

# ACTIONAID

England & Wales · Charity number 274467

## Details

|                |                                                         |
|----------------|---------------------------------------------------------|
| Other names    | ACTIONAID INTERNATIONAL UK, ACTIONAID UK                |
| Status         | Registered                                              |
| Legal form     | Charitable company                                      |
| Company number | <a href="#">01295174</a>                                |
| Registered     | 1972-10-28                                              |
| Register       | <a href="#">View on the Charity Commission register</a> |

## Contact

|         |                                                                    |
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## Activities

**Objects:** TO PROMOTE IN ANY PART OF THE WORLD: - 1) THE RELIEF OF POVERTY AND DISTRESS; 2) THE EDUCATION OF THE PUBLIC CONCERNING THE CAUSES, EFFECTS AND MEANS OF ALLEVIATION OF SUCH POVERTY AND DISTRESS; AND FOR SUCH OTHER ANCILLARY CHARITABLE PURPOSES AS THE TRUSTEES MAY DETERMINE AND IN RELATION TO THE OBJECTS TO ACT WITH FAIRNESS, TOLERANCE AND RESPECT FOR THE INHERENT VALUE OF ALL HUMAN INDIVIDUALS AND WITH AN AWARENESS OF DIFFERENT CULTURAL BELIEFS.

**Activities:** ActionAid UK is part of an international federation working in 44 countries. We provide support and humanitarian assistance to people living in poverty and on the margins of survival. Together we demand action at local, national and international level. We don't walk away until we've achieved lasting change.

## Classification

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- **How:** Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, The Prevention Or Relief Of Poverty, Overseas Aid/famine Relief, Environment/conservation/heritage, Economic/community Development/employment, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Other Charities Or Voluntary Bodies, The General Public/mankind

## Geography

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- Afghanistan
- Australia
- Bangladesh
- Belgium
- Brazil
- Burma
- Burundi
- Cambodia
- Congo (Democratic Republic)
- Denmark
- Ecuador
- Ethiopia
- France
- Ghana
- Greece
- Guatemala
- Haiti
- India
- Ireland
- Jordan
- Kenya
- Lebanon
- Lesotho
- Liberia
- Malawi
- Mozambique
- Nepal
- Netherlands
- Nigeria
- Occupied Palestinian Territories
- Peru
- Philippines
- Rwanda
- Senegal

- Sierra Leone
- Somalia
- South Africa
- Sweden
- Tanzania
- Thailand
- The Gambia
- Tunisia
- Uganda
- United States
- Vanuatu
- Vietnam
- Zambia
- Zimbabwe
- Islington
- Somerset

Finances

| Period end | Income      | Expenditure | Assets      | Employees |
|------------|-------------|-------------|-------------|-----------|
| 2024-12-31 | £46,083,300 | £48,747,290 | £14,720,026 | 193       |
| 2023-12-31 | £53,297,357 | £54,666,101 | £17,383,046 | 209       |
| 2022-12-31 | £59,635,375 | £58,063,490 | £18,758,370 | 209       |
| 2021-12-31 | £49,553,788 | £47,575,818 | £17,126,069 | 205       |
| 2020-12-31 | £50,313,117 | £49,126,097 | £15,233,122 | 211       |



## Trustees

| Name                          | Role | Appointed  |
|-------------------------------|------|------------|
| Abdulrahman Shiil             |      | 2020-03-24 |
| Alicia Susanne Videon         |      | 2025-10-08 |
| Anne Catherine Tutt           |      | 2022-09-16 |
| Dr Rama Salla Dieng           |      | 2025-10-08 |
| EUNICE RHODAH MUSIIME         |      | 2025-03-26 |
| Faraz Tasnim                  |      | 2024-03-21 |
| Fikerte Woldegiorgis Atreso   |      | 2022-12-08 |
| Hemansu Roy Trivedy           |      | 2024-06-21 |
| Mx Emma Jane Henrietta Fenton |      | 2025-10-08 |
| Nkechi Aboluwarin Adeboye     |      | 2025-06-12 |
| Ruchi Tripathi                |      | 2024-06-21 |
| Sacha Ann Mogan Wright        |      | 2025-06-12 |
| Stella Eze Ngozi Abani        |      | 2023-03-23 |

**ACTIONAID**

England & Wales - Charity number 274467

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# Accounts

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# Annual Report 2024

## Our vision

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A just, equitable and sustainable world in which every person enjoys the right to a life of dignity, freedom from poverty and all forms of oppression.

## Our mission

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To achieve social justice, gender equality, and poverty eradication by working with people living in poverty and exclusion, their communities, people's organisations, activists, social movements and supporters.

## Our approach

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Our human rights-based approach aims to ensure that people are drivers of their own change and able to claim the rights they are entitled to. We focus on women and girls because the denial of their rights is a grave injustice and one of the underlying causes of poverty worldwide.

By working directly with communities, women's movements, groups and networks, social movements and other allies, we aim to tackle the structural causes and consequences of poverty and injustice.

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# Welcome from the Co-Chief Executives and Chair of Trustees

In 2024, the world experienced an unprecedented number of conflicts and escalating geopolitical tensions. People living through protracted wars in many parts of the world, including Gaza, Afghanistan and Ukraine, have paid an enormous cost, as fatalities from violent events rose by 37%<sup>1</sup>.

ActionAid's response has been grounded in the courage and resilience of national and local partners and NGOs, who have been at the forefront of relief efforts despite facing challenging conditions themselves.

In Gaza and Ukraine, we have worked with partners to provide lifesaving services and advocate for change. In Gaza, our partners have been addressing the immediate needs of communities by distributing tarpaulins, winterisation items, hot meals and food baskets. This has been complemented by the establishment of four community bakeries supporting 28,000 people, the installation of numerous latrines in informal camps and the provision of comprehensive protection services for women and girls.

In Ukraine, our partners have been supporting conflict-affected and marginalised populations — particularly women, youth and LGBTQIA+ people. This includes delivering cash and supplies to meet their immediate needs, providing legal and psychosocial support and assisting housing repairs.

Behind the scenes, we've been building strong relationships with MPs, Ministers and officials from the Foreign, Commonwealth and Development Office (FCDO). In our meetings, we highlighted the disproportionate impact of war on women and girls, called for a ceasefire in Gaza and advocated for increased funding for women's rights organisations working at the forefront of the climate crisis, humanitarian disasters and conflicts in Africa, Asia, Europe and the Middle East.

Despite global instability and the growing challenges to humanity, ActionAid's work continued to have an immense impact. For example, in Somaliland, a programme funded by FCDO called The Girl Generation played a key role in influencing the Government to approve the first-ever National Anti-FGM Policy. This follows years of campaigning by women's rights organisations and networks in Somaliland, where the number of women and girls experiencing female genital mutilation (FGM) is over 98%.

In the UK, we continued to push the Government and banks to stop fuelling the climate crisis. Despite the known impact of fossil fuels and industrial agriculture on the climate, people and the environment, UK banks continue to invest in harmful projects and

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<sup>1</sup> <https://www.iiss.org/publications/armed-conflict-survey/2024/editors-introduction/>

programmes around the world. These projects also adversely impact women and girls. In 2024, we launched a new petition calling on this to end. In 2025, we look forward to working with our supporters as we push for divestment from these harmful practices and advocate for the essential role of women and girls in driving forward change.

We are delighted to say that 125,000 people chose to support our work in 2024. We are hugely grateful for the crucial role our supporters play in supporting the inspirational work of over 3,000 partners worldwide, as well as the programmatic work of ActionAid Federation members in Africa, Asia and Latin America.

Much work lies ahead. But together with our incredible staff, partners, trustees and supporters, we believe we can meet these challenges and make an important contribution to creating a just and fair world.



Taahra Ghazi, Interim Co-CEO



Faraz Tasnim, Acting Chair of Trustees



Shade Odupelu, Interim Co-CEO



Hannah Bond, Interim Co-CEO

# 2024 In Spotlight

## Our impact

We have managed to achieve so much with women and girls in 2024, from building resilience to climate change to standing against gender-based violence. But none of this work would be possible without our supporters.

Here are just some of the ways they have impacted our work.

## Public Giving Support

✧ In total, our supporters donated £29.7 million in 2024.

✧ Just over £473,000 of that went to our emergency appeals, providing life-saving services to those who lost everything to disaster or conflict.

✧ The rest has supported our long-term programme work with women, girls and their communities and our partnerships with women-led organisations, national networks and grassroots movements worldwide.



## Solidarity in action



✧ Our Community Campaigners met three times in person last year and kickstarted a new workshop for secondary school students to start conversations about gender-based violence.

✧ Thousands signed our open letter to the new UK Government, urging them to put women's and girls' rights at the top of their agenda.

✧ After the election, hundreds wrote to their new MP, asking them to meet with ActionAid UK. The impact was immediate, and since the election, MPs and their teams have been working with us to better understand what we do.

✧ Ahead of the global climate summit, COP28, over 5,500 people signed our petition calling on Prime Minister Keir Starmer to regulate UK banks and prevent them from funding fossil fuels and harmful industrial agriculture that is contributing to the climate crisis.

## Partnerships

✿ Last year, ActionAid received £3.0 million from funds raised by players of the People's Postcode Lottery. This is an astonishing amount of money, which has allowed us to work with women, girls and women-led organisations to create long-lasting change in their communities.

✿ Our supporters also helped us partner with Ethical Tea Partnership (ETP), Taylors of Harrogate, Lavazza Professional and the Kenya Tea Development Agency (KTDA) to empower more than 6,000 smallholder tea farmers and informal tea pickers in Kenya to know and claim their human rights. This includes supporting 144 women champions and training 2,880 community members on recognising and reporting gender-based violence, and supporting 231 survivors of violence to access medical, psychosocial and legal support.



## Crisis Response



✿ Our supporters have helped ActionAid respond to the growing number of humanitarian emergencies worldwide, including in Afghanistan, Bangladesh, Nepal, Gaza and Ukraine. We have been able to support women, girls and their communities to recover, rebuild and prepare for future crises.

✿ In Gaza, we reached over 464,000 people with humanitarian assistance by working with local partner organisations, like Al Awda Hospital and WEFAQ Society for Women and Child Care.

✿ In East Africa, we were able to get food, cash support and protection services for women and girls who had lost everything due to the drought and conflict there.

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# Working together – ActionAid UK within the ActionAid Federation

ActionAid UK is a proud member of the ActionAid International Federation with a presence in 71 countries worldwide. ActionAid International brings together the work of the Federation, coordinated by the Global Secretariat, based in Johannesburg, South Africa.

The global Federation is made up of 45 national organisations. We work together to achieve social change, gender equality and to address the structural causes of poverty and injustice. Our staff, partners and supporters in the UK play a crucial role in supporting the inspirational work of women's rights organisations and feminist movements and in strengthening the programmatic and influencing work of ActionAid Federation members in Africa, Asia and Latin America.

We raise funds in the UK to support the work of ActionAid Federation member countries who are working with over 3,000 partners, including social movements, youth networks and women's rights organisations, to tackle inequality and injustice and engage our supporters, funding partners and the public in global movements for change.

Working with the federation in this way we remitted £28.0 million to the ActionAid International Federation in 2024, which is just over 57% of our total expenditure of £48.7 million. ActionAid UK's total income was £46.1 million, which represents just over 23% of the actual income of the entire Federation for 2024 of £197.0 million.

The work highlighted in this report reflects the impact of the Federation as a whole in 2024 and the significant contribution that UK supporters made to these successes. While funding is a major way we contribute to the Federation, this isn't the whole story. We also tackle the root causes of global inequality and injustice by influencing UK Government commitments and policies on a range of interlinked issues, including climate justice, decent and dignified work, fair public services, peace and security, food sovereignty and an end to violence against women and girls.

For example, we supported the Federation-wide **global climate campaign**, hosting events at COP29 and encouraging thousands of ActionAid UK supporters to call on Prime Minister Sir Kier Starmer to tighten up the rules around big banks fuelling the climate crisis. Other areas of critical expenditure included fundraising, building understanding of development issues, governance and running costs. ActionAid International's combined financial statements can be found at [www.actionaid.org/publications](http://www.actionaid.org/publications).

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# Our Goals

ActionAid UK's Strategy 'Together with women and Girls' was guided by some overarching goals. In 2024, Our staff, partners and volunteers worked in over 70 countries worldwide towards the following goals:

## Gender transformative climate resilience

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The climate crisis disproportionately impacts women and girls. For example, they account for four out of five people displaced by extreme weather conditions caused by climate change. We support women living with the harsh realities of this crisis and call on governments to scale up climate funding for countries which are most affected.

## Continue our work to end gender-based violence worldwide

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Nearly one in three women and girls worldwide will experience physical or sexual violence during their lifetime. We partner with women's rights organisations, governments and national networks to prevent and respond to all forms of violence and support survivors to rebuild their lives.

## Economic Justice

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Economic inequality continues to hold back countless women and girls worldwide. Ensuring women have equal access to secure, well-paying jobs forms a significant part of our work. This not only empowers women, but also strengthens their families, communities and national economies.

## Champion women-led organisations leading the response to humanitarian crises

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Time and again, around the world, we have seen the life-saving difference it makes when women participate in crisis response – not only in the delivery of aid but in positions of leadership. ActionAid is working to ensure that women, who are often the worst affected by disasters when they occur, are brought to the centre of planning and response.

In this section, we have chosen some case studies to help demonstrate the progress we have made in these key areas over the past year.

# Goal One: Gender transformative climate resilience

The climate crisis is having devastating effects on communities across the world and is heightening existing gender inequalities. For example, most small farm holders are women, who are now facing declining crop yields and struggling to earn an income. Young girls are often the first to leave school to support their families when money is low and take on extra domestic chores created by new climate conditions. When water is scarce, women and girls may be forced to travel long distances, often in unsafe conditions, to reach a water source and bring it home. This can expose them to increased risks of gender-based violence.

At ActionAid, we have been calling on governments to scale up their funding around the climate crisis to tackle these issues. On top of that, we have been working directly with women, girls and women-led organisations to find solutions that not only benefit the environment but take into consideration these gender inequalities. An example of this is the Women-led Alternatives to Climate Change programme.

## The Women-led Alternatives to Climate Change programme

In Cambodia, extreme weather conditions, like floods and drought, are becoming more frequent and severe. For the agricultural sector, which is the backbone of the Cambodian economy, this is incredibly damaging, with crops being destroyed and pests or parasites flourishing. It also impacts water resources, forestry and public health.

ActionAid is working to tackle this with the Women-Led Alternatives to Climate Change programme (WLACC), which we continued to grow in 2024. ActionAid Cambodia, in collaboration with several local NGOs, including Cooperation for Alleviation of Poverty (COFAP), Children and Women Development Center Cambodia (CWDCC), and Rural Friend Community for Development (RFCDD), has been implementing this project in four target areas across Kampot, Koh Kong, Pursat and Kampong Thom.

The WLACC is a series of networks and collectives that ensures women, in particular, have access to training on sustainable farming, climate adaptation and disaster risk reduction. It also appoints women champions in each community that help others implement this training and head group meetings where people can discuss their challenges and share advice.

In Pursat, for example, the WLACC group has facilitated training sessions on cultivation techniques, vegetable gardening and solid and liquid composting. They have also formed a biofertiliser group that develops sustainable pesticides and have built a community vegetable garden. The project has also installed a water pump system in the area, allowing 58 farmers to access sustainable water for their crops, even during drought seasons.

So far, 19,601 people have benefited from the WLACC project, including 12,735 women. Our goal is to continue growing the programme so that more women are in leadership positions within their communities, with the training to build resilience to climate change and disasters. We also hope to increase women-led advocacy in these areas, supporting women to demand climate justice and gender equality at different levels of government (local, national, and international).

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## Goal Two: Continue our work to end gender-based violence worldwide

In 2024, gender-based violence (GBV) remained a global issue, affecting women and girls in many forms.

An estimated 736 million women—almost one in three—have been subjected to physical and/or sexual intimate partner violence, non-partner sexual violence or both at least once in their life. However, less than 40 per cent of the women who experience violence seek help of any sort. Those who *do* seek help are most likely to do so from family and friends, rather than from formal institutions such as the police and healthcare professionals<sup>2</sup>.

Ending GBV has continued to be a big part of ActionAid's work in 2024. Some examples of this work include influencing governments to implement better laws that protect the rights of women and girls and improving support services for survivors.

### Towards Resilient Communities with Health, Equity and Safety for All (TORCHES)

ActionAid Zimbabwe has been working closely with partners Leonard Cheshire Disability Zimbabwe (LCDZ), Family AIDS Caring Trust (FACT) and the Forum for African Women Educationalists Zimbabwe Chapter (FAWEZI), to tackle violence against women and girls at a community level in 2024.

The project uses two methodologies to reduce gender-based violence, SASA! Together (Start, Awareness, Support and Action), a power analysis framework, and Tuseme (let us speak out), a theatre based approach within communities and schools. These approaches have been strengthened by a strong disability inclusion partner and approach.

In this final year of the project, we have observed that the outreach has not only continued to raise awareness about gender-based violence but also foster a culture of support and action within communities. The participation of both men and women has been pivotal in challenging harmful norms and promoting gender equality, in particular the deeper discussions that empowered individuals to take ownership of their roles in preventing violence, leading to a positive shift in community attitudes.

Additionally, the result of increased knowledge of referral pathways for survivors of violence has seen many project participants expressing greater confidence in seeking

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<sup>2</sup> [Facts and figures: Ending violence against women | UN Women – Asia-Pacific](#)

help, leading to long term sustainable change, empowering community members to address issues related to power imbalances and advocate for their rights.

This work would not have been possible without funds raised by players of the People's Postcode Lottery.

## The Girl Generation

The Girl Generation is a girl-centred and survivor-led programme delivered across Kenya, Senegal, Somaliland and Ethiopia that seeks to change attitudes around ending Female Genital Mutilation/Cutting (FGM/C). ActionAid International Somaliland delivers this in consortium with our partners Options, Amref Health Africa, the Africa Coordination Centre for Abandonment of FGM/C, Orchid Project and the University of Portsmouth.

The project also works to influence governments to place better protections around the rights of women and girls, and in September 2024, it did just that. The work done by The Girl Generation successfully influenced the Somaliland Government to approve the country's first-ever National Anti-FGM policy. This calls for the end of all forms of FGM/C in the country.

This remarkable achievement is the culmination of years of advocacy by women's rights activists, survivors, NGOs and national networks, as well as collaboration with Ministries in Somaliland. Muna Isse, the Director of Gender at the Ministry of Employment, Social Affairs and Family (MOLSAF, formerly MESAF), said, "It's been such an honour working with The Girl Generation team to organise this High-Level advocacy meeting. We are excited that the policy has now been signed. This is a great milestone as we move from advocacy to action to ending FGM/C in Somaliland."

