



**AMPLIFYING VOICES AND TAKING
ACTION WHERE ITS NEEDED MOST**

AMPLIFY ACTION

Charitable Incorporated Organisation (CIO)

Annual Report and Financial Accounts for the year
ended 31st December 2024

Registered UK Charity Number: 1190591

CONTENTS

1. REFERENCE AND ADMINISTRATIVE INFORMATION.....	3
2. OBJECTIVES AND ACTIVITIES.....	4-5
a) Objectives	
b) Activities and Public Benefit	
3. ACHIEVEMENTS AND PERFORMANCE.....	6-7
4. FINANCIAL REVIEW.....	8
a) Income	
b) Expenditure	
c) Assets, Liabilities and Net surplus	
5. STRUCTURE, GOVERNANCE AND MANAGEMENT.....	9
a) Team structure	
b) Appointment of charity trustees	
c) Retirement and removal of trustees	
6. DECLARATIONS.....	10
Appendix:	
7. RECEIPTS AND PAYMENTS ACCOUNTS.....	11-12

REFERENCE AND ADMINISTRATIVE INFORMATION

Charity Name: Amplify Action

Charity registration number: 1190591

CIO registered address:

Amplify Action
33 Church Road
Woolston
Southampton
Hampshire
SO19 9FR

Bank:

The Co-operative Bank plc.
PO BOX 101
1 Balloon Street
Manchester
M60 4EP

Board of Directors:

Report of the Trustees for the year ended 31st December 2024.

The Trustees (listed below) present its report and financial statement of the Charitable Incorporated Organisation (CIO), Amplify Action, for the year ended 31st December 2024.

Trustees	Elected (dd/mm/year)
Ms A Afua	01/05/2020 (Resigned 11/12/2024)
Mr Thomas Ralph	01/05/2020
Mr Daniel Tudor-Williams	01/05/2020
Miss Eilis Wright	02/07/2020
Miss Shanna Read	23/03/2021
Miss Emily Nolan	16/08/2022

OBJECTIVES AND ACTIVITIES

a) Objectives

The objects of the CIO are:

The relief of poverty in Malawi and Ghana in particular, but not exclusively, by the improvement of the conditions of life in socially and economically disadvantaged communities and providing: grants, items, and services to individuals in need and/or charities, or other organisations working to prevent or relieve poverty.

The Trustees have reviewed the Charity Commissions general guidance on public benefit and have complied with duty in Section 4 of the Charities Act 2006 to have regard to this guidance. The Trustees always ensure that the projects undertaken by Amplify Action (1190591) are in line with the Charity's Objects.

Amplify Action's Values: Be Heard, Be Together. Be Curious, Be Brave. These values apply across operations and activities in the UK, Ghana, and Malawi, including the ethos that we apply when working in partnership with organisations.

b) Activities and public benefit

What Amplify Action is set up to achieve

- Support locally based change-makers and their organisations (CSOs/ NGOs) in Malawi and Ghana who are supporting communities through education and/or economic empowerment programmes.
- Improve standard of education in rural areas.
- Improve access to and knowledge on sexual reproductive health and rights.
- Improve access to sustainable income through appropriate skills development.
- Advocate for women and girls' rights, and the inclusion of those who are marginalised.

How the charity's purposes are beneficial

- Improve children's, young peoples, and women's opportunity to achieve their potential and claim their rights
- Increase educational access, attainment and achievement of girls and boys at primary and secondary level.
- Increase access and opportunity to earn a sustainable decent income for those facing marginalisation in society due to contextually related factors.

Who specifically benefits from the charity's activities

- Benefits children and their families in Kambwa and Maani Communities, Lilongwe, Malawi.

- Benefits surrounding communities to Bolgatanga, northern-east Ghana, with a focus on Women and Girls.

Specific needs that have been identified (by CIO and partners)

Malawi

- Under-resourced rural primary schools across Malawi lack the education system and quality of education compared to more urban environments within and across country.
- Girls and boys face different barriers that mean there remains a high drop out rate across rural primary schools.

Ghana

- Women and girls in northern Ghana have limited access to sexual reproductive health and rights education, resources (including sanitary towels) and knowledge.
- Women and young adolescent girls in Bolgatanga district of Ghana, who have either accessed and/or completed, never accessed, or dropped out of school have limited opportunity to earn a decent income.

