Funds £
INCOME FROM:				
Donations and legacies	130,343	35,398	165,740	130,031
TOTAL INCOME	130,343	35,398	165,740	130,031
EXPENDITURE ON:				
Charitable activities	78,403	36,412	114,815	76,036
Activities for raising funds	1,200		1,200	500
Governance costs	150		150	150
TOTAL EXPENDITURE	79,753	36,412	116,165	76,686
Net income / (expenditure)	50,590	(1,015)	49,575	53,345
Gross transfers between funds	0	0	0	0
Net movement in funds	50,590	(1,015)	49,575	53,345
RECONCILIATION OF FUNDS				
Total funds brought forward	40,312	13,033	53,345	0
TOTAL FUNDS CARRIED FORWARD	90,902	12,018	102,920	53,345

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.



Balance Sheet as at 31st December 2021

		2021		2020	
Notes	£	£	£	£	
Tangible Fixed assets					
Current assets					
Debtors and accrued income	3	10,250		2,750	
Cash at bank and in hand		92,820		50,745	
		103,070		53,495	
Creditors: falling due within one year					
	4	(150)		(150)	
Net current assets			102,920		53,345
Net assets less current liabilities			102,920		53,345
Net assets			102,920		53,345
Reserves					
Unrestricted funds:					
General fund		90,902		40,312	
Restricted funds		12,018		13,033	
			102,920		53,345
			102,920		53,345

The accounts have been prepared in accordance with the Financial Reporting Standard 102.

These accounts were approved by the trustees on 17th October 2022 and were signed on its behalf by:



.....
Sarah Gough (Chair)



Notes to the accounts of the Zena Launchpad for the period 1 January 2021 to 31st December 2021

1. Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's accounts

Basis of preparation

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to the accounts. The accounts have been prepared in accordance with the Statement of Recommended Accounting Practice FRS 102 and with the Charities Act 2011.

Incoming resources

The accounts are prepared on the accruals basis of accounting: income is recognised when receivable, except for donations of all kinds that are recognised when received; income tax recoverable is recognised at the same time as the donation. Funds generated through sales of merchandise are accounted for gross. Grants and donations are accounted for when paid over, or when awarded, if that award creates a binding obligation on the charity. Legacies are only recognised when received.

Resources expended

'Resources expended' has a wider meaning than 'expenditure': it excludes the costs of fixed assets that are capitalised but includes their subsequent depreciation on the basis set out below. The categories as defined by the SORP 2006 are:

- Costs of generating funds are those costs incurred in fundraising.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services. It includes all costs that can be allocated directly to such charitable activities.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the independent examination fees.

Funds

Unrestricted funds represent funds that are not subject to any restrictions regarding their use and are available for application on the general purposes of the charity. Restricted funds are funds donated with restrictions as to their use.

Fixed assets and depreciation

Items of plant and equipment are capitalised where the acquisition value exceeds £1,000.



2 Income	2021	2020
	£	£
By source:		
Donations from individuals - not gift aidable	25,852	26,800
Donations from individuals - gift aid recoverable	41,250	57,715
Income tax recovered via gift aid	10,251	14,379
Donations from churches, schools and businesses	66,989	24,500
Grants from grant making trusts	21,398	6,637
	<u>165,740</u>	<u>130,031</u>

3 Debtors	2021	2020
	£	£
Income tax recoverable	10,250	2,750
Prepayments and accrued income	-	-
	<u>10,250</u>	<u>2,750</u>

4 Creditors due within one year	2021	2020
	£	£
Accounts payable	-	-
Accruals	150	150
	<u>150</u>	<u>150</u>

Remuneration of independent examiner amounts to £150

5 Staff numbers and costs

There were no staff employed by The Zena Launchpad

6 Related Party Disclosures

No trustees have been paid any remuneration or received any benefits from their association with the charity.

7 Commitments

There are no capital commitments as at 31 December 2021 (2020: Nil)

8 Restricted funds

Year to December 2021	Balance brought forward at 1 January 2021	Income	Expenditure	Balance carried forward at 31 December 2021
	£	£	£	£
Unrestricted funds	40,312	130,343	(79,753)	90,902
Restricted funds for				
- improvements to buildings and land	10,000	20,000	(22,450)	7,550
- entrepreneurship director salary	3,033	14,398	(13,388)	4,043
- training of junior staff	-	1,000	(574)	426
	<u>53,345</u>	<u>165,740</u>	<u>(116,165)</u>	<u>102,920</u>
Period to December 2020		Income	Expenditure	Balance carried forward at 31 December 2020
		£	£	£
Unrestricted funds		113,393	(73,081)	40,312
Restricted fund for building improvement		10,000	-	10,000
Restricted fund for entrepreneurship director		6,638	(3,604)	3,033
		<u>130,031</u>	<u>(76,686)</u>	<u>53,345</u>

LOOKING FORWARD

As we enter a new year together, we anticipate it with new hopes. With a view to increase capacity, this year we are hoping to both widen and deepen our impact as an organisation.