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## Goal three: Economic Justice

Decent and dignified work is critical to life, but all too often for women, it is not easily accessed. That's why at ActionAid, we are working hard to secure economic justice for women by addressing the structural barriers and policies that lead to their exploitation.

Securing women's economic rights is essential to achieving gender equality, and research shows that when women have these rights, economies grow. However, women are less likely to have access to social protection, less likely to have access to a bank account or financial institutions, are on average paid less than men and are more likely to take on unpaid care or domestic work. On top of that, women are more likely to experience violence or harassment in the workplace.

ActionAid supports women to access secure jobs in safe working environments that are also free from violence. We have been working with governments to advocate for better living wages that are equal to those of men, improved social protection, such as paid maternity leave, and enhanced working rights overall.

This is vital in enabling women to have control over their own lives.

### ActionAid at the UN Commission on the Status of Women (CSW)

ActionAid UK joined policymakers, civil society organisations, multilateral organisations, and governments at the UN Commission of the Status of Women (CSW) in New York in the Spring of 2024 to discuss how to achieve gender equality.

It was a key event for us to advance our work on gender-transformative public services, social protection, the right to decent and dignified work for women and girls and public financing. We have long been calling for feminist economic alternatives that prioritise wellbeing, human rights, and climate justice, and the CSW was another space for us to amplify this call.

Alongside colleagues from Kenya, Ghana, South Africa and Malawi from the Young Urban Women's programme, one of our partner organisations, we hosted panel events and meetings to inform decision-makers of our key asks and alternatives for change. One of those is for governments and international financial institutions to urgently adopt feminist well-being approaches to the economy. We also emphasised the importance of progressive forms of taxation to clamp down on tax avoidance and evasion and advocated for putting women's rights and gender equality at the heart of macroeconomic decisions.

The response was largely positive, with agreed conclusions to transform the international financial architecture and specific mentions of tax and debt justice. Feminist movements and women's rights organisations worldwide continue to challenge narratives surrounding the current economic system, and the CSW provided another platform for this to occur.

However, there is still work to be done. ActionAid will continue to call on governments – including the UK Government – to adopt a feminist economic approach both domestically and abroad, pursuing economies rooted in solidarity, justice and the well-being of humans and the planet.





## **Goal four: Champion women-led organisations leading the response to humanitarian crises**

In 2024, we witnessed increased and escalating crises in many parts of the world. Our approach was to work directly with women's rights organisations and partners based in the affected countries to lead the relief response and provide quick support.

Women and girls pay a heavy price in humanitarian emergencies because these events exacerbate existing gender inequalities. For example, women and girls are more likely to face violence, lose access to education or protection services and be left without access to essential healthcare.

In our experience, involving local women in the response means we are aware of these specific needs and can provide relief that is tailored to the area. That is why we often partner with women-led organisations delivering humanitarian aid and life-saving services during a crisis.

By doing so, we can also support communities in the long term as they rebuild and strengthen their resilience to future crises.

Our partnerships with women-led organisations across the world have continued to grow in 2024. We are dedicated to dismantling barriers in the humanitarian system, advocating for more flexible funding, and ensuring that marginalised communities have direct influence over the decisions that affect them.

### **WEFAQ Women and Childcare Association**

In Gaza, our focus has been on reaching women and children with the essentials they need to survive. We have partnered with WEFAQ, an organisation based in Rafah that implements women's protection initiatives and youth-led training for crisis response.

Over the last year, they have been offering psychological support to children who have been affected by the conflict there and legal counselling to women who have experienced gender-based violence. They are one of the only centres in Gaza providing these types of services.

Together, we have provided hot meals, winter clothing and dignity kits to thousands of families that have been displaced by the war. With our support, WEFAQ has distributed 383 blankets, targeting 383 families, with a total of 2,298 individuals reached. Additionally, they have distributed 372 winter clothes kits, targeting 372 families with a total of 1,116 people reached.

The organisation also conducted needs assessments in camps for internally displaced people in Rafah and Khan Younis (in the south) to ensure that ActionAid is responding to emergent needs.

## Sphere

As the war in Ukraine continues, many families have lost their homes and access to essential services like healthcare and education.

We have been partnering with Sphere, a women-led organisation in Kharkiv, for two years, providing flexible funding so they can respond rapidly to the evolving needs of women and LGBTQIA+ people.

Their expert knowledge of the community has guided this work, and we have supported Sphere with training and resources, as well as funding, so they can continue to strengthen their humanitarian response and organisational capacity.

Sphere also implements activities aimed at supporting women and LGBTQ+ people in Kharkiv and the surrounding areas, including winterisation assistance, provision of psychosocial support, team capacity strengthening and support for the economic stability of the target groups. To further this work, Sphere has established a community centre, which serves as a key hub for community cohesion activities and events, including two community cohesion events for women and members of the LGBTQ+ community in Kharkiv.

In addition to Sphere, ActionAid, in collaboration with Oxfam, was awarded a Disasters Emergency Committee Collective Initiative grant in late 2024 to strengthen the leadership and resilience of women's rights organisations (WROs) in Ukraine. This initiative provides flexible funding and capacity-strengthening support to empower women's rights organisations to sustain their priorities, enhance their representation in humanitarian decision-making spaces and reinforce their leadership in emergency and relief efforts.

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# Our Strategic Objectives

Alongside our goals we identified strategic objectives that guide our work and focus our efforts. In 2024, we wrapped up work on our Bridging Plan, a set of objectives that 'bridged' us from our previous strategy, 'Together, With Women and Girls', into an exciting new strategy period (from 2025 onwards).

The key objectives and focuses of the bridging plan were:

1. **Anti-racism and decolonisation.** Anti-racism and decolonisation are overarching objectives for ActionAid UK, which ran through all our work in 2024 and will continue far beyond. They require a deep understanding of what needs to change and a lifetime's commitment to ensuring that we are truly accountable to women and girls in the countries where we work.
2. **Influencing for Change.** We will continue our work alongside women and girls living in poverty to challenge violence and exploitation, fight for women's equal rights to economic opportunities and support women's leadership in humanitarian crises.
3. **Income.** Our primary contribution to our shared global ActionAid strategy is supporting the ActionAid Federation to generate the financial resources it needs.
4. **Humanitarian.** ActionAid UK will continue to support the delivery of humanitarian work by the ActionAid Federation and the promotion of the Federation's humanitarian signature (accountability, localisation and women's leadership).
5. **Operational effectiveness and sustainability.** Improving our organisation, being financially sustainable, environmental and technological sustainability remains core to our internal work.

Together, this represents the most effective contribution ActionAid UK can make to the struggle against poverty and injustice, and to the realisation of women and girls' rights.

In this section, we outline our key achievements against our bridging plan in 2024.

## 1. Anti-racism and decolonisation

Through our work on anti-racism and decolonisation, we aim to tackle the root causes of inequality and injustice. We understand that anti-racism and decolonisation cannot be separated, as racist ideas were (and still are) used to justify colonial systems, and these systems, in turn, helped globalise racist beliefs.

In 2024, our anti-racism work challenged demeaning and racist narratives about refugees and people seeking asylum.

One of the year's highlights was the Women By Women 2024 campaign. Photo exhibitions at the Oxo Gallery and Bloomsbury Festival garnered widespread media

coverage and an Instagram partnership with World Press Photo, who have 1.6 million highly engaged followers.

Our approach was to celebrate and platform the inspirational work of women's rights organisations supporting other women fleeing violence or persecution. Within a narrowing space for photojournalism and press freedom, we partnered with women photographers in Poland, Uganda, Bangladesh, Turkey and Colombia, who captured the lives and work of women-led organisations with authenticity and care.

From Conflict Kitchen in Poland to Freedom Jasmine in Türkiye, these women-led organisations provide sisterhood, support and life-saving services, yet receive a tiny proportion of the funding available. Our campaign highlighted the fact that seven of the top humanitarian donors worldwide allocate less than 1% of aid to women's rights organisations. Through our face-to-face events and behind-the-scenes advocacy, we were able to influence donors and the Foreign Commonwealth Development Office (FCDO) on the critical need for long-term, flexible funding for women's rights organisations.

Our decolonisation work focused on the development of a new four-year organisational strategy in 2024. This comes after many hours of consultation with people inside and outside the organisation and is only one step on a longer journey. Championing women's rights organisations and feminist movements is central to our strategy, which moves us away from a model of development in which we “provide support and services for others” to one where we support women and girls to work on their own self-defined priorities. This is a big step and requires us to advocate with philanthropic donors, institutional funders and governments on the importance of long-term, flexible funding for women's rights organisations and feminist movements.

Our new Decolonisation Unit also created a ten-year vision and a Theory of Change document, which draws on the lived experience of inequality and oppression that women and girls face. It also highlights the intersecting forms of oppression between gender, class, caste, disability and other factors. Our Theory of Change outlines why we believe the rights of women and girls are a priority, how we intend to make change happen and what we want to achieve over the next four years.

## 2. Influencing for Change

In 2024, women and girls continued to face poverty and inequality and concerted attempts to roll back their rights. We know this injustice is not accidental – economic and political systems and practices have created it and continue to perpetuate it. Bold action is needed to disrupt these practices and ensure that decision-makers and society take a different approach.

Last year, ActionAid UK worked as part of the ActionAid Federation and in partnership with women's and girls' rights organisations, feminist movements, activists, governments and institutions to ensure women and girls can claim their rights.

We continued to call for **systemic economic change**, discussing our gig economy report in the UK Parliament and working with our partners **at the Commission on the Status of Women (CSW)** to influence UK and global stakeholders, sharing our approach to feminist economic alternatives through panel events and bilateral meetings. We also contributed to important policy conversations on how to obtain debt justice and new economic approaches, ensuring these conversations were not gender-blind.

ActionAid was well prepared for the **UK's snap General Election**, successfully urging thousands of our supporters to use their voices to influence the new UK government. Following the election, we worked quickly to establish a good relationship with the new UK government, influencing key technical stakeholders in FCDO, as well as senior decision-makers and Ministers. ActionAid also started to build engagement with new Parliamentarians across the political spectrum through one-to-one meetings and Parliamentary events, including a highly successful drop-in event for new MPs. We have continued to use our Parliamentary newsletter to reach MPs with timely updates.

In **Scotland**, we worked with Scotland-based allies to continue influencing the Scottish government and Parliament. We supported the Scottish International Development Alliance (SIDA)'s approach to the UK General Election and spoke at SIDA's conference to share our approach to women's economic justice.

As part of the ActionAid Federation, we continued our work on the **global climate campaign**, which aims to support global climate movements and stop big banks from investing in damaging fossil fuels. In the UK, thousands of ActionAid UK supporters called on Prime Minister Sir Keir Starmer to tighten the rules around big banks fuelling the climate crisis. ActionAid also continued to reach out directly to UK banks, urging them to meet their climate obligations. **As part of this, at COP29**, we hosted events to highlight the unique impact of climate change on women and girls and call for increased climate finance.

Our advocacy on **humanitarian emergencies** continued throughout 2024, including our response to the ongoing conflict in Gaza and Lebanon, the Bangladesh floods, and the overlapping crises in East Africa. Our influencing across all these crises pointed to the unique impact of emergencies on women and girls and the need for increased funding for women's rights organisations and movements who understand gender equality and their communities best. This work included regular briefings to MPs, Ministers and FCDO officials. At the UN's **Women, Peace and Security week**, we supported partners to meet with UK and global stakeholders. In the UK Parliament, we also launched our new research, urging the UK and other actors to avoid funding silos.

We continued to campaign for women's economic rights and attended the International Monetary Fund (IMF) and World Bank annual meeting in October to bring forward conversations about macroeconomic policies, debt, taxation and their gendered and intersectional impacts.

Through our **community campaigner network**, ActionAid supporters continued to demand gender justice by reaching out to their new MPs, demanding an end to period

poverty in their communities and discussing new ways to challenge gender-based violence.

Last year, ActionAid UK worked with partners and the ActionAid Federation to drive systemic change and justice, deepening relationships with decision-makers and creating new ones, all for a future where women's and girls' rights can be realised.

### 3. Income

Thanks to our generous supporters, local staff and partners, ActionAid UK raised our budgeted income of £46.0 million in 2024.

To support our work with women and girls and the longer-term goals of their communities, we evolved our approach to fundraising by working more closely with local staff, partners and donors to secure more flexible and sustainable funding. This work draws on a Federation-wide review of our fundraising approach with insights from local colleagues, communities and programmes, which supported the development of our 2025-2028 UK Strategy.

In 2024, we saw a reduction in income of 13.69% from the previous year, predominately due to there being no emergencies on the scale of the 2022 Ukraine Humanitarian Appeal, or the 2023 Türkiye/Syria Earthquake appeal. Our public fundraising income was affected by giving trends amid the ongoing cost-of-living crisis and the decline of high-giving towards the Ukraine response; these trends saw the proportion of donations going to overseas aid and disaster relief halved from 2022<sup>3</sup>. Our public fundraising income in 2024 was £29.6 million (£20.6 million unrestricted and £9.0 million restricted), against a budget of £31.4 million, a decrease from £33.0 million in 2023.

Despite the expected reduction in income from emergencies, 2024 continued to be an exceptionally busy year for supporting local partners to deliver humanitarian programmes. We supported ongoing humanitarian responses in Northern Ethiopia, Afghanistan, Occupied Palestinian Territory and Lebanon. In addition to our own fundraising, we received £1.1 million through our membership with the Disasters Emergencies Committee for emergency response to the Ukraine Crisis conflict, and a further £1.2 million for the Türkiye/Syria earthquake response and for the middle east appeal. We also received over £1.8 million (across 10 proposals) of funds for humanitarian crises from the Start Fund.

Our regular giving income reduced, with Child Sponsorship and unrestricted Regular Giving coming in at 96.6% and 90.3% of the budget respectively. This was balanced by an increase in other areas of public fundraising, including a 4.7% uplift on Legacy income compared to 2023, which ended the year at just over £3.4 million, against a budget of £3.0 million. We are continuing to test, refine and develop new public

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<sup>3</sup> CHARITIES AID FOUNDATION | UK GIVING REPORT 2024, page 15.

fundraising products that can diversify our funding portfolio, generate more sustainable sources of income and, most importantly, maximise our impact for women and girls worldwide.

Philanthropy & Partnerships' total income was reduced in comparison to last year, raising a total of £6.1 million against a budget of £7.4 million. Our Philanthropy and Partnerships teams have continued to provide excellent relationship and grant management during a challenging year, which has resulted in the continued support of generous loyal funding partners, including our largest donor, People's Postcode Lottery, who continued to support ActionAid UK with a restricted flexible grant of £3.0 million, raised by their players, in 2024. We are extremely grateful to all philanthropic supporters and funding partners for their continued support.

We saw a growth in our Humanitarian and Institutional funding, securing over £7.4 million to ActionAid UK in 2024 against a budget of £6.5 million. We also continued to support the ActionAid Federation in raising institutional humanitarian and development income. A total of 23 proposals were supported and submitted to donors with a value of over £18.0 million.

We are extremely grateful to all our supporters, donors and campaigners who stood by women and girls in 2024.

## 4. Humanitarian

The year 2024 has been unprecedented in the scale and complexity of global conflicts and emergencies that are straining humanitarian efforts worldwide. Armed conflicts have escalated, and climate-induced disasters and extreme weather events have deepened the global hunger crisis across different continents.

In response, ActionAid takes a holistic and transformative approach to humanitarian preparedness, response and recovery. Our approach links emergency response to resilience-building and long-term sustainable change, including supporting individuals with training in disaster risk reduction and addressing underlying inequalities.

Throughout 2024, we have continued our response to the humanitarian crisis caused by the war in Ukraine, working with partners in the region to provide humanitarian relief to affected communities in Ukraine, Romania, Poland and Moldova. This includes supporting excluded groups who face disproportionate challenges and barriers to accessing services tailored to their specific needs and starting conversations around peace and reconstruction.

We have worked with partners to provide assistance in Gaza and the West Bank by delivering essential supplies to displaced families, prioritising food, medical items and hygiene kits. ActionAid's response has been grounded in the unwavering courage and resilience of local NGOs, with women and national civil society at the forefront of the relief efforts despite facing challenging conditions themselves. ActionAid has reached over 464,000 people with humanitarian assistance working with local partner

organisations, like Al Awda Hospital and WEFAQ Society for Women and Child Care. Al-Awda was one of the last remaining hospitals still functioning in the north of Gaza, which continued to treat patients and provide maternity services under unimaginably difficult and dangerous conditions. Our partners have focused their efforts on helping mothers and children survive by providing hot meals, hygiene and winter kits and emotional support activities. Meanwhile, WEFAQ has been constructing facilities like toilets and shower blocks and offering emotional support hotlines.

ActionAid continues to raise awareness of the food crisis in East Africa, as climate-related drought combined with ongoing conflict has increased risks, with almost 20 million people, including children, facing severe hunger or malnourishment. ActionAid has been providing food, cash support and protection services across Ethiopia, Kenya and Somaliland. Cash transfers are sent directly to women, supporting them to decide how best to prioritise their families' needs, and they are usually spent on food, water, shelter and medicine. This work was ongoing throughout 2024.

In 2024, ActionAid also delivered rapid response programmes through the Start Network. A total of 10 Start Fund grants, totalling £1.8 million, were implemented in DRC (x2), Palestine, Tanzania, Somalia, Burundi, Nigeria (x2), India and South Africa.

## 5. Operational effectiveness and sustainability

In 2024, we took several steps to enhance our operational effectiveness and financial sustainability at ActionAid UK.

One key step was implementing a cost-reduction initiative in the first quarter of 2024, which resulted in changes to our organisational structure.

Additionally, we introduced a new four-year strategy focused on strengthening our internal principles, systems, and processes. This strategy is designed to help us achieve our goal of shifting power to the women, girls, and organisations we work with. Developed through collaboration with staff, trustees, and other stakeholders, it will guide our future ways of working.

One of the goals in our strategy was to re-envision and create equitable ways of working; this includes developing a four-year transformation and innovation programme, continuing to take on feedback from our partners about funding and grant requirements, ensuring we recruit and retain more representative staff and actively building a culture of collective care, innovation and new ways of thinking. These are all things we will continue to work on in 2025.

Last year, ActionAid UK continued to embed our feminist principles and our decolonisation and anti-racism approach, and as part of this, we published our Diversity Pay Gap Report, reviewed our recruitment and resourcing systems to make them more inclusive and accessible and we signed up the Disability Confident Committed scheme.