ACHIEVEMENTS AND PERFORMANCE

Fundraising Events: Amplify Action was delighted to be invited back to Portsmouth High School for Girls to feature the work of their partner Advocacy for Social Improvement and Girls Education (ASIGE) at the school's Spring celebration. Alongside this, Amplify Action participated in Silkstead Sunflower Festival as a stall holder and was also particularly pleased to take part in two festive village events hosted throughout November and December 2024.

Programme Funding: Amplify Action is pleased to have raised restricted funds to support its locally based civil society partner in Bolgatanga, ASIGE to implement a vocational training project to support over 20 young women to gain the skills that will enable them to be financially independent. We also raised restricted funds to support a Goat Farming project and procure desks for two schools through our partner in Malawi, CECESD. Funds raised across all projects included monitoring and evaluation costs.

Networks: Amplify Action continued to value and build its networks and memberships to ensure connections and visibility. Amplify Action also continues to be a member of Bond UK, Girls Not Brides: The Global Partnership to end Child Marriage and the Alliance for Feminist Movements.

Partnership working:

In partnership with Advocacy for Social Improvement and Girls Education (ASIGE) who are based in Bolgatanga, north-eastern Ghana, we have;

⇒ **Continued to invest in the economic empowerment of over 420 women who are a part of ASIGE basket weaving cooperative in northern Ghana.**

Since May 2021, Amplify Action has been investing in- and continued to do so during 2024- an existing basket weaving social enterprise initiated in 2018 to support the empowerment of women and girls through education and economic independence in northern Ghana. In 2024 Amplify Action invested over a further £1,300 into this women's cooperative.

⇒ **Supported a vocational training project in partnership with ASIGE with a goal of ensuring that 21 adolescent girls in Upper-East Ghana are economically empowered with skills to earn a sustainable income.**

This project was implemented in 2024, and included the following activities:

21 adolescent girls and young women participated and completed a programme of vocational skills training (in either sewing, weaving, welding, hairdressing) received from master craftspeople.

They also received comprehensive training in entrepreneurship, customer management and technology for modern business.

All trainees had monthly mentor sessions alongside sexual health awareness sessions to ensure they have the information to make informed decisions about their health and futures.

All trainees received the necessary tools and equipment during their training to be able to set up businesses upon completion. They are due to graduate in early 2025.

In partnership with CECESD we have;

⇒ **Facilitated a programme of work with two communities – Maani and Kwambwa- supporting them to implement a Goat Farming Project that will enable holistic outcomes for their households and ultimately support them to send their children to school.**

CECESD have developed partnerships with two schools in Lilongwe; Maani and Kambwa, and we were pleased to be able to continue to support them during 2024 through a Goat Farming Project titled N'tukula Mudzi, which means 'Community Empowering.' In Chichewa.

Activities included:

Grouping community members and providing them with goats. The groups received training from a qualified vet on how to raise them for agricultural farming.

Over twelve months, the goats multiplied and droppings from them were collected as manure to fertilise soil to enable crop growth.

Upon receipt of agricultural inputs, the remaining six months of the project focussed on the cultivation of crops, which, when harvested were split between group members.

Ultimately community members were able to keep multiplying their goats or selling them to support household costs, including supporting their children's education.

⇒ **Raised funds to support the procurement of desks and chairs for two primary schools.**

Both schools explained that basic resources such as desks would go a long way in ensuring children setting their exams were comfortable and able to focus (over being sat on the floor), and girls, particularly those at the upper end of primary would feel more secure and dignified sitting at desks, when wearing a uniform.