2022

- ★ Having a total of over 40 women graduated into their businesses by the end of 2022.
- ★ Growing our Alumni support programme for Zena Launch Pad graduates in the community.
- ★ Further developing our training programme and training resources to be best in class for entrepreneurial training in rural settings. Including integrating a personal initiative training approach and incorporate training in tech.
- ★ In December 2020 we opened interviews for 10 spaces at our HQ. We had over 200 applicants. There is HUGE demand for our model in Kamuli. We are thrilled to have been able to purchase a plot of 3 acres of land on which we are looking to build an improved set of facilities allowing us to safely increase our capacity, open the door to more female entrepreneurs and scale our impact.



Our new plot of land in Kamuli

The Zena Launchpad

England & Wales - Charity number 1185868

Accounts



Suzan from Zena 2018 cohort graduated in December 2020 with her homewares shop





Christine from Zena 2017 cohort graduated in December 2020 with her stationary shop.



Zena HQ office team, Caragh, Loren, Faith, Sheilla, Phionah, Shakira

FROM THE COFOUNDERS

2020 was a challenging year but we close with gratitude for how far we came together. This year we saw 7 Zena entrepreneurs launch their businesses bringing our total number of graduates to 12. We were so inspired by these individuals and their undeterred desire to launch, even in the midst of the Covid-19 pandemic.

We're grateful to donors who enabled us to maintain full pay for the entirety of our team throughout lockdown. In addition to on-boarding a cohort of 10 members, we interviewed another cohort (coming Jan 2021), and added to our Senior Management team with Faith, our new Entrepreneurship Director. In spite of the very real challenges, we ended the year on a high celebrating the brilliant and brave graduates of 2020. We believe these women, as we have already seen from the 2019 graduates, will go on to create jobs, support their children through education, and inspire a new generation of girls to reach their potential.

CARAGH BENNET, LOREN THOMAS
COFOUNDERS



Accounts for the Zena Launchpad for the period from 18th October 2019 to 31 December 2020

Registered charity number: 1185868
CIO: CE019231

Report of the trustees for the period from 18th October 2019 to 31st December 2020

The Trustees present their report together with the financial statements of the charity for the period from 18th October 2019 to 31st December 2020.

These financial statements comply with the Charities Act 2011, the Articles of Association, and Accounting and Reporting by Charities Statement of Recommended Practice applicable to Charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) (Charities SDRP (FRS102) and the Charities Act 2011).

Reference and Administrative Information

Officers for the period:

Jane Pleace
Peter Tibigambwa
Sarah Gough (Chair)
Sebastian Mitchell

Registered office:

3 Avenue Gardens,
Teddington,
TW11 0BH

Bank:

CAF Bank, 25 Kings Hill Avenue
West Malling
Kent
ME19 4JQ

Independent examiner:

Andrew Gardner
7 The Fairway
Lake
Isle of Wight
PO36 9EE



Structure, Governance and Management

The Zena Launchpad is a Charitable Incorporated Organisation governed by its Foundation document dated 6th November 2020.

The Zena Launchpad was originally registered with the Charity Commission as a CIO on 18th October 2019 as Tribe + Glory Training under a governing document dated 15th October 2019. Its name was changed to The Zena Launchpad on 6th November 2020.

New Trustees are appointed by the existing Board of Trustees on the basis of their expertise and involvement in furthering the mission and vision of the charity. The Board of Trustees meets quarterly to oversee the vision and strategies of the charity. There are no salaried members of staff.

Public Benefit

The Trustees have paid due regard to the Charity Commission's guidance on public benefit in deciding the activities undertaken by the Charity in the period. The Trustees are satisfied that the information provided in the report and accounts meets the public benefit reporting requirements.

INCOME

INNOVATION

AGENCY



REHEMA, 2020 GRADUATE

“

Using Zena's stipend, I have been able to support Esther, my daughter with all the requirements needed for her to complete her nursing course. It is prestigious having a medical professional as your child. So thankful that I am seeing this happen very soon and that I have been directly involved in Esther's education.

