

50:50

REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

Charity number 1195583



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The trustees are pleased to present their report together with the financial statements of the charity for the year ended 31 December 2024.

The financial statements comply with the Charities Act 2011, the charity's constitution, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

REFERENCE AND ADMINISTRATION DETAILS

Charity registration number: 1195583

Principal address: 8 Bark Place, London, W2 4AR

CEO: Lyanne Nicholl

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

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity is a charitable incorporated organisation (CIO) governed by its constitution dated 20 August 2021. The charity was registered with the Charity Commission on 20 August 2021.

The Charity is governed by the Board of trustees. The Board meets quarterly (and more often if required) and decides on the strategic direction the charity should take, the performance targets that should be set and examines the recent activities and performance of the charity. The day to day operations of the charity are delegated to the CEO.

Recruitment & appointment of trustees

Trustees are recruited in conjunction with ongoing needs and skills analysis to provide balanced and informed governance for the Charity. No less than three persons may be elected. The first three trustees were appointed for variable terms of two to four years. Further appointments are agreed by the trustees for a fixed term of three years after which trustees may be re-elected.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. The trustees meet regularly and assess any risks to the Charity. A Risk Register has been developed, the content of which is informed by consultation with the CEO, staff and the Board. The Risk Register is monitored by the Board on a regular basis.

Trustees

The trustees who served during the year and to the date of this report were:

Bushra Ahmed
Susan Bright - Chair
Elizabeth Erickson (appointed 20 August 2024)
Caroline Pridgeon
Atonte Rodwell (appointed 20 August 2024)
Fiona Russell (appointed 20 August 2024)
Frances Scott
Julia Smith (appointed 20 August 2024)
Brian Spurling
Carol Ann Whitehead
Gillian Whitty-Collins (appointed 20 August 2024)
Emily Wilson-Smith (appointed 20 August 2024)

OBJECTIVES AND ACTIVITIES

The objects of 50:50 as set out in its constitution are:

The advancement of equality and diversity, in particular between women and men and to eliminate gender discrimination for the public benefit including (without limitation) by

1. Raising awareness of all aspects of discrimination within in the UK democratic representation system at local, regional and national levels;
2. Raising awareness of all aspects of discrimination in society by publications, lectures, use of the media, public advocacy and other means of communication;
3. Providing or facilitating the provision of assistance to individuals or organisations including (without limitation) through training, advice or guidance to enable greater participation by women (those self-identifying as women) in the UK legislature and representative democratic process.

Public benefit

The trustees have complied with the duty in section 4 of the 2011 Charities Act to have due regard to guidance published by the Charity Commission, including public benefit guidance. The trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities.

The Charity furthers its charitable purposes for the public benefit by raising awareness of discrimination within the UK democratic representation system and in society through the use of media and speaking engagements, as well as encouraging and supporting women to progress in politics at local, regional and national levels through its #AskHerToStand and #SignUpToStand programmes and by holding events.

ACHIEVEMENTS AND PERFORMANCE

This year was the first full year for 50:50 with a salaried Chief Executive running the organisation. 50:50's Founder, Frances Scott, stepped down as Director and joined the Board of trustees. Six new trustees were also appointed, bringing a range of skills and experience to the Board.

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Report of the Trustees for the year ended 31 December 2024

The 50:50 community

During 2024 the charity's community grew to 9,051 including 250 women who 'signed up to stand'. These women span all political parties and none – all receive a warm welcome, with those who register interest in standing for elected office also receiving bespoke communications and support from our Campaign Manager.

101 women from the 50:50 community stood in the 2024 General Election, with 25 winning their seats. Approximately 200 women from the 50:50 community stood in the local elections. Alongside the BiteSize online support sessions and live networking events, 50:50 was able to offer bespoke mentoring and coaching sessions to women looking to stand in 2024.