To help drive our decolonisation agenda in 2024, we introduced a dedicated Decolonisation Unit who, among their many responsibilities, oversee the implementation of learnings that have come from our anti-racism work. On top of that, we initiated a new customer relationship management system to help us better communicate and engage with our supporters.

Lastly, we continued to listen to our colleagues to improve our ways of working. We ran our annual Employee Engagement survey, which is a big part of ensuring everyone at ActionAid UK has a voice in how we work. Another part of this is continuing to work with our recognised union Unite and several employee networks, including the Disability Action Group, LGBTQ+, Colleagues of Colour and our Mental Health First Aiders.

This is very important to us and brings us closer to our strategic goal of building a culture of collective care.

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# Our Media Work and Influencer Supporters

## Celebrity and Influencer support

### New Ambassador announcement

In recognition of his longstanding commitment to ActionAid, actor David Morrissey has been appointed our newest Celebrity Ambassador. David has been a dedicated advocate for our work, using his platform to highlight the challenges faced by women and girls worldwide and to support our emergency appeals. His passion for social justice and his ongoing efforts to raise awareness make him a powerful voice for our mission, and we are proud to have him join us in the fight for a more just and equal world.

### Supporting the ongoing Red Alert and our wider humanitarian work

High profile supporters including *Aisling Bea*, *Jen Brister*, *Nicola Coughlan*, *Fay Ripley* and *James Purefoy* continued to support our work in Gaza, Lebanon, Türkiye and Syria by sharing our content across their social channels reaching an audience of over 8.3 million.

### Women By Women

Broadcaster *Sangita Myska* hosted the panel discussion at the launch event on March 6<sup>th</sup> 2024. Nine celebrities and influencers attended, the most we've had at any of our WBW launch events.

### Share A Better Period

Well-known and respected women's health GP, *Dr Nighat Arif*, exclusively created content on her social channels to help promote our Share A Better Period campaign. She also put her name to an op ed which featured in Women's Health magazine.

Actor and ActionAid Ambassador *Wunmi Mosaku* fronted our paid social video campaign and also shared it on her Instagram in a collaboration post with us. Her video generated 53% of the total number of new regular givers for the whole campaign.

### 137 Challenge

We successfully recruited two celebrities to highlight and take part in our annual 137 fundraising challenge. Sports TV presenter *Reshmin Chowdhury* took part in the daily challenge and documented it via Instagram. Actor and ActionAid Ambassador *Fay Ripley* created a video to help launch the challenge for us to use across our social channels.

Their support helped to raise £54,000.

### Death Without Mercy film screening

The Media Team, with the support of the Brand team, and in partnership with Action For Sama and our partner organisation, Violet, hosted an exclusive screening of the

documentary *Death Without Mercy*, directed by award-winning film maker Waad al-Kateab, about the Turkey-Syria earthquakes.

Actor and new ActionAid UK Ambassador *David Morrissey* hosted the event and BBC journalist *Nawal Al-Maghafi* hosted a Q&A session. Sixty-four guests attended including 18 high profile guests from across the entertainment industry, we look forward to building on these new relationships in 2025 and beyond.

### **Christmas appeal**

Broadcaster *Sonali Shah* fronted a video message for us to use on paid social. She also shared it on Instagram and on X.

Other high profile supporters including *David Morrissey* shared the appeal content on their social channels.

## **Media Work**

Following an extraordinary surge in media visibility at the end of 2023, ActionAid has continued to build a strong and sustained presence throughout 2024. While article volumes and reach naturally stabilised in the early months, our media baseline remained significantly higher than in 2022, demonstrating lasting growth in both awareness and influence. Our core message, that women and girls are disproportionately affected by humanitarian crises, remained central to our coverage. Alongside this, our work on Humanitarian Emergencies, Advocacy and Policy Change, Climate Justice, and Antiracist Storytelling secured major international media placements.

ActionAid is now regularly featured across every major broadcaster and newspaper, ensuring our advocacy reaches millions worldwide. In 2024 alone, we were prominently covered by BBC World News, The Guardian, The Independent, Al Jazeera, Sky News, CNN, Mail Online, and the Evening Standard, among others.

Humanitarian response remains at the heart of our media strategy, ensuring the voices and needs of women and girls affected by crises are heard and prioritised. As the year progressed, our media visibility significantly increased, with article volumes more than doubling and overall reach nearly doubling compared to earlier in the year. According to our media monitoring partner, we reached a cumulative audience of 1 billion people through 1,679 media items. Climate Justice was a major focus, particularly around COP29, cementing ActionAid's position as a leading voice on the issue.

We exceeded our 2024 media coverage goal, achieving 3,830 items against a target of 3,000, a testament to our agility and commitment to seizing strategic media opportunities. Our statistics, expert commentary, and personal perspectives from staff and partners were frequently cited in quotes and stories from all corners of our work. We also provided media training across the global federation, enabling local partners to harness opportunities and speak directly to the public and decision-makers on the

issues that matter most. Whether addressing humanitarian crises, pushing for policy change, or showcasing the impact of their work, our partners' voices have been elevated and heard.

We also revitalised our celebrity and influencer strategy, with acclaimed actor David Morrissey joining as an Ambassador to champion our humanitarian appeals. This led to high-profile moments, including an exclusive screening of the documentary *Death Without Mercy* on the Türkiye-Syria earthquakes.

As we reflect on a year of powerful storytelling and media impact, we remain committed to using the media as a tool for advocacy and change and look forward to reporting on our achievements next year.



# The Year Ahead

At the end of last year, ActionAid UK published a new strategy for 2025 to 2028.

We have made significant efforts to become a champion for human rights and social justice over the past decade, and this is another step in that journey.

Our new strategy, which we have built with colleagues, trustees and stakeholders, helps us achieve our mission of social justice, gender equality and poverty eradication. We will do this by working alongside communities, women's rights organisations, activists, social movements, funding partners and supporters.

In the year ahead, we will take the first steps to implement our four strategic goals, and this section outlines how we plan to do so.

## Strategic goal one: Champion women's rights organisations (WROs) and feminist movements driving systems change.

By 2028, we aim for women's rights organisations and feminist movements to be more valued, visible and central to the discussions and decisions being made by funding partners, institutions and governments.

To achieve this, ActionAid UK will have moved a greater proportion of our funds to women's rights organisations and feminist movements so they can work on their self-defined priorities. We will also have diversified our funding, funders and income opportunities so that our support of these organisations will be long-term and flexible.

In 2025, there are several ways we will begin this process.

One of the big things we will be working on is to innovate and develop new individual-giving products, which are launching in the year ahead. We will continue evolving our Child Sponsorship programme so that it is more in line with our anti-racist principles and this strategic goal. We will also expand our legacy programme with plans for a new In-Memory product.

In terms of fundraising, we will continue diversifying and decolonising our Philanthropy and Partnerships funding by investing in new ways to raise our profile and generate income. This impacts how we fund women's rights organisations.

For our supporters, we will also create resources that outline our anti-racist storytelling principles to aid fundraising events for women's rights organisations. On top of this, there will be a new direct response television (DRTV) advert and a Period Poverty campaign that supports and explains our work with women-led organisations and feminist movements.

Building long-term, equitable partnerships with women's rights organisations is at the forefront of our plans, and ActionAid UK will use our visibility, access and communications to amplify their work. We will also use our position in the UK to influence our government and decision-makers to listen to women's rights organisations.

Internally, we aim to better understand the priorities and challenges faced by women's rights organisations and feminist movements across Africa, Asia and Latin America. We are also ensuring our systems, including our financial systems, can fully support them and reduce the reporting burdens and grant requirements they must go through.

## **Strategic goal two: Build donor, political and popular support for fair and just systems.**

To achieve our second strategic goal, we will support women's rights organisations and feminist movements to be more actively involved in national and global development, climate, peace, recovery and reconstruction processes. It is important that their views are taken into account and acted upon and that ActionAid uses our position to facilitate this.

By 2028, we hope that, through our work, the UK government will have increased its investment in crucial areas, such as gender-responsive public services, protection in neglected humanitarian crises and climate justice, including loss and damage funding.

Over the next year, we will be taking steps to make space for our partner organisations to input into international and UK decision-making forums.

For example, we will be amplifying the calls of women's movements in key spaces such as the Women, Peace and Security Week and CSW69 (Commission on the Status of Women), both taking place in New York. We will continue working on our Climate Justice campaign, which centres on the work and research of women's rights organisations, calling on governments to stop funding banks that are fuelling pollution and destroying the planet. We will also be attending the IMF and World Bank annual meeting with colleagues from the Young Urban Women's Movement in July to advocate for change in the current international financial architecture.

In 2025, we will build our reputation and influence with the UK government through face-to-face meetings, research and programming. Our aim is to secure national and international commitments on key issues, such as climate change and feminist economic alternatives.

Throughout the year, we have several planned meetings with parliamentarians, including meetings about the humanitarian response in Gaza and Lebanon. We will also engage with MPs in events centred around important days such as World Menstrual Health Day and World Humanitarian Day.

The purpose of our frequent meetings with MPs is to advocate for the implementation of a strategy that centres women and girls and women, peace and security commitments, using women-led research to support our case. We also want to build awareness and support for feminist economic alternatives, such as those centred on the care and well-being of the economy, pushing for progressive taxation and supporting gender-responsive public services.

## **Strategic goal three: Strengthen global solidarity networks.**

Our third strategic goal is to build a stronger and more engaged base of supporters willing to uphold the work of women's rights organisations and feminist movements. By doing this, we will create the conditions for those in power to regard the work of women's rights organisations as essential. We will also be a better partner and ally to women's rights organisations, listening to and being led by their specific needs and expertise.

In 2025, we begin this work by building our supporters' and donors' knowledge of the interlocked humanitarian crises and injustices facing women and girls, as well as the structural causes. For example, our Women By Women campaign will focus on women's right to land, amplifying the groundbreaking work of women-led organisations in Brazil, Cambodia, Nepal and Nigeria. This annual event helps us share the work, leadership and voices of women's rights organisations and feminist movements with our supporters, the media, government advisors and the general public.

Through our media work, we can reach a significant number of people and help build global solidarity networks. We know that media coverage builds trust among the general public and our approach is to platform the voices of staff and partners who are best placed to talk about the challenges and impact of their work. Whether addressing humanitarian crises, pushing for policy change or highlighting the remarkable impact of their projects, we amplify the voice of women's rights organisations who are driving meaningful change.

## **Strategic goal four: Re-envision and create equitable ways of working.**

By 2028, we will have redesigned our processing systems and working culture to develop equitable partnerships with women's rights organisations and feminist movements. In addition, we will have developed a culture of innovation and collective care and ActionAid UK. To do this, we are developing a four-year transformation and innovation programme across all areas of our work.

To begin this process in 2025, we will continue our pay review project to ensure that pay across our organisation is fair. We will also provide support to the federation to help strengthen its ability to secure institutional income. This work includes developing institutional donor funding strategies and implementing capacity-building training.

Ensuring that we recruit and retain more representative staff is another essential part of our plans for 2025, and we also want to place greater value on potential staff's experience working with women's rights organisations. On top of that, we want to become a visa sponsorship organisation.

We will implement the decolonising action plan and wider activities focusing on people and culture, including safeguarding talent and acquisition. In addition, we will also support the development of pooled global teams of staff.

In terms of how we work with our partner organisations, we aim to be more transparent and open to feedback about grant requirements and how we can reduce burdens on them. We recognise that for some funding partner proposals, we will need to work in consortia with more formal registered non-governmental organisations (NGOs) but will still seek to build feminist movement-oriented work within these projects.

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# Statutory Report and Financial Statements

ActionAid is a company limited by guarantee and registered in England and Wales under company number 01295174. ActionAid is registered as a charity with the Charity Commission for England and Wales under charity number 274467, and with the Office of the Scottish Charity Regulator under charity number SC045476.

In this section of the Annual Report 2024, 'ActionAid' refers to the UK-registered charitable company. The Trustees present their statutory report with the financial statements of ActionAid for the year 2024. The Trustees' report has been prepared in compliance with the Charities Act 2011, the Charities and Social Investment Act 2016 and is also a Directors' Report as required by Section 415 of the Companies Act 2006.

# Fundraising Statement 2024

2024 was once again a year of incredible generosity from our supporters and members of the public. Our fundraising is dependent on building effective and long-lasting relationships with our supporters, guided by our Every Supporter Matters ethos and ActionAid values. This support enables us to continue our work to support women and girls in poverty to change their lives and communities for good.

## How we fundraise

We work with supporters in a variety of ways. Child Sponsorship remains key for us, with our dedicated supporters building a personal connection to the communities in which we work through their generous, long-term giving. Through our IG programme, supporters can make either stand-alone or regular gifts and are inspired to donate by our online and offline marketing/advertising. Our trading products remain popular and enable support via entry into our ActionAid Lottery, or through purchase of Christmas cards or virtual products.

We also inspire supporters to conduct their own fundraising in their communities, facilitated by our Events & Community Engagement team. Some of this fundraising is related to participation in challenges or events, often sporting related, with virtual events and activities continuing to grow in popularity across 2024.

We are so grateful to have received over 194 legacy gifts in 2024, totalling £3.5m, from generous supporters who chose to leave us a gift in their Will. We remain a part of the Will Aid network, which connects individuals looking to write their Will with a participating solicitor who can support them through the process and do not charge for their service. We do ask those who participate in the scheme to consider donating the cost of the Will to share between the partner charities, however there is no obligation to leave a gift to ActionAid, nor to donate to us when using the service. We are grateful to those supporters who chose to donate to us.

Our Philanthropy & Partnerships team works with individuals and organisations able to give at a high level, including businesses, trusts, grant-making organisations and our ActionAid Ambassadors. We are incredibly grateful to them all. We are also proud to have continued to benefit from income raised by individuals playing the People's Postcode Lottery. In 2024, ActionAid received £3.0 million, thanks to players' support, which is supporting a range of vital humanitarian and long-term programmatic work.

To ensure we remain fundraising compliant, we work closely with organisations to ensure that agreed messaging related to their giving is used and that any feedback from programmes is discussed with the relevant organisation and addressed. Our commercial participation agreements cover the requirements from the Fundraising Regulator and Charity Commission to ensure that consumers and the public are informed and protected.

## Maintaining high standards

At ActionAid we firmly believe that Every Supporter Matters and so we always set high standards across fundraising, not simply to meet our compliance obligations, but because it is the right thing to do. We maintain registration with the Fundraising Regulator, work to the Code of Fundraising Practice and can confirm that we have not been the subject of any investigations by the Fundraising Regulator. We regularly participate in best practice discussion groups across the sector, networks of other fundraising compliance professionals and the Data & Marketing Association.

We regularly assess our fundraising activity against the code of fundraising practice and maintain a programme of training on fundraising compliance, including an induction for all new staff with our head of team, and training on data protection.

## Monitoring activity, carried out on our behalf

Our fundraising activity continues to be supported by specialist agencies who can provide telephone or face-to-face services. This is often seasonal work, and so it becomes cost-effective to work in partnership with industry experts who can also share best practice from across the sector. Any new agency is brought on board through our diligent procurement process, and we then maintain monitoring in line with our Working with Agencies Framework.

We work closely with our agency partners on training, monitoring and continuous improvement, to ensure that they consistently operate at a high standard. In 2024 we continued face-to-face fundraising activities for these campaigns. We conduct call listening of our telephone agencies, with this increased for new suppliers, new campaigns or in the event of any concerns. The result of this monitoring is discussed regularly with our partner agencies, with actions agreed and tracked to completion. This is overseen by our Head of Fundraising Compliance, with reporting to our Board of Trustees.

Our Events & Community Engagement supporters work 'In Aid Of' rather than 'On Behalf Of' ActionAid, but we provide them with a Stay Safe & Legal guide to highlight the relevant aspects of the Fundraising Code. This guide is refreshed periodically to ensure that information is current and easily understood.

## Complaints & Feedback

Embracing respectful feedback and learning from mistakes are key to our feminist leadership approach and so we always welcome feedback from our supporters and the public. We believe that complaints present an opportunity to learn and improve.

Our complaints process is readily available [on our website](#) or by post on request, outlining how we address feedback and what a complainant can expect from us, including our timelines for investigation. We always encourage a complainant to contact us so that we can address their concerns directly, but we also provide information on

how they can escalate any issue to the Fundraising Regulator if they are unsatisfied with our approach or response. We are gratified that as with previous years, no complainant has chosen this route of escalation in 2024.

We received a total of 67 complaints about our fundraising work in 2024 (2023: 58). All complaints are classified according to severity and then addressed in line with our policy, giving a full and open response to the complainant. Should we receive a complaint relating to the work of one of our partner agencies, we discuss this with them as a matter of urgency, and we hold all partner agencies to a contractual obligation to supply us with prompt and thorough investigation results and monitored action plans if appropriate. Our Board of Trustees are given reporting on our complaints including volumes, themes of feedback and actions taken to ensure that they have a good overview of how our work is received by and impacts supporters and the public. We also track positive feedback, and any individual contacting us via email is given the chance to complete a quick survey on their experience.

## Protecting our supporters and the public

We want to ensure that supporting ActionAid is a positive experience, and we strive to ensure that any interaction is conducted with respect, dignity, and fairness. Our Treating Supporters Fairly policy guides this, ensuring that supporters and members of the public are treated fairly, and that anyone in potentially vulnerable circumstances is protected. We review this policy frequently to ensure that it is in line with industry best practice. All new staff are introduced to this policy, and we also include it in our contracts with partner agencies.

We have a cross-team Supporter Communications group, who meet regularly to ensure that we have a full picture of how and how often we communicate with our supporters. This helps us to manage the number and frequency of communications that any supporter receives. We also offer multiple ways for our supporters to manage their communication preferences, and any requests received via the Fundraising Preference Service (FPS) are swiftly acted upon, usually within three working days.

We are grateful for the generous support that we have seen in 2024, and to every individual who has engaged with us, be that financially, through support for our campaigns, or by giving us feedback to enable us to improve our work.

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# Keeping People Safe

As an organisation that works with women and girls living in poverty, we take the risk of harm happening within our organisation very seriously. ActionAid is committed to working with others to end injustice and eradicate poverty, and to build a world which upholds the rights and dignity of all. We recognise that to work with integrity we must 'walk the talk' and ensure that anyone who comes into contact with ActionAid is protected from any form of injustice, discrimination, or abuse. We are committed to safeguarding all people who come into contact with ActionAid from abuse of that power and privilege in any form. ActionAid is committed to preventing any form of sexual harassment, exploitation and abuse (SHEA) (including child abuse and adult at-risk abuse) and responding robustly when these harms take place.