I get to purchase clothes for me which wasn't the case before. I never used to have nice clothes.

Before being part of the programme, I would always have to wait for provision from my husband, this isn't the case. I also get to contribute to the well being of the home.

I could go on and on about all the benefits that have come with me being a part of Zena.

”



Sandra, 2019 Graduate in her salon

OBJECTIVES AND ACTIVITIES

OUR MISSION

The prevention or relief of poverty of women (in particular but not exclusively living in Uganda) by providing or assisting in the provision of education, training and the necessary support designed to enable individuals to generate a sustainable income and be self-sufficient.

2020 IMPACT INITIATIVES

- On boarding another cohort of 10 female entrepreneurs in Kamuli.
- Ongoing graduations of current program members as equipped and confident entrepreneurs in Kamuli.
- Resourcing and community building for outgoing Zena Entrepreneurs in Kamuli.
- Strengthening and developing internal programming in entrepreneurship, education and pastoral access.







Lillian, 2020 Launchpad Graduate in her baby clothes shop

ACHEIVEMENTS AND PERFORMANCE

39

Staff and Launchpad members supported with stipend and savings fully during Covid-19 lockdowns.

261

Lives lifted above the poverty line by Zena Launchpad salaries. Including members, staff and dependents.

20

Launchpad members accessed literacy classes.

10

New women interviewed, trained and signed on full stipend/savings in the Zena Launchpad.

7

Women graduated into fully funded businesses using Zena Launchpad savings.

80%

2019 graduates still successfully running their businesses after 1 year.

A ★
PAD

FINANCIAL REVIEW

The Trustees have prepared accounts for The Zena Launchpad in accordance with the requirements of the SORP of best accounting practice.

Review of the year

The Zena Launchpad raised income of £130,000 from donations during 2020 – of which £16,638 was restricted fund income. Our expenditure was £76,686 leaving a net surplus of £53,345. Of this £13,033 was held on restricted funds and £40,312 in general funds.

Income and Expenditure

The Zena Launchpad relies on donations for its source of funding. In its first year of operation, half came from individuals with some from corporations (£25,000) and grant making bodies (£4,000). We are enormously grateful to our committed donors and in 2021 are seeking to expand our donor base.

Most fundraising was undertaken by the trustees. The costs of raising funds amounted to £500. Grants were made to Zena in Uganda (an International NGO) to support their delivery of the programmatic work of training women as entrepreneurs.

Reserves policy and balance sheet

The charity does not intend to accumulate significant reserves but the trustees aim to keep 3 to 6 months programme expenditure in reserve to ensure that funding can continue reliably without interrupting delivery whilst fundraising continues in the UK.

The total running costs of the charitable programme in 2021 are forecast at £130,000. General fund cash assets of £40,000 at the year end represent 4 months running costs.

Restricted funds were held at the year end for specific projects: £10,000 for capital improvements to the facilities and £3,000 towards the salary of the entrepreneurship director.

Independent examiner's report to the trustees of The Zena Launchpad

I report to the trustees on my examination of the accounts of The Zena Launchpad ('the Trust') for the year ended 31st December 2020

Responsibilities and basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act'). I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept by the Trust in accordance with section 130 of the Act; or
2. the accounts did not accord with those records; or
3. the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Andrew Gardner

7 The Fairway
Sandown
Isle of Wight
PO36 9EE

25th February 2021

Statement of Financial Activities for the period
from 18th October 2019 to 31st December 2020

	Unrestricted Funds £	Restricted Funds £	Total Funds £
INCOME FROM:			
Donations and legacies	113,393	16,638	130,031
Income from charitable activities	-	-	-
Income from trading activities	-	-	-
Other income	-	-	-
TOTAL INCOME	113,393	16,638	130,031
EXPENDITURE ON:			
Charitable activities	72,431	3,604	76,036
Activities for raising funds	500	-	500
Governance costs	150	-	150
TOTAL EXPENDITURE	73,081	3,604	76,686
Net income / (expenditure)	40,312	13,033	53,345
Gross transfers between funds	0	0	0
Net movement in funds	40,312	13,033	53,345
RECONCILIATION OF FUNDS			
Total funds brought forward	0	0	0
TOTAL FUNDS CARRIED FORWARD	40,312	13,033	53,345

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.