Events

50:50 inspired and supported women to stand for elected office through a range of live and online events. These included:

- Eight 'Bite Size' party-specific online sessions (these were then paused for review and evaluation part way through the year – now relaunched as 'Pathways').
- Cross-party events such as 'How to get involved in the election if you're not standing' were also important for women who are politically engaged but not ready to stand or have not yet been selected.
- Slx Connect and Reflect online sessions for women from Black and ethnically minoritised backgrounds to share their experiences and the challenges they face in a safe space.
- Five Higher Hurdles online sessions for disabled women to share their experiences and challenges in a safe space.
- The 'Well Behaved Women Seldom Make History' cross-party panel event at the Alliance Manchester Business School (featuring politicians Sophia Moreau and Wendy Maisey amongst others) to encourage women to sign up to stand.
- A 'Calling All Women' panel in Leeds with the then Shadow Home Secretary, Yvette Cooper, and Mayor of West Yorkshire, Tracy Brabin, as well as a cross party panel, to encourage women to sign up to stand.
- Three Be A Councillor events, funded by the Local Government Association designed to encourage women to stand as local councillors.
- Four Amplifying Muted Voices live sessions and 3 podcast episodes, a project funded by the Rosa Fund to engage, inform and inspire Black and ethnically minoritised women in the North West of England to become more politically active.
- A reception at The Speaker's State Apartments, featuring a diverse array of prominent MPs (including Harriet Harman, Claire Coutinho, Carla Denyer and Sarah Olney) and other prominent individuals such as Baroness Tanni Grey-Thompson and Anna Whitehouse - all encouraging women to stand for elected office, to mark International Women's Day 2024.
- Two events (featuring cross-party women MPs and other speakers such as campaigner Joeli Brearley and TV personality Mariella Frostrup) to celebrate the historic win of 40% women's representation result from the July 2024 election.
- Ask Her To Stand Day event in Parliament, featuring cross-party MPs and other political figures, including Carolyn Harris, Nigel Huddleston, Alicia Kearns, Yuan Yang, Alex Brewer, Kirsty Blackman, Natalie Campbell and Sharon Gaffka, discussing the barriers to women standing and how to overcome them.

All of the above events inspired women to stand for elected office and also enabled them to build their networks.

Support also came in the form of our 'Party Handbooks' created in partnership with Elect Her to help demystify politics.

Raising Awareness

The charity raised awareness of the gender imbalance, and why it is a problem, in a variety of ways, including through extensive national press coverage (Grazia, The Independent, Huff Post, The Big Issue, The Metro, City AM), as well as feature interviews on the Wempower podcast and the Mummafest podcast. Our CEO spoke at the Diversity Night and the Women's Rally at the Labour Party conference and Diversity Bingo at the Welsh Labour Party Conference. The charity also had representatives at all major Party conferences. Our CEO spoke on various other panels, including 'Women Leaders in Male Dominated Industries' at the Bayer Business School, '40% Now What?' by the Young Fabians; 'How to Reduce the Threats of Violence Toward Women Politicians' in partnership with the Blavatnik School of Government; and 'Financial Barriers' roundtable with Bath University and Elect Her at Portcullis House.

50:50 partnered with Centenary Action and Chamber UK to undertake live monitoring of the gender split for General Election candidates, with a 'women counter' on our homepage. At final tally, the overall number of women candidates fell to 30%.

Social media is an important tool for spreading awareness and 50:50 recruited Ambassadors to help amplify our messages. These included Sharon Gaffka, Anna Whitehouse (MotherPukka) and Cherry Healy. Our social media following grew by over 3200. 50:50 now has aggregate over 30,000 followers across social media. Ask Her To Stand Day generated a lot of traction on social media, with an official video clip from the Conservative Party and individual clips from people such as Wendy Chamberlain MP, Sonia Kumar MP, Cherry Healy and Sophie Walker.