ActionAid's SHEA and Safeguarding policies sit under ActionAid Code of Conduct and are informed by and reinforce ActionAid's feminist leadership approach.

As part of living out our feminist principles, we champion intersectionality by recognising the diverse and connected experiences of different groups and take action to ensure we do not compound harm. We take action to ensure our approach is anti-racist, inclusive, and safe for all.

ActionAid's Survivor Centred Approach gives survivors the confidence to come forward in the knowledge that they will be listened to, heard and believed. We work with Survivors to ensure they are central to any response; are not further harmed or disempowered by any processes and that they have support that is right for them. ActionAid is committed to upholding the power and dignity of Survivors by respecting their confidentiality and their right to make decisions over what happens to them, where it is safe and appropriate for them to do so. ActionAid's incident management guidelines put the Survivor's needs and wishes at the centre of the process. At ActionAid we recognise how trauma can impact on Survivors and are committed to removing barriers in our systems, policies and approaches which could lead to re-traumatisation.

Our SHEA and Safeguarding policies are embedded into every aspect of our work including: working with partners; recruitment and the employee life cycle; programming, including content gathering; creating safe working environments; interaction with people we work with and community members, including children and adults at-risk, and fundraising.

ActionAid UK Trustees have a duty to ensure that we do not cause harm to those we seek to support, employ, or work with. This means assuring themselves that there is a zero-tolerance approach to safeguarding violations wherever UK funds are being spent overseas or within the organisation itself. As a result, every concern is looked into, irrespective of whom the person of concern is. To enable the Board to maintain oversight of safeguarding matters both in the UK and overseas, Trustees receive a quarterly report of all cases within the UK organisation, in ActionAid UK's legal branches

and where UK funding is involved, as well as a more general update on progress with implementing the safeguarding strategy in ActionAid UK and its legal branches.

One member of the Board acts as a designated Board Safeguarding Focal Person, who receives more regular updates and additional information on the progress of individual cases. This is Ruchi Tripathi.

ActionAid UK has a SHEA and Safeguarding Focal Point (SFP) who works closely with the Global SHEA and Safeguarding Team to build capacity and share learning. They work with the ActionAid UK SHEA and Safeguarding Stakeholder Panel and others to create a safe environment where everyone is able to raise concerns and everyone is committed to SHEA and Safeguarding. The SFP delivers training and awareness raising sessions to all staff on the SHEA and Safeguarding policies, and works with HR and Line Managers to ensure all new staff receive inductions on this topic. The SFP supports with the management of SHEA and Safeguarding concerns by raising all concerns to the Global SHEA and Safeguarding Team, working with the global team to address the concern, ensuring all actions taken are in line with the global policies and local laws, that survivors are supported, and that donor reporting is managed in line with the Donor Reporting SOPs.

ActionAid UK's SHEA and Safeguarding Stakeholder Panel works closely with the SFP to build capacity on SHEA and Safeguarding, embed safe practices across the organisation, and manage incidents. The Panel works with the SFP Point and Global Team to address concerns relating to sexual harassment, exploitation, and abuse, and ensure incident management is carried out in line with ActionAid's SHEA and Safeguarding approach, within agreed timeframes, and always adheres to ActionAid's feminist and survivor centred approach.

During 2024, ActionAid UK took a number of steps to further strengthen safeguarding across the organisation.

ActionAid UK took part in a federation-wide review of our SHEA and Safeguarding Policies. The intention of the consultation process was to ensure the policies are robust and borrow lessons and learnings from colleagues across the Federation who have been implementing them since June 2019, and from countries and communities where ActionAid work.

ActionAid UK's Safeguarding Focal Point has been appointed and trained as an ActionAid Case Supporter. This new role in the ActionAid federation is a critical pillar of duty of care towards people involved in and impacted by investigations. The Case Supporter Role network consists of colleagues who are trained and deployed to support on SHEA and Safeguarding cases across the ActionAid Federation. Case Supporters work closely with other stakeholders, such as the Global SHEA and Safeguarding Team and the in-country SHEA and Safeguarding Stakeholder Panels including the Country SHEA and Safeguarding Focal Point. The SHEA and Safeguarding Case Supporter role is central in providing quality assistance, including immediate and contextualized

support, to Survivors and Complainants primarily, but not limited to Subjects of Concern, Complainants and Witnesses.

ActionAid UK has adopted new key performance indicators for safeguarding which aim to ensure performance assurance; continuous improvement - requiring a more self-challenging and continuous improvement; effective Board oversight and responsibility and external accountability.

## **Safeguarding Cases 2024**

Although we are deeply saddened that anyone associated with us has experienced any form of harassment, exploitation or abuse, or has concerns, we are very grateful to those who have come forward over the past year. Thanks to them, we have continued to improve our practices around safeguarding to ensure that we are and continue to be survivor-centred.

In 2024, **13** reports were made to ActionAid. It is important to note that these figures do not relate to the entire ActionAid International Federation, but rather cases relevant to ActionAid UK (the England and Wales-registered charity). This includes any incident where the complainant and/or the person of concern is an ActionAid UK staff member, or other individuals acting as representatives of ActionAid UK. These figures also include cases in countries where any work is funded from the UK, and legal branches of ActionAid UK.

These reports raised concerns about breaches of ActionAid's SHEA and Safeguarding Policies. These reports are categorised as incidents and were responded to in line with ActionAid's SHEA and Safeguarding Incident Management Guidelines.

**5** of the incidents reported included concerns about breaches of the SHEA (Sexual Harassment, Exploitation, and Abuse) at Work Policy. The purpose of this policy is to ensure that ActionAid provides a safe working environment which is free from any form of sexual harassment, exploitation, and abuse, carried out by any member of the ActionAid Federation or other representative; which upholds the rights and dignity of all, and that procedures are in place to protect staff and other representatives.

**4** of the incident reports related to breaches of the PSEA (Protection Against Sexual Exploitation and Abuse) Policy. The purpose of this policy is to ensure that procedures are in place to protect people and communities we work with, including adults at-risk, from sexual abuse, sexual exploitation, or other harmful and inappropriate behaviour, carried out by any member of the ActionAid Federation or ActionAid representative.

**4** of the incident reports related to breaches of the Child Safeguarding Policy. The purpose of this policy is to ensure that procedures are in place to protect all children from deliberate or unintended actions that place them at risk of abuse or exploitation carried out by any member of the ActionAid Federation or other representative.

During the year 2024, **12** incident management processes were closed.

**8** of these were incidents raised in 2023

**4** of these are raised in 2024

**12** reports have been carried over into 2025

The subjects of concern in these incident management processes were made up of:

**4** ActionAid Staff

**1** Partner Staff

**7** Other representatives of ActionAid

A formal investigation was possible, with the consent of the survivor, in **9** of these processes.

In **2** cases disciplinary action was taken.

In **1** case the allegations were not upheld

In **6** cases actions up to but not including disciplinary action were taken.

ActionAid was unable to investigate **3** reported incidents due to:

Survivors wishing for ActionAid to take action; but they did not wish for ActionAid to investigate the concerns.

Where we cannot carry out a full investigation, we will always look at ways of using the complaint to identify areas of focus, including changing behaviours, culture and abuse of power through training and awareness-raising, improvements to policies and procedures and enhancing the way in which we support Survivors. Any decisions and actions are documented.

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# Carbon Reduction and Energy Reporting

The Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018 ("the 2018 Regulations") implement the UK Government's policy on Streamlined Energy and Carbon Reporting (SECR). ActionAid falls within the scope of the SECR as a large unquoted company. Below reporting includes the mandatory elements ActionAid are required to report.

## UK energy use disclosure

| Unit                                                          | Metric                                                                                                    | 2021              | 2022              | 2023              | 2024              |
|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------|-------------------|-------------------|-------------------|
| <i>Kilowatt-hours (kWh)</i>                                   | <b>Electricity</b> <sup>4</sup>                                                                           | 216,157           | 216,908           | 218,173           | 137,987           |
|                                                               | <b>Gas combustion</b> <sup>5</sup>                                                                        | 27,623            | 27,119            | 29,224            | 18,067            |
|                                                               | <b>Travel/Transport</b> (purchased fuel inc. company fleet and employee-owned vehicles i.e. 'grey fleet') | 569               | 3,134             | 2,477             | 1,779             |
| <i>Carbon dioxide equivalent in tonnes (tCO<sub>2</sub>e)</i> | <b>Electricity</b> <sup>6</sup>                                                                           | 49.9              | 45.6              | 49.1              | 31.1              |
|                                                               | <b>Gas combustion</b>                                                                                     | 5.0               | 4.9               | 5.3               | 3.3               |
|                                                               | <b>Travel/Transport</b> (purchased fuel inc. company fleet and employee-owned vehicles i.e. 'grey fleet') | 0.136<br>(136 kg) | 0.757<br>(757 kg) | 0.576<br>(576 kg) | 0.411<br>(411 kg) |
|                                                               | <b>Business Travel</b> <sup>7</sup> (voluntary under SECR)                                                | 2.7               | 134.8             | 159               | 208               |

## Carbon disclosure and intensity ratio

|                                                     | Metric                       | 2021                       | 2022                       | 2023                       | 2024                       |
|-----------------------------------------------------|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| <i>Carbon dioxide equivalent (tCO<sub>2</sub>e)</i> | <b>Full carbon footprint</b> | 1,792                      | 2,075                      | 932                        | 717                        |
| <i>£million funds raised</i>                        | <b>ActionAid UK income</b>   | £49.6m                     | £59.6m                     | £53.3m                     | £45.7m                     |
| <i>Grams of carbon per £1 raised</i>                | <b>Carbon intensity</b>      | 36.2<br>gCO <sub>2</sub> e | 34.8<br>gCO <sub>2</sub> e | 17.5<br>gCO <sub>2</sub> e | 16.0<br>gCO <sub>2</sub> e |

<sup>4</sup> The purchase of electricity by the company for its own use, including for the purposes of transport.

<sup>5</sup> Natural gas for property heating: standard natural gas received through the gas mains grid network in the UK.

<sup>6</sup> Includes electricity transmission and distribution losses. Location-based reporting per SECR requirements.

<sup>7</sup> Includes organisational travel for business purposes (air, rail, car) and hotels. Excludes employee commuting.

## **How our carbon footprint and energy consumption are calculated**

We use the Greenhouse Gas (GHG) Protocol as the methodology for measuring our carbon emissions, applying UK Government-approved greenhouse gas conversion factors. For certain elements of the full carbon footprint calculation, we use operational data (electricity bills, air travel bookings, etc.) whereas for some elements (purchased goods and services) we have used spend levels as the data source. We measure our carbon footprint in partnership with the carbon consultancy Zero Bees Ltd.

When calculating energy consumption from transport activities, as reported in the energy use disclosure above, we use data available from employee expense and mileage claims for private car use. We then use the relevant GHG emission factors to calculate energy consumption in kWh and carbon emissions in CO<sub>2</sub>e, respectively.

We report using an operational control approach to define our organisational boundary, reporting on sources of environmental impact over which we have operational control and have the authority to introduce and implement operating policies.

## **Carbon reduction and energy efficiency actions**

ActionAid is committed to achieving Net Zero emissions by 2040. To achieve this, we will be aiming to reduce emissions in line with the latest science-based targets (SBTs). They are defined as “science-based” when they align with the scale of reductions required to limit global temperature increases to 1.5°C compared to pre-industrial temperatures. For us, this means that we must reduce our absolute carbon emissions by at least 90% from our baseline year 2020, or achieve (and maintain) a carbon intensity metric of <1 tonne CO<sub>2</sub>e per employee, whichever comes soonest.

Our overall CO<sub>2</sub>e emissions saw a welcome decrease again during this reporting period, from 932 tonnes to 717 tonnes per year.

Continuing the trend from 2023, our purchased goods and services expenditure decreased in 2024. This has had a direct impact on our emissions in this category. During the year we also downsized our London office, therefore reducing our London energy consumption by 40%. This meant a welcome decrease in our overall location-based electricity and gas emissions, though we note that our market-based emissions are always lower as our London office is on a renewable tariff.

We continued engagement with our major suppliers with our annual supplier survey, gathering corporate sustainability data first-hand and integrating this into our measurement. On average, emissions from surveyed suppliers were considerably lower than generic factors (ca. 85% lower), largely due to generic factors being derived from large corporates, which have considerably higher emissions per £ spent compared to smaller organisations.

As stated in our Supplier Code of Conduct, we continue to favour purchasing environmentally preferable products and/or services (EPP) and in addition to price and

quality, our supplier selection criteria include energy efficiency, recycled content and recyclability.

Although our total emissions have decreased year on year, we saw a fairly significant rise in travel emissions in 2024. This is due to an increase in international air travel.

A copy of our annual carbon footprint report is published on the ActionAid website.



# Financial Review

## Income

In 2024, ActionAid's income reached £46.1 million, slightly down from £53.3 million in 2023. This decrease of 13.5% was mainly due to a reduction in income from the Disasters Emergency Committee (DEC) of £4.4 million compared to 2023. Additionally, the ongoing cost of living crisis and the gradual phase-out of Child Sponsorship from several country programmes had an impact on fundraising activities, resulting in a decrease of £1.7 million in committed giving. There were also fewer emergency appeals in 2024 than in the previous year, which contributed to a £1.8 million reduction in donations and appeals income. Despite these challenges, we remain focused on strengthening our fundraising strategy to ensure sustainable growth and continue delivering vital support to those who need it most.

We received significant allocations from the DEC, including £1.1 million for Ukraine and £0.4 million for the Turkey/Syria appeal. Additionally, we secured an initial allocation of £0.8 million from DEC for the Middle East Humanitarian appeal. Despite the challenges posed by the ongoing cost of living crisis in the UK, our supporters demonstrated extraordinary generosity, helping us raise over £1.0 million through emergency appeals for humanitarian crises in East Africa, Gaza, the Middle East, Lebanon, and Bangladesh. Supporting and fundraising for humanitarian crises continues to be a central focus of our strategy, and we are incredibly grateful for the steadfast commitment of our donors.

As in previous years, the majority of our income, 74% (2023: 78%), came from donations and legacies. We remain deeply appreciative of the growing loyalty of our financial supporters, particularly in these difficult times. While income from committed giving, donations, appeals, and legacies fell from £35.0 million in 2023 to £31.7 million in 2024, we achieved the second-highest level of legacy income ever raised, reaching just under £3.5 million—an increase of £150,000 from 2023. Despite the ongoing impact of the cost-of-living crisis since August 2022 and the phasing out of Child Sponsorship from several country programmes, we remain focused on strengthening our fundraising activities to ensure sustainable growth and continued support for those in need.

As part of our institutional funding work in 2024, we were again pleased to collaborate with many key donors and partners including UK Aid/FCDO, The Belgian Government, Disasters Emergency Committee, Start Network, People's Postcode Lottery, Hewlett Foundation, and Options.



Grant and contract income increased by just over £0.4 million for the year to £11.3 million (2023: £10.9 million), due to an increase in funding on the DAWAM Afghanistan grant, increased income from EC and also due to another successful year with Start fund applications. In 2024 we raised over £1.8 million from successful Start Fund applications (2023: £1.4 million), receiving funding for humanitarian projects in the DRC, Somaliland, South Africa and Nigeria, among others.

ActionAid continued to receive excellent support from the People's Postcode Lottery International Trust, with grants of £3.0 million (2023: £3.1 million). As has been the case in previous years, we chose to allocate much of these funds to development programmes being implemented in Jordan and Zimbabwe, and humanitarian projects being implemented across the ActionAid Federation, including in Ethiopia, Haiti and Uganda. The People's Postcode Lottery continues to be an important supporter of ActionAid UK.

In addition, grant funding for our campaigns and policy work increased to £1.0 million (2023: £0.77 million). Of this more than £0.9 million was received for the Bretton Woods Project, including significant grants from the William and Flora Hewlett Foundation, Mott Foundation and the Ford Foundation.

ActionAid UK also increased the grants and contracts income from FCDO by £0.6 million to £2.9 million, due to an increase in an Afghanistan based grant income, and the continuation of the ALM-FGM contract and the Cambodia AidMatch grant. ActionAid UK is also the grant signatory for European Commission grants implemented by some members of the ActionAid Federation, and these increased to £1.1 million in 2024.

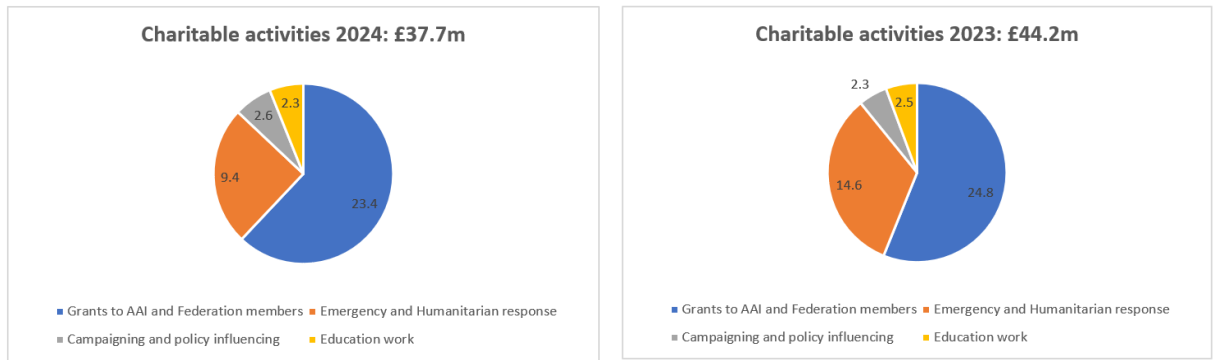
## Expenditure

Overall, expenditure decreased in 2024 from £54.7 million to £48.7 mainly due to a decrease in grants remitted and a cost reduction exercise in Quarter 1 of 2024. £29.4 million in grants were remitted, a decrease of £6.9 million from the previous year. The main driver for this was a drop in DEC programme related granting as a number of projects finished, such as in Afghanistan, or entered their second or third years. Despite this, we still remitted over £4.2 million related to DEC funded programmes supporting those affected by the war in Ukraine, impacted by the

Turkey/Syria earthquake and caught up in the Gaza and Middle East humanitarian crisis.



As a result of the decrease in grants being remitted, expenditure on Charitable activities fell from £44.2 million in 2023 to £37.7 million in 2024. This represented over 77% of our total expenditure (2023: 81%). Our charitable activities include grants to the ActionAid Federation, emergency and humanitarian work, campaigning and policy influencing in the UK and overseas and education work in the UK on our charitable objects. The focus of these activities is to enable people living in poverty to hold governments and companies to account, to improve the quality of public education, respond to emergencies and to promote the rights of women and girls.