Suzan, 2020 Graduate in her homewares shop

"My life has changed and I believe that my business will be successful too. I want my business to grow so that I can employ other people so that they can also change their lives, I know how it feels when you need something and you are lacking money." Suzan

Balance Sheet as at 31st December 2020

	Notes	£	2020 £
Tangible Fixed assets	1		
Current assets			
Debtors and accrued income	2	2,750	
Cash at bank and in hand		<u>50,745</u>	
		53,495	
Creditors: falling due within one year	3	<u>(150)</u>	
Net current assets			<u>53,345</u>
Net assets less current liabilities			53,345
Net assets			<u><u>53,345</u></u>
Reserves			
Unrestricted funds:			
General fund		40,312	
Restricted funds		<u>13,033</u>	
			53,345
			<u><u>53,345</u></u>

The accounts have been prepared in accordance with the Financial Reporting Standard 102.

These accounts were approved by the trustees on 25th February 2021 and were signed on its behalf by:



.....

Sarah Gough (Chair)

Notes to the accounts of the Zena Launchpad for the period 18th October 2019 to 31st December 2020

1. Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's accounts

Basis of preparation

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to the accounts. The accounts have been prepared in accordance with the Statement of Recommended Accounting Practice FRS 102 and with the Charities Act 2011.

Incoming resources

The accounts are prepared on the accruals basis of accounting: income is recognised when receivable, except for donations of all kinds that are recognised when received; income tax recoverable is recognised at the same time as the donation. Funds generated through sales of merchandise are accounted for gross. Grants and donations are accounted for when paid over, or when awarded, if that award creates a binding obligation on the charity. Legacies are only recognised when received.

Resources expended

'Resources expended' has a wider meaning than 'expenditure': it excludes the costs of fixed assets that are capitalised but includes their subsequent depreciation on the basis set out below. The categories as defined by the SORP 2006 are:

- Costs of generating funds are those costs incurred in fundraising.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services. It includes all costs that can be allocated directly to such charitable activities.
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Funds

Unrestricted funds represent funds that are not subject to any restrictions regarding their use and are available for application on the general purposes of the charity. Restricted funds are funds donated with restrictions as to their use.

Fixed assets and depreciation

Items of plant and equipment are capitalised where the acquisition value exceeds £1,000.



Notes to the accounts of the Zena Launchpad for the period 18th October 2019 to 31st December 2020 (continued)

2 Debtors	2020
	£
Income tax recoverable	2,750
Prepayments and accrued income	-
	<hr/> 2,750 <hr/>

3 Creditors due within one year	2020
	£
Accounts payable	
Accruals	150
	<hr/> 150 <hr/>

Remuneration of independent examiner amounts to £150

4 Staff numbers and costs

There were no staff employed by The Zena Launchpad

5 Related Party Disclosures

No trustees have been paid any remuneration or received any benefits from their association with the charity.

6 Commitments

There are no payments due under non-cancellable operating leases expiring within two to five years.

7 Restricted funds

	Income	Expenditure	Balance carried forward at 31 December 2020
	£	£	£
Unrestricted funds	113,393	(73,081)	40,312
Restricted fund for building improvement	10,000		10,000
Restricted fund for entrepreneurship director	6,638	(3,604)	3,033
	<hr/> 130,031	<hr/> (76,686)	<hr/> 53,345 <hr/>

FUTURE PLANS

Construction at the HQ

We expect to purchase the land which will open up the opportunity for longer term and wider view development at the Kamuli HQ. We are facing urgent space needs that we would like to address through a construction project that takes into account both our short term needs and long term vision. We are hoping to build better sanitation facilities for both the female and male members of our team, a better equipped workshop facility, and would therefore transition our current workshop space into additional classroom/library space.

Kamuli HQ impact output

We are building our entrepreneurship training curriculum and programme to cover 4 comprehensive phases including taught curriculum, mentorship in the workplace, practical applied learning and graduated support. By the end of 2021 we are aiming to have graduated a total 20 women into their own businesses.

Zena Launchpad Leadership Conference

We are planning to host our first leadership development conference with graduates, programme members and visiting mentors in summer 2021. We will continue to explore opportunities to leverage the graduated members of the Zena Launchpad community to support and mentor the women coming up through the programme.



"BEING AT THIS ORGANISATION I'VE MET FRIENDS
THAT SEE VALUE IN ME.
I HAVE LEARNT HOW TO WORK HARD AND THE
ENTREPRENEURSHIP LESSONS HAVE TAUGHT ME
HOW TO HANDLE MY BUSINESS, TO THINK BIG
AND TRUST IN GOD."

Olivia
2018 Cohort