Changing culture

50:50 is keen that the environment in which we encourage women to stand is one where they can thrive. We therefore partnered with Compassion in Politics and The Apolitical Foundation, with support from Hogan Lovells, to survey MPs standing down in the 2024 election, asking them to share their experiences, and to make suggestions for progressive reforms. This formed our joint Reset Report which was published in November 2024 and also submitted to the Modernisation Committee.

FINANCIAL REVIEW

The income of the Charity amounted to £104,289 with net expenditure of £3,548 (2023: income of £73,746 with net income of £2,136).

Reserves policy

The policy of the Charity as at 31 December 2024 was to have free reserves of six months' minimum operating costs to fund its work (currently budgeted at £26,532). Unrestricted reserves at 31 December 2024 were £29,662 (2023: £34,622). As at 31 December 2024 the assets of the Charity are considered adequate to fulfil its obligations and the trustees consider the state of our financial affairs to be satisfactory.

PLANS FOR THE FUTURE

50:50 is enacting a 'flood and fix' strategy over the next election cycle. Flood the system with diverse, talented women and, with partners, fix the parts of the system holding women back. Our three areas of focus for the coming period: continuing to raise awareness of the gender imbalance in Parliament and elected bodies throughout the UK (and the concerning downward trend in women candidates) and why this is a problem; inspiring, recruiting and supporting women to stand for elected office; and reviewing and enacting ways to break down the barriers to elected office for women.

50:50 is working towards the next elections, both local and national, focussed on holding the political parties to account on gender balance. With the proportion of women candidates falling, we believe that our 'flood and fix' strategy is critical to preventing a regression in women's representation at the next general election – and at local level. We will continue to raise awareness of the issues around gender imbalance on our elected bodies and we will also continue to work with partners to address the myriad of barriers (including financial constraints, confidence, threats of abuse and violence) that stand in the way of equal representation with a particular focus on the candidate selection processes.

As well as further extending our network with Patrons this year, we very much hope to be able to expand the team so that we can extend the reach of our work to inspire and support women, from all backgrounds, to stand for election and thoroughly interrogate the candidate selection processes, with a view to creating positive change.

TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The charity trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

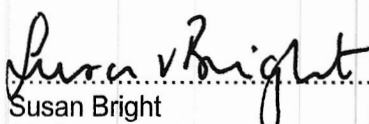
The law applicable to charities in England and Wales requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, of the charity for that period. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures that must be disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the constitution. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the Charity and financial information included on the Charity's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

Approved by the trustees and signed on their behalf by


Susan Bright
Chair
22 July 2025

Statement of Financial Activities for the year ended 31 December 2024

		Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Note							
INCOME:							
Grants and donations	2	89,568	12,691	102,259	60,209	9,345	69,554
Gift Aid		1,471	-	1,471	1,134	-	1,134
Events		80	-	80	2,843	-	2,843
Bank interest		479	-	479	215	-	215
TOTAL INCOME		91,598	12,691	104,289	64,401	9,345	73,746
EXPENDITURE:							
CEO & campaign co-ordinators		58,492	8,384	66,876	23,732	8,754	32,486
Provision of advice & support		2,419	-	2,419	4,199	3,621	7,820
Events		7,349	501	7,850	5,096	119	5,215
Communications, social media & IT		13,356	1,037	14,393	13,454	3,149	16,603
Data project work		5,000	-	5,000	-	-	-
Campaign materials		1,972	-	1,972	2,139	212	2,351
Printing, postage & stationery		101	-	101	176	-	176
Travel		1,770	757	2,527	342	-	342
Insurance		543	-	543	495	-	495
Legal & professional		538	-	538	-	-	-
Fundraising costs		918	-	918	279	720	999
Accountancy		3,920	-	3,920	3,360	880	4,240
Independent examination fee		720	-	720	720	-	720
Bank charges		60	-	60	163	-	163
TOTAL EXPENDITURE		97,158	10,679	107,837	54,155	17,455	71,610
NET INCOME/(EXPENDITURE)	2	(5,560)	2,012	(3,548)	10,246	(8,110)	2,136
Transfers between funds		600	(600)	-	(2,033)	2,033	-
NET MOVEMENT IN FUNDS		(4,960)	1,412	(3,548)	8,213	(6,077)	2,316
TOTAL FUNDS AT 1 JANUARY 2024		34,622	-	34,622	26,409	6,077	32,486
TOTAL FUNDS AT 31 DECEMBER 2024		29,662	1,412	31,074	34,622	-	34,622