Total fundraising expenditure increased slightly to £11.0 million (2023: £10.5 million). This is partly as a result of the fact that our new CRM went live in quarter 1 in 2024 and we have started amortisation of this asset that currently has a capitalised development cost of just under £2.3 million. In addition, significant legal costs (£0.2 million) were spent on specific legacy cases during 2024. Finally, we saw more face to face acquisition activity and less DRTV spend in 2024 than in 2023, such that overall acquisition spend was up by £250k. Whilst this demonstrates our commitment to investment in fundraising, it also demonstrates that we are carefully monitoring the long-term effectiveness and income returns of these investments to ensure that they offer best value to maximise income for ActionAid UK and the Federation.

Support and governance costs are allocated to Fundraising and Charitable activity expenditure based on the number of staff working in each area. These costs increased

from £5.9 million in 2023 to £6.1 million in 2024, primarily due to one-off redundancy and termination payments made as part of a cost-saving exercise undertaken in Quarter 1. While this exercise incurred short-term costs, it was implemented to reduce ongoing expenditure and strengthen the organisation's financial sustainability over the longer term.

## Reserves

Reserves are funds that we are yet to spend. Our supporters and donors expect that their money will help us to realise our vision in an appropriate timeframe and for this reason we do not desire to hold excessive reserves. Our restricted reserves represent funds received for specific project work.

Our restricted reserves decreased from £6.9 million in 2023 to £4.6 million in 2024. This is due to the significant utilisation for both the DEC Ukraine and DEC Turkey/Syria earthquake appeals such that the year end reserve balances for DEC funds fell by £2.6 million to £0.7 million. These reserves will be spent in the next 12 months in line with our programme of work in those regions. In addition, utilisation of our People's Postcode Lottery funds continues to be more timely in 2024, such that we carry forward a balance of just over £1.0 million, a similar level to 2023. We continue to be committed to reducing restricted reserves to much lower levels in the future and ensuring that all restricted committed giving is remitted to the Federation within a month of it being received.

Our policy for General fund reserves is to retain a minimum of 2.6 months of planned annual expenditure (equivalent to £4.5 million). Our Trustees believe that this balances the need to apply funds to our mission whilst at the same time ensuring there are sufficient funds to run our day-to-day business, to pre-finance some projects and to protect us from unanticipated shocks. Our general reserves fell slightly to £7.7 million at the end of 2023 (£7.8 million in 2023), which represents 4.4 months of planned annual expenditure (4.5 months in 2023). We believe this is an acceptable level due to uncertainty about the continued impact of the rising cost of living on our committed giving income, the recent reduction in ODA globally and an uncertain economic future. It will allow us to invest in the new strategy, which will include investment in anti-racism and decolonial activities, in new product development and Child Sponsorship evolution. Whilst finalising future investment plans, we currently expect to make an unrestricted general fund surplus in 2025, and to break even in 2026 and 2027. In 2028 we are forecasting a loss but we will remain above the reserves policy level.

ActionAid Trustees have established designated reserves that relate to our holding of tangible fixed assets £47k; Intangible fixed assets £2 million, Emergency & Humanitarian Fund £50k; Exchange rate movement fund £259k; and FGM-ALM Contract £109k. With the go live of the new CRM system in 2024, the Intangible fixed asset fund began to be written down as the new CRM system will be amortised in the next five years.

## Grant-making policy

We grant our funds to ActionAid International for wider disbursement to the Federation's country programmes and their partners, according to the management agreement that exists between ActionAid and ActionAid International. We also grant funds directly and bilaterally to other ActionAid Federation members. On occasions we make grants to other carefully selected charities where it is deemed that this is the most effective way of delivering our charitable aims. In 2024, we signed bilateral agreements with each Federation member to which we remit Committed giving and institutional grants.

## AA International's Finances

These accounts reflect the performance of the UK charity which is a member of the ActionAid International Federation. To find out more about ActionAid International's work or finances, visit [www.actionaid.org](http://www.actionaid.org).

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# Principal Risks and Uncertainties

ActionAid operates in a rapidly changing environment where it is critical to identify and mitigate the principal risks faced by the organisation. The Board of Trustees has ultimate responsibility for risk management within ActionAid, including risks related to the use of funds in ActionAid countries in receipt of UK funds. Operational responsibility for managing risks on a day-to-day basis is delegated to the Chief Executives and the Executive Leadership Team.

Trustees are satisfied that appropriate internal control systems are in place within ActionAid to manage the key strategic and operational risks that are identified. The following framework provides the Trustees with assurance that systems are in place to manage risks:

- The Board of Trustees receives regular reports on performance against the board-approved strategy and annual plans and budgets. Trustees also review the work of its respective committees and the Executive Leadership Team on the oversight and management of significant risks and consider the adequacy and effectiveness of mitigating actions to reduce the impact of identified risks.
- The Board of Trustees has oversight of our public communications strategy. It ensures that we are fundraising and communicating with the public and stakeholders in a manner which is in line with both our legal obligations and public expectations of charities, and that associated risks are identified and managed appropriately.
- The Performance, Risk and Audit Committee has oversight of organisational risks and the internal controls framework within which we operate. The committee approves the ActionAid UK risk-based internal audit plan, the Executive Leadership Team reviews the significant organisational risks on a regular basis and ensures that the internal control system within which ActionAid operates is effective in managing identified risks. The organisational risks are shared with PRAC for approval, and with the whole board following PRAC's approval. The Executive Leadership Team considers new and emerging risks, reviews internal audit and risk management reports, and assesses progress on implementing mitigating actions.
- We recognise both our legal obligation and moral duty to safeguard funds entrusted to us and have zero tolerance towards fraud, bribery, corruption and terrorist financing. In addition to policies and procedures for raising complaints and grievances, there is also a whistleblowing policy whereby members of staff or volunteers can raise suspicions of wrongdoing, risk or malpractice within the organisation.
- There are operational, communication and reputation management plans in place to help ensure effective and timely management of risks associated with the increasing scrutiny of the charity sector, including fundraising practices and the efficient use of resources. Our most significant risks and mitigating actions, covering our work in the UK and our work in support of ActionAid International,

are reviewed on an annual basis by senior management and our Trustees. These are set out in the following table.

| Risks and Uncertainties                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Mitigating actions                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Cyber attack/data breach of new CRM system:</b></p> <p>A data breach or leak of information relating to supporters, partners or rightsholders caused by either cyber-attack or staff negligence could cause harm to those affected, reputational damage to ActionAid, regulatory action against ActionAid and financial loss.</p>                                                                                                                                                                                                                  | <p>We have recruited a staff member/consultant to undertake CRM enhancement work.</p> <p>There are monthly meetings between our Interim Co-CEOs, Head of IT and Data Protection Manager, including a report against current CRM status.</p> <p>We have successfully renewed our Cyber Essentials Plus certification for another 12 months.</p> <p>Cyber security/Data Protection and Information Security training and awareness is included as mandatory.</p>                                 |
| <p><b>Funding and financial management affected by cost of living and national economic environment:</b></p> <p>The current cost of living and national economic environment create challenging conditions for fundraising. This may affect our funding and financial management, potentially leading to decreased income from public giving, major donors, and institutional sources.</p> <p>This could result in poor cash flow, unreliable projections, and financial losses which may impact our ability to meet key commitments and objectives.</p> | <p>We continue to innovate to identify new income sources and have a large new 'product' development for fundraising. Funding targets are realistic and based on assessment of the external environment. Our budgets are linked to planning and objectives.</p> <p>We have a risk averse investment policy.</p> <p>To ensure financial sustainability, a cost reduction exercise was completed in Q1 2024 resulting in a smaller, more agile management structure and reduced staff costs.</p> |
| <p><b>Impact of humanitarian emergencies:</b> As humanitarian emergencies increase, so does our work on them, meaning</p>                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>In 2024 we updated our Humanitarian Standard Operating Procedures and roles and responsibilities to ensure we are ready if an</p>                                                                                                                                                                                                                                                                                                                                                           |

|                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>increased capacity responding to emergencies will be a key feature of our work. Our work on humanitarian emergencies, particularly those unrelated to natural disasters, could result in media, public and government scrutiny. Staff working on humanitarian emergencies could suffer secondary trauma.</p>                                                                                                                           | <p>emergency happens. This enabled us to respond quickly in new humanitarian emergencies in 2024.</p> <p>We have introduced a new approach to managing the health and wellbeing of staff working on emergencies.</p> <p>We seek legal advice if required and thoroughly fact check all communications.</p>                                                                                                                                                                                                                                                                 |
| <p><b>Shifting public and political discourse:</b> Ongoing shifts in political and public discourse require us to work proactively to ensure that our rights-based approach is not only heard but meaningfully considered in decision-making spaces. This is particularly important as so-called 'wedge issues' gain prominence in public debate, which can risk marginalising the voices and rights of the communities we work with.</p> | <p>We continue to campaign, alone and with partners where possible, against restrictive legislation and for changes we want to see, while ensuring compliance with the Lobbying Act and the Charity Commission political activity guide by developing, updating and sharing internal memos with all staff as needed.</p> <p>We are increasing relationships with UK government officials, MPs and ministers.</p> <p>We provide media training for all staff ahead of media interviews.</p> <p>We put together media responses to UK Government decisions major events.</p> |
| <p><b>Negative media coverage:</b> Unfavourable media coverage related to ActionAid UK, could cause reputational damage that could affect public trust, our ability to fundraise effectively, and diminish the impact of our policy and campaigning efforts.</p> <p>It could, divert internal focus from strategic delivery and increase operational costs, including time spent on issue management.</p>                                 | <p>ActionAid UK has proactively strengthened its approach to reputational risk and communications. The Head of Media role has been expanded to include a dedicated focus on reputational engagement, ensuring more robust risk assessment of all public communications.</p> <p>New crisis communication protocols, developed jointly by senior leadership, are now in place and build on established experience in managing sensitive situations. Media training and specific crisis communications training is provided to staff.</p>                                     |
| <p><b>Leadership Changes:</b></p> <p>Changes in leadership may create internal and external uncertainty,</p>                                                                                                                                                                                                                                                                                                                              | <p>The organisation implemented a smaller, more agile management structure including the appointment of interim leadership of three Co-</p>                                                                                                                                                                                                                                                                                                                                                                                                                                |

|                                                                                                          |                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>potentially leading to negative media coverage and affecting our ability to deliver our strategy.</p> | <p>CEOs with extensive knowledge of the organisation, its people and mission.</p> <p>Leadership roles and responsibilities clearly defined and shared with the organisation.</p> <p>Additional board members appointed to strengthen organisational governance.</p> <p>Developed a new strategy which provides clear purpose and direction.</p> |
|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



# Directors' Duties

How ActionAid Directors have complied with their duties in regard to the following:

## **The likely consequences of any decision in the long term.**

All key decisions that will have an impact on the long-term future of the charity are discussed at the relevant sub-committee and board. For major and long running projects, the board receives regular updates to ensure that there is appropriate oversight and that appropriate action is taken where necessary.

## **The interest of the company's employees.**

The impact of major decisions on staff are discussed by the board who also receive regular updates on staff pay; health and safety; and safeguarding.

The board receives a summary of the annual engagement survey which highlights both strengths and areas for potential improvement on employment matters and how these will be mitigated through specific actions.

## **The need to foster the company's business relationships with suppliers, customers and others.**

The board receives regular updates on supporters' complaint levels and any underlying themes. In addition, a survey is undertaken with key partners annually, feedback from which is shared with the board. The board regularly discusses the nature of the relationships it wants with key stakeholders and there are clear processes for engagement with suppliers and donors.

## **The impact of the company's operations on the community and the environment.**

ActionAid's key objective is to have an impact on the lives of women and girls living in poverty. The board receives regular updates on the work that funds raised in the UK are being used for, to ensure funds are used efficiently and effectively. In addition, an assurance framework is in place with the rest of the ActionAid Federation to ensure compliance requirements for funding are met and the expected impact is delivered.

## **The desirability of the company maintaining a reputation for high standards of business conduct.**

The nature of ActionAid's work as a charity makes the maintenance of its reputation for keeping high standards of particular importance. Appropriate systems and processes are in place to ensure the highest standards in business conduct. The senior leadership team will also update the board with any matters that may have given rise to a reputational risk including any mitigating actions being taken.

### **The need to act fairly between members of the ActionAid Federation.**

While an independent entity, ActionAid UK is a member of an International Federation and as such has a common strategy with fellow members. ActionAid board members work to ensure the work of ActionAid UK is well aligned with the rest of the ActionAid Federation and its work is influenced by its fellow members working in the global south.

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# Governance, Leadership and Trustee Declaration

Our accountability is to people living in poverty and injustice, and to our supporters here in the UK, to ensure that they have confidence in how we use our resources.

ActionAid is a full affiliate member of ActionAid International (AAI), an association registered in The Hague (Netherlands), and with its global secretariat and head office in Johannesburg, South Africa.

Financial statements have been prepared in accordance with the accounting policies and comply with the charitable company's Memorandum and Articles of Association, applicable laws and requirements of Accounting and Reporting by Charities: Statement of Recommended Practice (Charities SORP FRS102).

ActionAid is an England & Wales and Scotland-registered charity and a company limited by guarantee. We are governed by a Board of Trustees who are also considered directors under company law.

ActionAid has a wholly-owned subsidiary – ActionAid Enterprises Limited (company number 05011412). The company did not trade in the year ending 31 December 2024.

## Public benefit

Full details of how ActionAid provides a benefit to a sufficient section of the public in line with our charitable purposes is set out in the Strategic Review section of this report. ActionAid made grants of just over £28.0 million to the ActionAid Federation in 2024 to assist country programmes to deliver against our ambitious strategy and strengthen our Federation. Please refer to note 7 in the accounts for the detail.

The Trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011.

## The ActionAid Board of Trustees

ActionAid's Board of Trustees is charged with ensuring a sharp focus on our mission and values. We set the strategic direction, ensure that we are financially sound and answerable to people living in poverty and injustice around the world and to our supporters in the UK, and make certain that we are compliant with all the relevant laws and regulations. We take seriously our responsibility to safeguard funds entrusted and have a zero-tolerance policy on fraud, bribery and corruption.

The Board delegates day-to-day decision-making and operations to the Interim Co-Chief Executives. The Board meets formally four times a year and holds an annual away-day to consider ActionAid's strategic direction given the changing context in which international development charities operate.

There are two committees of the Board:

**The Performance, Risk and Audit Committee** is responsible for assurance oversight of the highest standards of integrity, financial reporting and internal control. In addition to reviewing organisational performance and results against the Annual Plan, the committee also makes certain that ActionAid's systems of financial control comply with legal requirements and provide reasonable assurance against material misstatement or loss.

**The Governance and Relationships Committee** has responsibility for good governance across the organisation including overseeing governance reviews and managing the Board Development Plan, which sets clear objectives for the Board's work plan and development. It acts as a nominations committee for appointments to the Board's committees, as well as having oversight of the recruitment and induction of new Trustees.

The Governance and Relationships Committee has oversight of safeguarding across our organisation. It also focuses on the relationships between ActionAid, ActionAid International and other countries within the ActionAid Federation, as well as leading our input into international policy, principles and governance structures, especially the General Assembly of AAI. Lastly, the Committee has oversight of remuneration, setting overall salary policy for ActionAid and making recommendations to the Board regarding the salary of the Chief Executive.

The ActionAid Board plays an active role in the ActionAid International General Assembly, the top-level decision-making body within the ActionAid Federation.

Trustees, including the Chair, are recruited by open selection and are appointed for a four-year term, renewable for a further four years. Rajiv Vyas stepped down from the role as Chair of the Board in May following an internal governance review, which highlighted an undisclosed conflict of interest. Faraz Tasnim, former vice chair of the board, has assumed the position of acting chair while we look to appoint a new permanent chair.

At ActionAid, we are dedicated to making decisions and taking actions that prioritise the best interests of the communities we serve, free from undue influence or bias. To uphold the integrity and transparency of our organisation, it is essential to identify, manage, and mitigate potential conflicts of interest. We are currently feeding into a Global Conflict of Interest policy which is designed to protect our mission, raise awareness among staff, and maintain public trust by ensuring compliance with legal and ethical standards. It outlines the definitions and principles necessary to recognise and address conflicts of interest proactively, helping to prevent any actual or perceived misconduct



All new Trustees will receive a tailored induction.

Skills audits allow us to maintain Board diversity and skills that are appropriate to current and future challenges. Indemnity Insurance is in place for ActionAid Trustees.



# Corporate Directory

## Board of Trustees

| Name                                                                                                                                       | Committees                      |
|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| Faraz Tasnim, Acting Chair of Trustees,<br>Appointed as trustee on 21 March 2024, Vice Chair on 26 March 2025, Acting Chair on 01 May 2025 | PRAC (PRAC Vice Chair)          |
| Anne Tutt, Honorary Treasurer                                                                                                              | PRAC (PRAC Chair)               |
| Fik Woldegiorgis                                                                                                                           | PRAC                            |
| Roy Trivedy<br>Appointed as trustee on 21 June 2024                                                                                        | GRC (GRC Chair)                 |
| Abdul Shiil                                                                                                                                | GRC (GRC Vice Chair)            |
| Stella Abani                                                                                                                               | GRC (GRC Vice Chair)            |
| Ruchi Tripathi<br>Appointed as trustee on 21 June 2024                                                                                     | GRC (Safeguarding Trustee Lead) |
| Eunice Musiime<br>Appointed on 26 March 2025                                                                                               |                                 |
| Sophie Healy-Thow<br>Resigned as trustee on 31 December 2024                                                                               |                                 |
| Amina Folarin<br>Resigned as trustee on 26 March 2025                                                                                      |                                 |
| Rajiv Vyas<br>Appointed as Chair of Trustees on 26 March 2025. Resigned as Trustee on 01 May 2025.                                         |                                 |

Further information about the Trustees is available on the ActionAid website:

[www.actionaid.org.uk/about-us/our-trustees-and-directors](http://www.actionaid.org.uk/about-us/our-trustees-and-directors)

## Executive Leadership Team

- Shade Odupelu, Interim Co-CEO (appointed 8<sup>th</sup> March 2024) and Director of People and Culture (appointed 19 June 2023)
- Hannah Bond, Interim Co-CEO (Appointed 8<sup>th</sup> March 2024) and Director of Advocacy and Influencing (appointed 1<sup>st</sup> March 2024)
- Taahra Ghazi, Interim Co-CEO (appointed 8<sup>th</sup> March 2024) and Director of Innovation and Impact (appointed 1<sup>st</sup> March 2024)
- Sarah Washington, Interim Funding Director (appointed 18 November 2024)
- Halima Begum, Chief Executive (resigned effective from 22nd March 2024)

- John Good, COO (Resigned 14 May 2024)
- Alan Gosschalk, Interim Funding Director (appointed 9 April 2024, resigned effective from 18 November 2024)
- Susan Wilders, Interim Co-Director of Fundraising (Reverted to substantive post 29 February 2024)
- Elizabeth Mickel, Interim Co-Director of Fundraising (appointment ended 29 February 2024)
- Mike Noyes, Interim Co-Director of Policy, Advocacy and Programmes (appointment ended 29 February 2024)
- Orla Fee, Director of Communications and Public Engagement (appointment ended 29 February 2024)

#### Legal and Administrative Information

Crowe U.K. LLP  
55 Ludgate Hill  
London  
EC4M 7JW

Solicitors  
Bates Wells  
10 Queen Street Place  
London  
EC4R 1BE

Bankers  
Lloyds Banking Group  
25 Gresham Street  
London  
EC2V 7HN

Registered Office  
33–39 Bowling Green Lane  
London  
EC1R 0BJ  
Tel: 020 3122 0561  
Email: [mail@actionaid.org](mailto:mail@actionaid.org)  
Web: [www.actionaid.org.uk](http://www.actionaid.org.uk)

Company Secretary  
Rasheda Nicholson



# Remuneration Statement 2024

## 1. Summary

This is ActionAid's annual governance statement for remuneration. The Co-Chief Executives confirm that the organisation has complied with its salary policy during 2024.