FINANCIAL REVIEW

a) Income FY2024

<i>Description</i>	Unrestricted Income (£)	Restricted Income (£)
<i>Voluntary income: Grants and donations</i>	1,263	7,495
<i>Charitable Activities</i>	0	0
<i>Fundraising</i>	1,530	
<i>Trading</i>	0	0
<i>Investment Income</i>	0	0
<i>Other</i>	0	0
Total income FY2024	2,793	7,495

b) Expenditure FY2024

<i>Description</i>	Unrestricted Expenditure (£)	Restricted Expenditure (£)
<i>Cost of generating voluntary income:</i>	0	0
<i>Charitable Activities:</i>	1,610	5,340
<i>Fundraising costs</i>	310	0
<i>Trading costs</i>	0	0
<i>Governance</i>	185	0
<i>Other</i>	0	0
Total Expenditure FY2024	2,105	5,340

c) Assets, Liabilities and Net surplus

Gross surplus/loss in year		
<i>Allocation to/from reserves</i>	0	0
<i>Cash funds held at the year end</i>	1,991 (unrestricted)	2,155 (restricted)
<i>Investment/other monetary assets held</i>	0	0
Totals	1,991	2,155

Amplify Action has no funds materially in deficit.

STRUCTURE, GOVERNANCE AND MANAGEMENT

a) Team Structure

Founding and new trustees work with two programme support volunteers and two partners partner organisations (one based in Malawi and one based in Ghana) to plan and coordinate all the projects and interventions supported by Amplify Action.

Operations in Ghana are supported by an in-country programme support volunteer who communicates and coordinates with our partner Advocacy for Social Inclusion and Girls Education (ASIGE) and takes the lead on delivery of operations.

Operations in Malawi are directly planned with our partner, Centre for Community Education and Social Development (CECESD), who directly lead on implementation, management and reporting of activities and operations.

Amplify Actions Board of Trustees comply with Amplify Actions governing document (constitution) and the law. They act in the charity's best interest, manage Amplify Action's resources responsibly, act with appropriate care and skill and ensure that the charity is accountable and operates in a transparent way.

b) Appointment of charity trustees

Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

c) Retirement and removal of charity trustees

(1) A charity trustee ceases to hold office if he or she:

(a) retires by notifying the CIO in writing (but only if enough charity trustees will remain in office when the notice of resignation takes effect to form a quorum for meetings);

(b) is absent without the permission of the charity trustees from all their meetings held within a period of six months and the trustees resolve that his or her office be vacated;

(c) dies;

(d) in the written opinion, given to the company, of a registered medical practitioner treating that person, has become physically or mentally incapable of acting as a director and may remain so for more than three months;

(e) is disqualified from acting as a charity trustee by virtue of sections 178-180 of the Charities Act 2011 (or any statutory re-enactment or modification of that provision).

(2) Any person retiring as a charity trustee is eligible for reappointment.

The only persons eligible to be members of the CIO are its charity trustees. Membership of the CIO cannot be transferred to anyone else. Any member and charity trustee who ceases to be a charity trustee automatically ceases to be a member of the CIO.

DECLARATIONS

The trustees declare that they have approved the Trustees' report above, signed on behalf of the charity's trustees.

Signature:



Full name: Daniel James David Tudor-Williams

Position: Trustee

Date: 23/08/2025

RECEIPTS AND PAYMENT ACCOUNTS



Charity Name		No (if any)		CC16a
AMPLIFY ACTION		1190591		
Receipts and payments accounts				
For the period from	Period start date 01/01/2024	To	Period end date 31/12/2024	

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year (2023) to the nearest £
A1 Receipts					
Donations, grants and legacies	1,263	7,495	-	8,758	6,267
Fundraising Events	1,530	-	-	1,530	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	2,793	7,495	-	10,288	6,267
A2 Asset and investment sales, (see table).					
nil	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	2,793	7,495	-	10,288	6,267
A3 Payments					
Costs of charitable activities	1,610	5,340	-	6,950	6,289
Fundraising costs	310	-	-	310	216
Governance costs	185	-	-	185	82
	-	-	-	-	-
	-	-	-	-	-
Sub total	2,105	5,340	-	7,445	6,587
A4 Asset and investment purchases, (see table)					
nil	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	2,105	5,340	-	7,445	6,587
Net of receipts/(payments)	688	2,155	-	2,843	-320
A5 Transfers between funds	-	-	-	-	-

A6 Cash funds last year end	1,304	-	-	-	1,624
Cash funds this year end	1,992	2,155	-	4,147	1,304

Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B1 Cash funds	Cash funds held year end 2024.	1,992	2,155	-
	Total cash funds	1,992	2,155	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B2 Other monetary assets	Details nil	-	-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	Details nil		-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Details nil		-	-
		Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	Details nil		-	