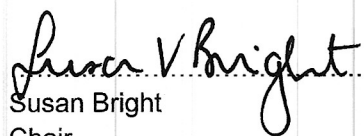
The notes on pages 10 to 14 form part of these financial statements.

The statement of financial activities includes all gains and losses in the period. All income and expenditure derive from continuing activities.

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Balance Sheet at 31 December 2024

	Note	£	2024 £	£	2023 £
CURRENT ASSETS					
Debtors	5	1,498			2,761
Cash at bank and in hand		<u>33,249</u>			<u>36,634</u>
		34,747			39,395
LIABILITIES					
CREDITORS: amounts falling due within one year	6	<u>(3,673)</u>		<u>(4,773)</u>	
NET CURRENT ASSETS			<u>31,074</u>		<u>34,622</u>
NET ASSETS	10		<u>31,074</u>		<u>34,622</u>
FUNDS OF THE CHARITY					
Restricted funds	9		1,412		-
Unrestricted funds	8		<u>29,662</u>		<u>34,622</u>
TOTAL FUNDS			<u>31,074</u>		<u>34,622</u>

Signed on behalf of the trustees



Susan Bright
Chair
22 July 2025

1. ACCOUNTING POLICIES**a) Accounting Basis***i) Basis of preparation*

The accounts have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011. 50:50 meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

ii) Preparation of the accounts on a going concern basis

It is the trustees' view that there are no material uncertainties regarding 50:50's ability to continue in operation for the foreseeable future taking into account all available information, and have neither the intention nor the need to liquidate or curtail materially the scale of its operations, and have prepared the accounts on that assumption. The trustees have reviewed the charity's financial position for the coming year and are satisfied that the charity will have sufficient funds, largely owing to the continued support from the Joseph Rowntree Charitable Trust (JRCT) from whom grant funding was awarded in March 2023 for the following three years and through the financial support of "Friends of 50:50". As at 30 June 2025, 50:50 met its reserves policy. Further grant funding will be sought during the coming year and will be critical for 50:50 to continue its work over the longer term.

b) Fund Accounting

- Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

- Restricted Funds are subjected to restrictions on their expenditure imposed by the donor or grant award or through the terms of an appeal.

c) Income

All income is included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy.

Donated services are included at the value of the gift to the charity based on open market value.

d) Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. It is reported as part of the expenditure to which it relates.

e) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

1. ACCOUNTING POLICIES (CONTINUED)**f) Cash At Bank And In Hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments with short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

g) Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

h) Contributions to pension funds

The charity makes available to all employees a defined contribution pension scheme operated by NEST. The pension costs charged to the Statement of Financial Activities represent the amount of the contributions payable to the scheme in respect of the accounting period.

i) Cash Flow Statement

The charity has taken advantage of the exemption from preparing a cash flow statement in accordance with FRS 102 on the basis that it qualifies as a small entity.

j) Corporation tax

50:50 is a registered charity and as such its income and gains falling within Sections 471 to 489 of the Corporation Tax Act 2010 or Section 256 of Taxation of Chargeable Gains Act 1992 are exempt from corporation tax to the extent that they are applied to its charitable objectives.

2. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging:

	Year ended 31 December 2024 £	Year ended 31 December 2023 £
Independent Examiner's fee	720	720

3. STAFF COSTS AND NUMBERS

	Year ended 31 December 2024 £	Year ended 31 December 2023 £
Wages and salaries	50,014	5,192
Social security costs	-	-
Pension costs	1,500	156
	<u>51,514</u>	<u>5,348</u>

The total remuneration of the key management personnel was £31,120 (2023: £5,348).