This year ActionAid made 0 ex-gratia payments to staff relating to employment or remuneration matters.

## 2. Governance Arrangements for Remuneration

The Governance and Relations Committee is a subgroup of the Board of Trustees that oversees ActionAid's salary policy. The Committee consists of the Chair of the Board and at least one other Trustee, with expertise in Human Resources issues.

The Governance and Relations Committee:

- Ensures there is a formal, transparent policy and process for setting the remuneration of staff so that ActionAid can attract, recruit, retain and develop staff of the right quality while ensuring that salaries are affordable and comparable with other similar organisations;
- Sets the remuneration of the Interim Co-Chief Executives' salaries;
- Sets and oversees principles and policy for staff remuneration;
- Makes recommendations to the Board on the level of annual pay award/cost of living increases.

## 3. Remuneration Policies (salary and benefits)

ActionAid's Salary policy, reviewed in 2023, sets out the principles upon which salaries are determined and ensures that ActionAid possesses and utilises a grading and pay structure that is fit for purpose and in line with our chosen market (not-for-profit and public sectors).

The policy establishes ActionAid's commitment to equal pay for all employees and the ways in which a fair and transparent pay system, based on objective criteria and free from gender bias will be maintained; mainly by conducting annual audits, preparing diversity pay gap reports, monitoring the job evaluation scheme and addressing issues raised as part of these activities.

ActionAid continues to be a Living Wage Employer and a member of an International Aid Charities Pay Club which allows us to share remuneration data and benchmark salaries against other organisations that match our work, size and demographic. In addition to independent specialists we also take data from a range of other benchmarking sources, such as Brightmine and Reward Connected Pay Group,

enabling us to produce a robust picture of the market in which we and our comparators operate.

Another key reference point (although not formally encapsulated in our salary policy) is the ratio between the highest and lowest-paid employee. In 2024 this ratio was calculated as the difference between our lowest assistant salary and Interim Co-CEO pay and was 4.14:1 (5.0:1 in 2023).

A summary of our salary policy is available on request.

#### 4. Review of the Year

Remuneration is overseen by the Board's Governance and Relationships Committee, which meet three times a year. It ensures that our Remuneration Policies (Salary and Benefits) are adhered to, and also that we remain compliant with the recommendations of the NCVO guidelines on senior pay.

#### 5. Senior staff pay

This table shows the numbers of senior members of staff at each of the relevant pay bands, inclusive of any allowances, as per the structure after the 2024 restructure and change in CEO had taken place, assuming these staff were in post for the full 12 months. This relates to salary only.

The amounts are different to what is quoted in Note 8 of the accounts, as those figures reflect the actual salary costs expensed in 2024 by salary bands. As such differences will occur depending on whether or not staff have been employed for the full 12 months of 2024 or not.

| Pay bands:           | Number of staff members in band during 2024: |
|----------------------|----------------------------------------------|
| £120,000 to 130,000  | 0                                            |
| £110,000 to £119,000 | 0                                            |
| £100,000 to £109,999 | 3                                            |
| £90,000 to £99,999   | 0                                            |
| £80,000 to £89,999   | 1                                            |
| £70,000 to £79,999   | 2                                            |
| £60,000 to £69,999   | 11                                           |

Our Interim Co-CEO salary was £108,646 as of December 2024. This reflects the combined responsibilities of the role, covering both Director and Interim Co-CEO duties.

Trustees consider the key management roles at ActionAid to be the three Interim Co-CEOs and the Funding director, known as the Executive Leadership Team. In 2024 the Executive Leadership Team were paid a total of £402,501. This relates to 5 individuals as some roles were filled on an interim basis. It comprises of gross salary plus employer pension contributions. It does not include national insurance or additional roles in the management structure prior to the leadership changes in March. The cost of key

management personnel for the full year, inclusive of gross salaries, redundancy costs, employer's pension contributions and employer's national insurance contribution, can be found in note 8.

## 6. Future plans

In 2024 we continued the preliminary work of reviewing our existing pay structure, benchmarking salaries and benefits against similar organisations in order to develop an updated framework and sustainable approach to managing pay; based on our principles of fairness, consistency and transparency. The pay review and new grading approach will be implemented in 2025.

# Trustee responsibilities for reporting and financial statements

The Trustees (who are also directors of ActionAid for the purposes of company law) are responsible for preparing the report of the Trustees including the Strategic Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. These statements must give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware there is no relevant audit information of which the charitable company's auditor are unaware; the Trustees have taken all steps that they ought reasonably to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

## Internal control

The Trustees have overall responsibility for ActionAid's systems of internal control. Trustees recognise that systems of control can only provide a reasonable and not complete assurance against inappropriate or ineffective use of resources, or against the risk of errors or fraud.

Trustees remain satisfied that ActionAid's systems provide reasonable assurance that the charity operates efficiently and effectively, safeguards its assets, maintains proper records and complies with relevant laws and regulations.

ActionAid operates a comprehensive accountability system. This includes an annual plan and budget, both of which are approved by the Board. Trustees consider actual results compared with plans and forecasts, and non-financial performance data. Other controls include delegation of authority and segregation of duties. The internal audit function reviews the effectiveness of internal controls and submits reports to the Performance, Risk and Audit Committee.

## Members' guarantee

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 December 2024 was 9 (2023: 7).

## Auditor

Crowe U.K. LLP was appointed as the charitable company's auditor during the year.

The report of the Trustees including the Strategic Report was approved by the Trustees on 12<sup>th</sup> June 2025 and signed on their behalf by:



**Anne Tutt**  
(Treasurer)

Date: 12<sup>th</sup> June 2025



**Faraz Tasnim**  
(Acting Chair)

Date: 12<sup>th</sup> June 2025



# Independent Auditor's report

## Opinion

We have audited the financial statements of ActionAid ('the charitable company') for the year ended 31 December 2024 which comprise Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

- In our opinion the financial statements:
- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast

significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## **Other information**

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

## **Matters on which we are required to report by exception**

In light of the knowledge and understanding of the charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

### **Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement set out on page ..., the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### **Extent to which the audit was considered capable of detecting irregularities, including fraud**

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charity's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charity for fraud. The laws and regulations we considered in this context for the UK operations were General Data Protection Regulation, Anti-fraud, bribery and corruption legislation and taxation legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of income recognition from grants and contracts and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, internal audit, and the Performance, Risk and Audit Committee about their own identification and assessment of the risks of irregularities, sample testing of grant and contract income, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

### **Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Dipesh Chhatralia  
Senior Statutory Auditor  
For and on behalf of  
Crowe U.K. LLP  
Statutory Auditor  
London

13 June 2025

# Statement of Financial Activities

for the year ended 31 December 2024.

| Incorporating an income and expenditure account.                                        | Notes | Restricted funds<br>£'000 | Un-restricted funds<br>£'000 | Total<br>2024<br>£'000 | Restricted funds<br>£'000 | Un-restricted funds<br>£'000 | Total<br>2023<br>£'000 |
|-----------------------------------------------------------------------------------------|-------|---------------------------|------------------------------|------------------------|---------------------------|------------------------------|------------------------|
| <b>Income</b>                                                                           |       |                           |                              |                        |                           |                              |                        |
| Income from                                                                             |       |                           |                              |                        |                           |                              |                        |
| Donations and legacies                                                                  | 2a    | 12,553                    | 21,396                       | 33,949                 | 19,145                    | 22,620                       | 41,765                 |
| Investment income                                                                       | 2c    | -                         | 453                          | 453                    | 3                         | 244                          | 247                    |
|                                                                                         |       |                           |                              |                        |                           |                              |                        |
| Income from charitable activities:                                                      |       |                           |                              |                        |                           |                              |                        |
| Grants                                                                                  | 2b    | 10,051                    | 7                            | 10,058                 | 9,235                     | -                            | 9,235                  |
| Contracts                                                                               | 2b    | -                         | 1,248                        | 1,248                  | -                         | 1,616                        | 1,616                  |
| Income from other trading activities                                                    | 2d    | -                         | 375                          | 375                    | -                         | 434                          | 434                    |
| Other income                                                                            | 2e    | -                         | -                            | -                      | -                         | -                            | -                      |
| <b>Total Income</b>                                                                     |       | 22,604                    | 23,479                       | 46,083                 | 28,383                    | 24,914                       | 53,297                 |
|                                                                                         |       |                           |                              |                        |                           |                              |                        |
| <b>Expenditure on:</b>                                                                  |       |                           |                              |                        |                           |                              |                        |
| Raising funds:                                                                          |       |                           |                              |                        |                           |                              |                        |
| Raising funds                                                                           | 4     | 1,060                     | 9,908                        | 10,968                 | 1,161                     | 9,276                        | 10,437                 |
| Fundraising trading: costs of goods sold and other costs                                | 4     | -                         | 6                            | 6                      | -                         | 4                            | 4                      |
|                                                                                         |       |                           |                              |                        |                           |                              |                        |
| Charitable activities                                                                   | 6     | 23,842                    | 13,901                       | 37,743                 | 29,510                    | 14,715                       | 44,225                 |
|                                                                                         |       |                           |                              |                        |                           |                              |                        |
| <b>Total Expenditure</b>                                                                |       | 24,902                    | 23,815                       | 48,717                 | 30,671                    | 23,995                       | 54,666                 |
|                                                                                         |       |                           |                              |                        |                           |                              |                        |
| <b>Net income / (expenditure)</b>                                                       |       | (2,298)                   | (336)                        | (2,634)                | (2,288)                   | 919                          | (1,369)                |
|                                                                                         |       |                           |                              |                        |                           |                              |                        |
| <b>Net income / (expenditure) for the year before other recognised gains and losses</b> |       | (2,298)                   | (336)                        | (2,634)                | (2,288)                   | 919                          | (1,369)                |
|                                                                                         |       |                           |                              |                        |                           |                              |                        |
| <b>Exchange rate (losses) / gains</b>                                                   |       | 2                         | (32)                         | (30)                   | 33                        | (38)                         | (5)                    |
|                                                                                         |       |                           |                              |                        |                           |                              |                        |
| <b>Net movement in funds</b>                                                            |       | (2,296)                   | (368)                        | (2,664)                | (2,255)                   | 881                          | (1,374)                |
|                                                                                         |       |                           |                              |                        |                           |                              |                        |
| <b>Total funds brought forward at 1 January</b>                                         |       | 6,887                     | 10,497                       | 17,384                 | 9,142                     | 9,616                        | 18,758                 |
|                                                                                         |       |                           |                              |                        |                           |                              |                        |
| <b>Total funds carried forward at 31 December</b>                                       |       | 4,591                     | 10,129                       | 14,720                 | 6,887                     | 10,497                       | 17,384                 |

The notes on pages 69-95 form part of these financial statements. There are no recognised gains and losses other than those shown above. Movements in funds are disclosed in notes 14 & 15 to the financial statements.

All income and expenditure derives from continuing activities

# Balance Sheet

as at 31 December 2024

|                                                | Notes      | 2024<br>£'000 | 2023<br>£'000 |
|------------------------------------------------|------------|---------------|---------------|
| <b>Fixed assets</b>                            |            |               |               |
| Tangible assets                                | <u>11a</u> | 47            | 137           |
| Intangible assets                              | <u>11b</u> | 1,981         | 2,065         |
| Total Fixed assets                             | -          | 2,028         | 2,202         |
| <b>Current assets</b>                          |            |               |               |
| Debtors                                        | <u>12</u>  | 2,834         | 6,816         |
| Cash equivalent on deposit                     | -          | 8,307         | 8,307         |
| Cash at bank                                   |            | 4,470         | 3,991         |
|                                                |            | 15,611        | 19,114        |
| <b>Liabilities</b>                             |            |               |               |
| Creditors: amounts falling due within one year | <u>13</u>  | 2,919         | 3,932         |
| Net current assets                             |            | 12,692        | 15,182        |
| Net assets                                     |            | 14,720        | 17,384        |
| <b>Funds</b>                                   |            |               |               |
| Restricted funds                               | <u>15</u>  |               |               |
| Income funds                                   |            | 4,591         | 6,887         |
| Unrestricted funds                             |            |               |               |
| Designated funds                               | <u>14</u>  | 2,446         | 2,663         |
| General funds                                  |            | 7,683         | 7,834         |
| Total funds                                    |            | 14,720        | 17,384        |

Approved by the Trustees and signed on their behalf by:



**Anne Tutt**  
(Treasurer)

Date: 12<sup>th</sup> June 2025



**Faraz Tasnim**  
(Acting Chair)

Date: 12<sup>th</sup> June 2025

Incorporated in United Kingdom - company no. 01295174

# Statement of Cash Flows

For the year ended 31 December 2024

| <b>Cash Flows from operating activities</b>                        | 2024<br>£'000 | 2023<br>£'000 |
|--------------------------------------------------------------------|---------------|---------------|
| Net cash provided by / (used in) operating activities              | 267           | (1,781)       |
| <b>Cash flows from investing activities</b>                        |               |               |
| Interest received                                                  | 453           | 247           |
| Purchase of tangible fixed assets                                  | -             | -             |
| Purchase of intangible fixed assets                                | (211)         | (870)         |
| <b>Net cash provided by / (used in) investing activities</b>       | 509           | (2,404)       |
| <b>Change in cash and cash equivalents in the year</b>             | 509           | (2,404)       |
| Cash and cash equivalents at the beginning of the year             | 12,298        | 14,707        |
| Change in cash and cash equivalents due to exchange rate movements | (30)          | (5)           |
| <b>Cash and cash equivalents at the end of the year</b>            | 12,777        | 12,298        |

| <b>Reconciliation of net income / (expenditure) to net cash flow from operating activities</b> | 2024<br>£'000 | 2023<br>£'000 |
|------------------------------------------------------------------------------------------------|---------------|---------------|
| Net movement in funds                                                                          | (2,664)       | (1,374)       |
| Depreciation                                                                                   | 385           | 105           |
| (Increase) / Decrease in debtors                                                               | 3,982         | (302)         |
| Increase / (Decrease) in creditors                                                             | (1,013)       | 32            |
| Interest receivable                                                                            | (453)         | (247)         |
| Exchange rate movements                                                                        | 30            | 5             |
| Net provided by / (used in) operating activities                                               | 267           | (1,781)       |

| <b>Analysis of cash and cash equivalents</b> | At<br>1 January<br>2024<br>£'000 | Cashflows<br>£'000 | Other non-<br>cash<br>changes<br>£'000 | At 31<br>December<br>2024<br>£'000 |
|----------------------------------------------|----------------------------------|--------------------|----------------------------------------|------------------------------------|
| Cash at bank                                 | 3,991                            | 509                | (30)                                   | 4,470                              |
| Cash Equivalent on deposit                   | 8,307                            | -                  | -                                      | 8,307                              |
| <b>Total cash and cash equivalents</b>       | 12,298                           | 509                | (30)                                   | 12,777                             |
| Loans falling due within one year            | (63)                             | -                  | -                                      | (63)                               |
| <b>Total</b>                                 | (63)                             | -                  | -                                      | (63)                               |

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# Notes forming part of the financial statements

For the year ended 31 December 2024

## 1. Accounting policies

### Statutory Information

ActionAid is a charitable company limited by guarantee and is incorporated in the United Kingdom (England and Wales). The registered office address and principal place of business is 33 - 39 Bowling Green Lane, London EC1R 0BJ.

### Basis of accounting

These financial statements are 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 (FRS102) - (Charities SORP FRS102), the Financial reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

### Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

## **1. Accounting policies (continued)**

### Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have made this assessment for a period of at least one year from the date of approval of the financial statements. The trustees have concluded that there is a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future and continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

### Trading Subsidiary

There was no activity in the subsidiary undertaken in the year and therefore the accounts are not consolidated.

### Country Programmes

ActionAid maintains legal ownership of a number of overseas country programmes which are no longer included in these financial statements. This treatment reflects the operational organisation of the programmes as their activities, assets and liabilities are under the direction of ActionAid International and are deemed to be 'controlled' by the ActionAid International board following internationalisation. Although assets may revert to ActionAid in the highly unlikely event that the internationalisation process is halted, the economic rights and obligations connected with country programmes have been transferred to ActionAid International under the terms of various formal agreements between the entities.

### Fund accounting

All funds raised by ActionAid are used in the furtherance of its charitable objects. There are three types of funds as follows:

Restricted funds are raised on the basis of an agreement or understanding with the donors that their use will be restricted to certain specified projects, activities or areas of operation. These restricted funds are accounted for separately.

Unrestricted funds are those that are spent at the discretion of ActionAid's trustees for use on any of the charity's general charitable purposes. With the consent of the relevant donors, tax recovered through Gift Aid is generally treated as unrestricted.

## 1. Accounting policies (continued)

Designated funds are unrestricted funds that have been set aside by the trustees for a specific purpose.

The accounting for sponsorship and other committed giving income is in accordance with the information provided to supporters. For all child sponsorships commencing after 2003 income is restricted as follows: 20% is unrestricted. Of the balance, 70% is restricted to benefit the community in which the child lives, 10% can be spent on wider activities in the same country, 10% can be applied to international activities with the remaining 10% available to cover local sponsorships administration and information gathering.

ActionAid aims to make its income more flexible by encouraging supporters to transfer from child sponsorship to less restricted forms of giving over time such as Next Step. In January 2015 Next Step income was derestricted such that 100% of income from those donors that were contacted became unrestricted. Of those not contacted, 20% of Next Step income is also unrestricted and of the balance, 90% spent within the selected country, while 10% may be applied to international activities.

### Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken for pecuniary legacies as the date when the charity is made aware that probate has been granted, and for residuary legacies as the date when the estate has been finalised, final accounts have been issued and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition has not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

Gifts in kind are recognised when they relate to something that ActionAid would have paid for had they not been received for free and for which there is particular benefit.

## 1. Accounting policies (continued)

When this is the case, if the benefit to the charity is reasonably quantifiable and measurable, the gift in kind will be credited to income and debited to expenditure on the basis of the lower of a market-price valuation or the gross value to ActionAid and the corresponding expenditure is taken to the appropriate heading on the SOFA or is capitalised.

### Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

### Expenditure

All expenditure is accounted for on an accruals basis. Costs reported under each heading in the statement of financial activities reflect the allocation of activities directly attributable to that heading and an apportionment of support and governance costs (see below).

Where the costs of direct activities fall under more than one of the headings, they are apportioned on a consistent basis by senior management.

The figures allocated to raising funds represent expenditure incurred in the UK on raising funds from committed giving supporters, institutional donors, and other members of the public, as well as keeping them informed as to how their donations are being spent.

Charitable activities comprise:

- Grants from ActionAid to ActionAid International and Federation members to be spent on managing and delivering the long-term development and rehabilitation projects in ActionAid International country programmes worldwide. This includes expenditure of funds received from the European Union for projects in country programmes.
- Grants from ActionAid to ActionAid International and Federation members to be spent on managing and delivering the emergency relief and humanitarian relief projects in ActionAid International country programmes worldwide.
- Policy-influencing and campaigning work carried out in the UK and internationally.
- Education work carried out in the UK and internationally.

## 1. Accounting policies (continued)

Governance costs are the costs associated with the governance arrangements of the charity. The costs included in this category relate to organisational administration and compliance with constitutional and statutory requirements. Costs are allocated across the categories of raising funds and charitable expenditure. The basis of the cost allocation is staff numbers.

Support costs include expenditure on general management, payroll administration, budgeting and accounting, information technology, property management, communications, human resources and financing. Costs are allocated across the categories of raising funds and charitable expenditure. The basis of the cost allocation is staff numbers.

## Grants Payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

### Indirect cost recovery

Indirect cost recovery is treated as an allocation out of unrestricted support cost expenditure to restricted support cost expenditure against the appropriate restricted Funding Source code.

## Tangible fixed assets and depreciation

Tangible fixed assets costing more than £5,000 are capitalised and included at cost, including any incidental expenses of acquisition.

Depreciation is calculated on a straight-line basis for the following categories of fixed assets:

Office equipment:

|           |         |
|-----------|---------|
| Computers | 3 years |
|-----------|---------|

|                 |         |
|-----------------|---------|
| Other equipment | 5 years |
|-----------------|---------|

Leasehold improvements 15 years / remaining life of the lease

## **1. Accounting policies (continued)**

### **Intangible fixed assets and amortisation**

Intangible assets are stated at cost less accumulated amortization.

Where intangible assets are internally generated, only the costs of the development phase of the asset generation are recognized as intangible assets. Costs of the research phase of the asset generation are expensed as incurred. Amortisation for internally generated assets will begin when the asset is available for use.

Amortisation for all intangible assets is calculated on a straight-line basis over their estimated useful lives as follows:

CRM system – 5 years

### **Investments in subsidiaries**

Investments in subsidiaries are at cost.

### **Operating leases**

Rentals applicable to operating-lease contracts, where substantially all the benefits and risks of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the lease term.

### **Debtors**

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

### **Cash at bank and in hand**

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

### **Cash equivalent on deposit**

Cash equivalent on deposit includes cash held in medium term highly liquid investments with a maturity of between three months to twelve months from the date of acquisition.

## **1. Accounting policies (continued)**

### Creditors and provisions

Creditors and provisions 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 and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### Pensions

ActionAid contributes to a defined contribution pension scheme in the UK and contributions for the year are charged in the Statement of Financial Activities as they become due.

### Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of transaction. All foreign currency balances have been translated at the exchange rate prevailing at the balance sheet date. Gains and losses on translation are included in the Statement of Financial Activities.

### Taxation and irrecoverable VAT

As a registered charity, ActionAid is potentially exempt from tax on income and gains falling within Sections 466 to 493 of the Income and Corporation Taxes Act 2010 as its income is charitable and applied towards charitable purposes.

In common with many other charities, ActionAid is unable to recover the majority of VAT that is incurred on purchases of goods and services in the UK. The amount of VAT that cannot be recovered is included within the appropriate underlying cost.

## 1. Accounting policies (continued)

### Related party disclosures

Related party transactions are detailed in note 18.

## 2. Income

| <b>2 (a) Donations and legacies</b>                                                                                                                                                                                                                                                                                               | Restricted<br>£'000          | Un-<br>restricted<br>£'000           | 2024<br>TOTAL<br>£'000 | Restricted<br>£'000          | Un-<br>restricted<br>£'000           | 2023<br>TOTAL<br>£'000 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--------------------------------------|------------------------|------------------------------|--------------------------------------|------------------------|
| Committed giving                                                                                                                                                                                                                                                                                                                  | 8,369                        | 15,790                               | 24,159                 | 9,101                        | 16,815                               | 25,916                 |
| Appeals & Individual donors                                                                                                                                                                                                                                                                                                       | 1,889                        | 2,150                                | 4,039                  | 3,222                        | 2,592                                | 5,814                  |
| Disasters Emergency Committee (DEC) appeals - see below                                                                                                                                                                                                                                                                           | 2,295                        | -                                    | 2,295                  | 6,733                        | -                                    | 6,733                  |
| Legacies                                                                                                                                                                                                                                                                                                                          | -                            | 3,456                                | 3,456                  | 89                           | 3,213                                | 3,302                  |
|                                                                                                                                                                                                                                                                                                                                   |                              |                                      |                        |                              |                                      |                        |
| <b>Total</b>                                                                                                                                                                                                                                                                                                                      | <b>12,553</b>                | <b>21,396</b>                        | <b>33,949</b>          | <b>19,145</b>                | <b>22,620</b>                        | <b>41,765</b>          |
|                                                                                                                                                                                                                                                                                                                                   |                              |                                      |                        |                              |                                      |                        |
| <b>Disasters Emergency Committee (DEC) Appeals income</b>                                                                                                                                                                                                                                                                         |                              |                                      |                        |                              |                                      |                        |
| Cyclone Idai Appeal                                                                                                                                                                                                                                                                                                               | -                            | -                                    | -                      | (24)                         | -                                    | (24)                   |
| Coronavirus Appeal                                                                                                                                                                                                                                                                                                                | -                            | -                                    | -                      | (11)                         | -                                    | (11)                   |
| Afghanistan Appeal                                                                                                                                                                                                                                                                                                                | (49)                         | -                                    | (49)                   | 123                          | -                                    | 123                    |
| Ukraine Appeal                                                                                                                                                                                                                                                                                                                    | 1,136                        | -                                    | 1,136                  | 2,121                        | -                                    | 2,121                  |
| Turkiye/Syria earthquake appeal                                                                                                                                                                                                                                                                                                   | 435                          | -                                    | 435                    | 4,524                        | -                                    | 4,524                  |
| Middle East Humanitarian Appeal                                                                                                                                                                                                                                                                                                   | 773                          | -                                    | 773                    | -                            | -                                    | -                      |
|                                                                                                                                                                                                                                                                                                                                   |                              |                                      |                        |                              |                                      |                        |
| <b>TOTALS</b>                                                                                                                                                                                                                                                                                                                     | <b>2,295</b>                 | <b>-</b>                             | <b>2,295</b>           | <b>6,733</b>                 | <b>-</b>                             | <b>6,733</b>           |
| DEC is the umbrella body for the 15 leading charities in the UK responding to major international disasters. Its aim is to raise money cost effectively in the UK from the general public. The monies raised are distributed to the charities on the basis of an agreed formula reflecting the charities' capacity and expertise. |                              |                                      |                        |                              |                                      |                        |
| <b>All Emergency/ Non-emergency income by type</b>                                                                                                                                                                                                                                                                                | Emergency<br>income<br>£'000 | Non-<br>emergency<br>income<br>£'000 | 2024<br>TOTAL<br>£'000 | Emergency<br>income<br>£'000 | Non-<br>emergency<br>income<br>£'000 | 2023<br>TOTAL<br>£'000 |
| <b>Income from:</b>                                                                                                                                                                                                                                                                                                               |                              |                                      |                        |                              |                                      |                        |
| Donations and legacies                                                                                                                                                                                                                                                                                                            | 3,592                        | 30,357                               | 33,949                 | 9,859                        | 31,906                               | 41,765                 |
| Investment income (note 2c)                                                                                                                                                                                                                                                                                                       | -                            | 453                                  | 453                    | -                            | 247                                  | 247                    |
|                                                                                                                                                                                                                                                                                                                                   |                              |                                      |                        |                              |                                      |                        |
| <b>Income from charitable activities:</b>                                                                                                                                                                                                                                                                                         |                              |                                      |                        |                              |                                      |                        |
| Grants (note 2b)                                                                                                                                                                                                                                                                                                                  | 3,652                        | 7,654                                | 11,306                 | 1,678                        | 9,173                                | 10,851                 |
|                                                                                                                                                                                                                                                                                                                                   |                              |                                      |                        |                              |                                      |                        |
| Income from other trading activities (note 2d)                                                                                                                                                                                                                                                                                    | -                            | 375                                  | 375                    | -                            | 434                                  | 434                    |
|                                                                                                                                                                                                                                                                                                                                   |                              |                                      |                        |                              |                                      |                        |
|                                                                                                                                                                                                                                                                                                                                   | <b>7,244</b>                 | <b>38,839</b>                        | <b>46,083</b>          | <b>11,537</b>                | <b>41,760</b>                        | <b>53,297</b>          |



**2. Income (continued)**

| <b>2 (b) Income from charitable activities</b>                                    | Restricted<br>£'000 | Un-restricted<br>£'000 | Total<br>2024<br>£'000 | Restricted<br>£'000 | Un-restricted<br>£'000 | Total<br>2023<br>£'000 |
|-----------------------------------------------------------------------------------|---------------------|------------------------|------------------------|---------------------|------------------------|------------------------|
| <b><i>Grants and contracts from governments and other public authorities:</i></b> |                     |                        |                        |                     |                        |                        |
| <b>CHARITABLE GRANTS TO AAI &amp; FEDERATION MEMBERS</b>                          |                     |                        |                        |                     |                        |                        |
| UK Government (Note 17)                                                           | -                   | 1,248                  | 1,248                  | 2                   | 1,616                  | 1,618                  |
| European Commission Directorate-General for International Partnerships            | 1,105               | -                      | 1,105                  | 458                 | -                      | 458                    |
| Other grants from governments and other public authorities                        | -                   | -                      | -                      | 9                   | -                      | 9                      |
| Grants from People's Postcode Lottery                                             | 3,000               | -                      | 3,000                  | 3,100               | -                      | 3,100                  |
| Other grants from companies, trusts and NGOs                                      | 1,298               | 7                      | 1,305                  | 1,637               | -                      | 1,637                  |
|                                                                                   | 5,403               | 1,255                  | 6,658                  | 5,206               | 1,616                  | 6,822                  |
| <b>EMERGENCY &amp; HUMANITARIAN RESPONSE</b>                                      |                     |                        |                        |                     |                        |                        |
| ECHO                                                                              | -                   | -                      | -                      | 20                  | -                      | 20                     |
| UK Government (Note 17)                                                           | 1,676               | -                      | 1,676                  | 643                 | -                      | 643                    |
| Other grants from governments and other public authorities                        | 1,845               | -                      | 1,845                  | 1,931               | -                      | 1,931                  |
| Other grants from companies, trusts and NGOs                                      | 130                 | -                      | 130                    | 660                 | -                      | 660                    |
|                                                                                   | 3,651               | -                      | 3,651                  | 3,254               | -                      | 3,254                  |
| <b>CAMPAIGNS &amp; POLICY WORK</b>                                                |                     |                        |                        |                     |                        |                        |
| Other grants from companies, trusts and NGOs                                      | 997                 | -                      | 997                    | 775                 | -                      | 775                    |
|                                                                                   | 997                 | -                      | 997                    | 775                 | -                      | 775                    |
|                                                                                   |                     |                        |                        |                     |                        |                        |
| <b>TOTAL Grants from governments and other public authorities:</b>                | 10,051              | 1,255                  | 11,306                 | 9,235               | 1,616                  | 10,851                 |

| <b>2 (c) Investment income</b> | Restricted<br>£'000 | Un-restricted<br>£'000 | Total<br>2024<br>£'000 | Restricted<br>£'000 | Un-restricted<br>£'000 | Total<br>2023<br>£'000 |
|--------------------------------|---------------------|------------------------|------------------------|---------------------|------------------------|------------------------|
| Interest on deposits           | -                   | 453                    | 453                    | 3                   | 244                    | 247                    |
| <b>Total investment income</b> | -                   | 453                    | 453                    | 3                   | 244                    | 247                    |

| <b>2 (d) Income from other trading activities</b> | Restricted<br>£'000 | Un-restricted<br>£'000 | Total<br>2024<br>£'000 | Restricted<br>£'000 | Un-restricted<br>£'000 | Total<br>2023<br>£'000 |
|---------------------------------------------------|---------------------|------------------------|------------------------|---------------------|------------------------|------------------------|
| Office rental income                              | -                   | 321                    | 321                    | -                   | 387                    | 387                    |
| Other                                             | -                   | 54                     | 54                     | -                   | 47                     | 47                     |
| <b>Total Income from other trading activities</b> | -                   | 375                    | 375                    | -                   | 434                    | 434                    |

### 3. Support costs

|                                             | Restricted<br>£'000 | Un-<br>restricted<br>£'000 | Total<br>2024<br>£'000 | Restricted<br>£'000 | Un-<br>restricted<br>£'000 | Total<br>2023<br>£'000 |
|---------------------------------------------|---------------------|----------------------------|------------------------|---------------------|----------------------------|------------------------|
| Support costs comprise the following items: |                     |                            |                        |                     |                            |                        |
| Communications                              | -                   | 70                         | 70                     | 2                   | 178                        | 180                    |
| General management                          |                     | 282                        | 282                    | 70                  | 237                        | 307                    |
| Finance                                     | (5)                 | 614                        | 609                    | 8                   | 647                        | 655                    |
| Human resources                             | -                   | 1,260                      | 1,260                  | 26                  | 726                        | 752                    |
| Information technology                      | 20                  | 512                        | 532                    | 146                 | 506                        | 652                    |
| Office administration                       | -                   | 309                        | 309                    | -                   | 298                        | 298                    |
| Performance and Accountability              | 9                   | 516                        | 525                    | 109                 | 331                        | 440                    |
| Property costs                              | -                   | 1,361                      | 1,361                  | -                   | 1,517                      | 1,517                  |
| Supporter administration                    | -                   | 675                        | 675                    | 21                  | 626                        | 647                    |
| Indirect Cost Recovery                      | 1,796               | (1,796)                    | -                      | 834                 | (834)                      | -                      |
|                                             | 1,820               | 3,803                      | 5,623                  | 1,216               | 4,232                      | 5,448                  |

Indirect cost recovery reflects the reallocation of support costs from unrestricted funds to various restricted grants in line with budgets agreed with the respective donors in line with our policy set out in Note 1.

Support and governance costs have been allocated to the categories below on the basis of employee numbers working in each relevant area.

|                                | Restricted<br>£'000 | Un-<br>restricted<br>£'000 | Total<br>2024<br>£'000 | Restricted<br>£'000 | Un-<br>restricted<br>£'000 | Total<br>2023<br>£'000 |
|--------------------------------|---------------------|----------------------------|------------------------|---------------------|----------------------------|------------------------|
| Raising funds (note 4)         | 864                 | 1,806                      | 2,670                  | 616                 | 2,143                      | 2,759                  |
| Charitable activities (note 6) | 956                 | 1,997                      | 2,953                  | 600                 | 2,089                      | 2,689                  |
|                                |                     |                            |                        |                     |                            |                        |
|                                | 1,820               | 3,803                      | 5,623                  | 1,216               | 4,232                      | 5,448                  |

## 4. Raising funds

|                                             | Restricted<br>£'000 | Un-<br>restricted<br>£'000 | Total<br>2024<br>£'000 | Restricted<br>£'000 | Un-<br>restricted<br>£'000 | Total<br>2023<br>£'000 |
|---------------------------------------------|---------------------|----------------------------|------------------------|---------------------|----------------------------|------------------------|
| Raising funds                               |                     |                            |                        |                     |                            |                        |
| Committed giving                            | 6                   | 4,762                      | 4,768                  | 40                  | 4,258                      | 4,298                  |
| Other Appeals, Legacies & Individual donors | 142                 | 2,629                      | 2,771                  | 346                 | 2,112                      | 2,458                  |
| Grants                                      | 33                  | 500                        | 533                    | 105                 | 609                        | 714                    |
|                                             |                     |                            |                        |                     |                            |                        |
|                                             | 181                 | 7,891                      | 8,072                  | 491                 | 6,979                      | 7,470                  |
|                                             |                     |                            |                        |                     |                            |                        |
| Support costs allocated (note 3)            | 864                 | 1,806                      | 2,670                  | 616                 | 2,143                      | 2,759                  |
| Governance costs allocated (note 5)         | 15                  | 211                        | 226                    | 54                  | 154                        | 208                    |
|                                             |                     |                            |                        |                     |                            |                        |
| Total costs of raising funds                | 1,060               | 9,908                      | 10,968                 | 1,161               | 9,276                      | 10,437                 |
|                                             |                     |                            |                        |                     |                            |                        |
| Trading                                     | -                   | 6                          | 6                      | -                   | 4                          | 4                      |
|                                             |                     |                            |                        |                     |                            |                        |
| Total costs of raising funds                | 1,060               | 9,914                      | 10,974                 | 1,161               | 9,280                      | 10,441                 |

Based on the above information and the income in note 2, the ratio between direct fundraising costs (excluding support costs allocated) and the income generated for each major area of donated income is as follows:

|                                          | Total 2024<br>% | Total 2023<br>% |
|------------------------------------------|-----------------|-----------------|
| Committed giving                         | 20%             | 17%             |
| Other income from Donations & legacies   | 28%             | 16%             |
|                                          |                 |                 |
| Overall income from Donations & legacies | 22%             | 16%             |

## 5. Governance costs

|                                    | Restricted<br>£'000 | Un-<br>restricted<br>£'000 | Total<br>2024<br>£'000 | Restricted<br>£'000 | Un-<br>restricted<br>£'000 | Total<br>2023<br>£'000 |
|------------------------------------|---------------------|----------------------------|------------------------|---------------------|----------------------------|------------------------|
|                                    |                     |                            |                        |                     |                            |                        |
| External audit fees                | -                   | 60                         | 60                     | -                   | 57                         | 57                     |
| Legal & professional fees          | -                   | 59                         | 59                     | 100                 | (64)                       | 36                     |
| Board (including trustee expenses) | -                   | 17                         | 17                     | -                   | 21                         | 21                     |
| Apportionment of staff time        | 31                  | 308                        | 339                    | 6                   | 291                        | 297                    |
|                                    |                     |                            |                        |                     |                            |                        |
| Internal Audit                     | -                   | 1                          | 1                      | -                   | -                          | -                      |
|                                    |                     |                            |                        |                     |                            |                        |
| Total governance costs             | 31                  | 445                        | 476                    | 106                 | 305                        | 411                    |

## 5. Governance costs (continued)

External audit fees above include only the costs related to the external audit of ActionAid, inclusive of VAT. Full information of remittances made to our external auditors (exclusive of VAT) can be found in note 10.