The average number of staff employed during the year was 2 (2023: 0.17). There were no employees with emoluments exceeding £60,000 per annum during the year (2023: none).

4. TRUSTEES' REMUNERATION AND EXPENSES

During the year a total of £308 was paid to 2 trustees for reimbursement of costs paid on the charity's behalf and travel expenses (2023: £213). No trustee received remuneration in either period.

5. DEBTORS

	Year ended 31 December 2024 £	Year ended 31 December 2023 £
Trade debtors	1,200	-
Prepayments and accrued income	298	2,761
	<u>1,498</u>	<u>2,761</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Year ended 31 December 2024 £	Year ended 31 December 2023 £
Trade creditors	1,540	-
Other taxes and social security	-	674
Accruals and deferred income	2,133	4,099
	<u>3,673</u>	<u>4,773</u>

7. FINANCIAL COMMITMENTS

The charity has no future minimum rentals payable under non-cancellable operating leases.

8. UNRESTRICTED FUNDS

	At 1 January 2024	Income	Expenditure	Transfers	At 31 December 2024
		£	£	£	£
General funds	39,048	26,069	(18,089)	(6,481)	40,547
Joseph Rowntree Charitable Trust	(4,426)	65,529	(79,069)	7,081	(10,885)
	34,622	91,598	(97,158)	600	29,662

	At 1 January 2023	Income	Expenditure	Transfers	At 31 December 2023
		£	£	£	£
General funds	26,409	14,411	261	(2,033)	39,048
Joseph Rowntree Charitable Trust	-	49,990	(54,416)	-	(4,426)
	26,409	64,401	(54,155)	(2,033)	34,622

Transfers between funds represent the transfer from unrestricted funds to cover final deficits at project completion (see note 9 below).

9. RESTRICTED FUNDS

	At 1 January 2024	Income	Expenditure	Transfers	At 31 December 2024
		£	£	£	£
Local Government Association	-	4,491	(3,891)	(600)	-
Amplifying Muted Voices (funded by Rosa & Male Allies UK)	-	8,200	(6,788)	-	1,412
	-	12,691	(10,679)	(600)	1,412

	At 1 January 2023	Income	Expenditure	Transfers	At 31 December 2023
		£	£	£	£
Comic Relief – Equal Power	2,167	-	(3,688)	1,521	-
Joseph Rowntree Charitable Trust	3,910	6,836	(11,258)	512	-
Local Government Association	-	2,509	(2,509)	-	-
	6,077	9,345	(17,455)	2,033	-

Restricted funds consist of funds given by a donor to be spent on specific projects or categories of expenditure.

10. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Net current assets £	31 December 2024 £
Unrestricted funds	29,662	29,662
Restricted funds	1,412	1,412
	<u>31,074</u>	<u>31,074</u>

	Net current assets £	31 December 2023 £
<i>Unrestricted funds</i>	34,622	34,622
<i>Restricted funds</i>	-	-
	<u>34,622</u>	<u>34,622</u>

11. RELATED PARTY TRANSACTIONS

During the year, the charity received donations given without conditions from related parties totalling £2,357 (2023: £2,055). During the year £4,968 (2023: £100) was paid to The Zebra Partnership Limited of which Carol Ann Whitehead is Managing Director for project management of the Amplifying Muted Voices campaign and reimbursement of travel expenses. One trustee provided IT support in kind with a value of £10,000 during the year.

**Independent Examiner's Report
to the Trustees of 50:50
for the year ended 31 December 2024**

I report to the trustees on my examination of the accounts for the year ended 31 December 2024, which are set out on pages 8 to 14.

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 trustee'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 2011 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 in respect of the Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the applicable requirements concerning 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.



Paul Baker FAIA

Applied Accountancy Limited
50a Clifford Way
Maidstone
Kent ME16 8GD

Dated: 22nd July 2025