Governance costs have been allocated to the categories below on the basis of employee numbers working in each relevant area.

|                                | Restricted<br>£'000 | Un-<br>restricted<br>£'000 | Total<br>2024<br>£'000 | Restricted<br>£'000 | Un-<br>restricted<br>£'000 | Total<br>2023<br>£'000 |
|--------------------------------|---------------------|----------------------------|------------------------|---------------------|----------------------------|------------------------|
| Charitable activities (note 6) | 16                  | 234                        | 250                    | 52                  | 151                        | 203                    |
| Raising funds (note 4)         | 15                  | 211                        | 226                    | 54                  | 154                        | 208                    |
|                                |                     |                            |                        |                     |                            |                        |
|                                | 31                  | 445                        | 476                    | 106                 | 305                        | 411                    |

## 6. Charitable Activities

| <b>2024</b>                         | Grants<br>(note 7)<br>£'000 | Direct<br>costs<br>£'000 | Staff<br>costs<br>£'000 | Support<br>cost<br>allocation<br>£'000 | Governance<br>cost<br>allocation<br>£'000 | Total<br>2024<br>£'000 |
|-------------------------------------|-----------------------------|--------------------------|-------------------------|----------------------------------------|-------------------------------------------|------------------------|
| Grants to AAI & Federation members  | 21,185                      | 151                      | 1,199                   | 781                                    | 66                                        | 23,382                 |
| Emergency and Humanitarian response | 8,005                       | 139                      | 715                     | 493                                    | 42                                        | 9,394                  |
| Campaigns & policy work             | 232                         | 274                      | 1,232                   | 870                                    | 74                                        | 2,682                  |
| Education work                      | 8                           | 488                      | 912                     | 809                                    | 68                                        | 2,285                  |
| <b>Total 2024</b>                   | <b>29,430</b>               | <b>1,052</b>             | <b>4,058</b>            | <b>2,953</b>                           | <b>250</b>                                | <b>37,743</b>          |

Of the Charitable activities set out above £23,842,432 was funded from restricted funds and £13,901,059 from unrestricted funds.

| <b>2023</b>                         | Grants<br>(note 7)<br>£'000 | Direct<br>costs<br>£'000 | Staff<br>costs<br>£'000 | Support<br>cost<br>allocation<br>£'000 | Governance<br>cost<br>allocation<br>£'000 | Total<br>2023<br>£'000 |
|-------------------------------------|-----------------------------|--------------------------|-------------------------|----------------------------------------|-------------------------------------------|------------------------|
| Grants to AAI & Federation members  | 22,766                      | 188                      | 1,122                   | 698                                    | 53                                        | 24,827                 |
| Emergency and Humanitarian response | 13,314                      | 173                      | 628                     | 427                                    | 32                                        | 14,574                 |
| Campaigns & policy work             | 207                         | 227                      | 1,126                   | 721                                    | 54                                        | 2,335                  |
| Education work                      | -                           | 702                      | 880                     | 843                                    | 64                                        | 2,489                  |
| <b>Total 2023</b>                   | <b>36,287</b>               | <b>1,290</b>             | <b>3,756</b>            | <b>2,689</b>                           | <b>203</b>                                | <b>44,225</b>          |

Of the Charitable activities set out above £29,509,678 was funded from restricted funds and £14,715,626 from unrestricted funds.

## 7. Grants to ActionAid International and ActionAid Federation members

| <b>Restricted funds:</b>               | <b>Total 2024<br/>£'000</b> | <b>Total 2023<br/>£'000</b> |
|----------------------------------------|-----------------------------|-----------------------------|
| <b>Africa</b>                          |                             |                             |
| Burundi                                | 153                         | 362                         |
| Democratic Republic of Congo           | 352                         | 285                         |
| Ethiopia                               | 608                         | 650                         |
| Ghana                                  | 817                         | 949                         |
| Kenya                                  | 780                         | 1,038                       |
| Liberia                                | (10)                        | 289                         |
| Malawi                                 | 243                         | 264                         |
| Mozambique                             | 313                         | 926                         |
| Nigeria                                | 474                         | 563                         |
| Rwanda                                 | 325                         | 393                         |
| Senegal                                | 119                         | 140                         |
| Sierra Leone                           | 452                         | 894                         |
| Somaliland                             | 574                         | 544                         |
| Tanzania                               | 364                         | 192                         |
| Gambia                                 | 509                         | 395                         |
| Uganda                                 | 529                         | 513                         |
| South Africa                           | 289                         | -                           |
| Zambia                                 | 29                          | 110                         |
| Zimbabwe                               | 695                         | 781                         |
|                                        | 7,615                       | 9,288                       |
| <b>Asia</b>                            |                             |                             |
| Afghanistan                            | 1,099                       | 1,353                       |
| Bangladesh                             | 706                         | 752                         |
| Cambodia                               | 743                         | 986                         |
| India                                  | 787                         | 839                         |
| Indonesia                              | -                           | 5                           |
| Myanmar                                | 310                         | 681                         |
| Nepal                                  | 672                         | 574                         |
| Palestine                              | 498                         | 115                         |
| Thailand                               | -                           | 41                          |
| Vietnam                                | 371                         | 474                         |
| Arab Regional Initiative               | 685                         | 820                         |
|                                        | 5,871                       | 6,640                       |
| <b>Latin America and the Caribbean</b> |                             |                             |
| Brazil                                 | 125                         | 149                         |
| Colombia                               | -                           | 45                          |
| Guatemala                              | 554                         | 556                         |
| Haiti                                  | 298                         | 340                         |
| El Salvador                            | 60                          | -                           |
|                                        | 1,037                       | 1,090                       |

## 7. Grants to ActionAid International and ActionAid Federation members (continued)

| <b>Restricted Funds</b>                                            | Total 2024<br>£'000 | Total 2023<br>£'000 |
|--------------------------------------------------------------------|---------------------|---------------------|
| ActionAid International - projects involving more than one country | 1,816               | 4,143               |
| Remittances to country programmes for EU projects                  | 695                 | 289                 |
| Remittances for Ukraine emergency appeal                           | 2,535               | 3,278               |
|                                                                    |                     |                     |
| Total restricted funds                                             | 19,569              | 24,728              |

| <b>Unrestricted funds:</b>                                                      | Total 2024<br>£'000 | Total 2023<br>£'000 |
|---------------------------------------------------------------------------------|---------------------|---------------------|
| ActionAid International (cash grants)                                           | 7,223               | 7,610               |
| Country Programmes (including-People's Postcode Lottery)                        | 57                  | 124                 |
| Contract payments to Country programmes (ALM-FGM)                               | 1,158               | 1,363               |
| Unrestricted charitable grants to ActionAid International                       | 8,438               | 9,097               |
|                                                                                 |                     |                     |
| <b>Total grants to ActionAid International and ActionAid country programmes</b> | <b>28,007</b>       | <b>33,825</b>       |

| <b>Grants to partner organisations:</b>                 | Total 2024<br>£'000 | Total 2023<br>£'000 |
|---------------------------------------------------------|---------------------|---------------------|
| <b>Remittances for Turkiye/Syria appeal:</b>            |                     |                     |
| Action for Humanity                                     | -                   | 275                 |
| Freedom Jasmine                                         | -                   | 216                 |
| Horan                                                   | -                   | 79                  |
| JAFRA                                                   | -                   | 296                 |
| Karimat                                                 | 11                  | 99                  |
| Space for Peace                                         | 18                  | 268                 |
| Violet                                                  | 880                 | 1,009               |
|                                                         |                     |                     |
|                                                         | 909                 | 2,242               |
|                                                         |                     |                     |
| Disaster Emergency Commission                           | -                   | 63                  |
| GADN                                                    | 93                  | 93                  |
| IRAW                                                    | 77                  | 66                  |
| LatinDad                                                | -                   | 6                   |
| Plan International                                      | 80                  | -                   |
| CIDEC                                                   | 102                 | -                   |
| Institute for Economic Justice                          | 34                  | -                   |
| Cordaid                                                 | 95                  | -                   |
| Restricted grants (individually under £50,000)          | 21                  | 17                  |
| <b>Total restricted grants to partner organisations</b> | <b>1,411</b>        | <b>2,487</b>        |
| Unrestricted grants                                     | 12                  | 6                   |
| <b>Total grants</b>                                     | <b>29,430</b>       | <b>36,318</b>       |

All grants related to charitable activities in 2024. In 2023, of the total grants of £30,665, £15,425 related to fundraising activities and £15,240 related to support costs.

## 8. Particulars of employees

|                                                                                                     | Total 2024 | Total 2023 |
|-----------------------------------------------------------------------------------------------------|------------|------------|
| The average number of employees (head count based on number of staff employed) during the year was: |            |            |
| Charitable activities                                                                               | 73         | 77         |
| Fundraising                                                                                         | 66         | 79         |
| Support staff                                                                                       | 54         | 53         |
|                                                                                                     |            |            |
| Total                                                                                               | 193        | 209        |
|                                                                                                     |            |            |
| The average number of full time equivalent staff in the year was                                    | 183        | 195        |

|                                                                | Total 2024<br>£'000 | Total 2023<br>£'000 |
|----------------------------------------------------------------|---------------------|---------------------|
| Total remuneration of employees (full-time and part-time) was: |                     |                     |
| Gross wages and salaries                                       | 8,929               | 8,940               |
| Redundancy and termination costs                               | 326                 | -                   |
| Social security costs                                          | 946                 | 926                 |
| Employer's contributions to defined pension schemes            | 591                 | 610                 |
|                                                                |                     |                     |
| Total                                                          | 10,792              | 10,476              |

Of the expenditure included as Redundancy and termination costs of £326,488 (2023 £nil) relates to redundancy and termination costs and were fully paid in the year.

The number of staff whose emoluments (excluding employer NI and employer pension contributions) are greater than £60,000 are shown below

|                     | 2024<br>Number | 2023<br>Number |
|---------------------|----------------|----------------|
| £60,001 - £70,000   | 8              | 5              |
| £70,001 - £80,000   | 3              | 4              |
| £80,001 - £90,000   | -              | -              |
| £90,001-£100,000    | -              | -              |
| £100,001 - £110,000 | 3              | 1              |
| £110,001 - £120,000 | -              | -              |
| £120,001 - £130,000 | -              | 1              |
|                     | 14             | 11             |

Of those employees who earned £60,000 or more during the year (as defined above) employer contributions were made to defined contribution pension schemes in respect of twelve (2023: nine) employees. During the year this amounted to £60,817 (2023: £50,940).

## **8. Particulars of employees (continued)**

At the end of March 2024, Halima Begum stepped down as Chief Executive Officer (CEO) of ActionAid UK. Following her departure, three Co-CEOs, Hannah Bond, Taahra Ghazi, and Folasade Odupelu, jointly assumed the CEO role on an interim basis, alongside continuing in their substantive director positions. As a result, the total aggregated remuneration for those holding the Co-CEO role during 2024, which reflects the combined cost of their director and interim Co-CEO responsibilities, was £350,269 (2023: £120,246). In addition, £19,434 (2023: £2,782) was paid into a defined contribution pension scheme on their behalf.

Following the changes to structure that took place in February 2024, Trustees consider the key management roles at ActionAid to be the three Interim Co-CEOs and the Funding director. Previously they were considered to be the Chief Executive and the four directors. During the year, a number of these roles were also filled on an interim basis. The cost of these key management personnel, inclusive of gross salaries, redundancy costs, employer's pension contributions and employer's national insurance contributions was £894,089 in 2024 (2023: £780,729) of which £30,050 (2023: £38,347) was paid into defined contribution pension schemes. These costs relate to 11 individuals in 2024 (2023: 9 individuals).

ActionAid has an expenses policy in place which controls what can and cannot be claimed by trustees, staff and volunteers. Expenses can only be claimed if they have been incurred for valid and necessary business purposes. They will only be paid if they are on the approved list of allowable expenses, have been authorised and have supporting documentation. Inevitably, ActionAid incurs significant costs on overseas trips but travel must always be by the most cost effective method and using public transport where possible. All trips are for valid business reasons and ActionAid is constantly seeking new ways to avoid overseas travel and find alternative ways to communicate and manage the business. In 2024, those performing the Chief Executive role incurred costs of £1,109 (2023: £3,130).

For more information on the principles and implementation of our remuneration policies, please see the Annual Remuneration Statement for 2024 (pages 56-58).

## **9. Trustees' Remuneration**

In 2024, 4 trustees incurred a total of £800 (2023: 4 trustees incurred a total of £5,717) through expenses reimbursed and costs incurred by ActionAid on their behalf. No remuneration or other payments have been made to the trustees of ActionAid for their services as board members or for other services provided to the organisation in 2024 or 2023. The most significant element of trustees' expenses is the cost of visits to country programmes but also includes attendance at board meetings (both ActionAid and ActionAid International).



## 10. Net income / (expenditure)

|                                                                                | 2024<br>£'000 | 2023<br>£'000 |
|--------------------------------------------------------------------------------|---------------|---------------|
| Net income / (expenditure) are stated after the following charges / (credits): |               |               |
| Depreciation                                                                   | 385           | 105           |
| Operating lease rentals Payable - property                                     | 1,180         | 1,092         |
| Operating lease rentals Receivable - property                                  | (212)         | (315)         |
| Auditor's remuneration - statutory audit current year                          | 50            | 47            |
| Auditor's remuneration - other services                                        | 4             | 4             |

## 11a. Tangible fixed assets

|                       | Leasehold<br>improvements | Office<br>equipment | Total   |
|-----------------------|---------------------------|---------------------|---------|
|                       | £'000                     | £'000               | £'000   |
| <b>Cost</b>           |                           |                     |         |
| At 1 January 2024     | 717                       | 644                 | 1,361   |
| Additions             | -                         | -                   | -       |
| Disposals             | -                         | -                   | -       |
| At 31 December 2024   | 717                       | 644                 | 1,361   |
| <b>Depreciation</b>   |                           |                     |         |
| At 1 January 2024     | (624)                     | (600)               | (1,224) |
| Charge for year       | (55)                      | (35)                | (90)    |
| Disposals             | -                         | -                   | -       |
| At 31 December 2024   | (679)                     | (635)               | (1,314) |
| <b>Net book value</b> |                           |                     |         |
| At 31 December 2024   | 38                        | 9                   | 47      |
| At 31 December 2023   | 93                        | 44                  | 137     |

All tangible fixed assets held are for furtherance of charitable objectives and not for investment purposes.

**11b. Intangible fixed assets**

|                       | CRM system<br>£'000 | Total<br>£'000 |
|-----------------------|---------------------|----------------|
| <b>Cost</b>           |                     |                |
| At 1 January 2024     | 2,065               | 2,065          |
| Additions             | 211                 | 211            |
| Disposals             | -                   | -              |
| At 31 December 2024   | 2,276               | 2,276          |
| <b>Depreciation</b>   |                     |                |
| At 1 January 2024     | -                   | -              |
| Charge for year       | (295)               | (295)          |
| Disposals             | -                   | -              |
| At 31 December 2024   | (295)               | (295)          |
| <b>Net book value</b> |                     |                |
| At 31 December 2024   | 1,981               | 1,981          |
| At 31 December 2023   | 2,065               | 2,065          |

In 2020 the Trustee board approved the commencement of a project to develop a new CRM. The new CRM system went live at the start of February 2024. The above cost relates to the costs of developing the new CRM system and the depreciation of this cost from February when it went live. Depreciation was only charged when the CRM was completed and was being used. In the year ended 31 December 2024, costs related to the research phase of the project and that were directly expensed were £nil (2023: £199,303).

**12. Debtors**

|                                                                                         | 2024<br>£'000 | 2023<br>£'000 |
|-----------------------------------------------------------------------------------------|---------------|---------------|
| <b>a. Debtors recoverable in more than one year:</b>                                    |               |               |
| Debtors that in the normal course of events would be recoverable in more than one year: |               |               |
| Prepayments                                                                             | -             | 3             |
|                                                                                         | -             | 3             |
| <b>b. Debtors recoverable within one year:</b>                                          |               |               |
| Accrued income                                                                          | 1,895         | 5,175         |
| Other debtors                                                                           | 194           | 526           |
| Prepayments                                                                             | 391           | 690           |
| Tax recoverable                                                                         | 342           | 419           |
| Amounts due from employees                                                              | 12            | 3             |
|                                                                                         | 2,834         | 6,813         |
| <b>Total debtors</b>                                                                    | <b>2,834</b>  | <b>6,816</b>  |

## 12. Debtors (continued)

Amounts due from employees represents floats for overseas visits forming part of the employee's role and season ticket loans.

## 13. Creditors

|                                        | 2024<br>£'000 | 2023<br>£'000 |
|----------------------------------------|---------------|---------------|
| Amounts falling due within one year:   |               |               |
| Interest-free loans                    | 63            | 63            |
| Trade creditors                        | 354           | 450           |
| Accruals                               | 665           | 1,331         |
| Other creditors                        | 89            | 58            |
| Amounts due to ActionAid International | 1,309         | 1,582         |
| Taxation and social security           | 391           | 338           |
| Deferred income                        | 48            | 110           |
| <b>Total creditors</b>                 | <b>2,919</b>  | <b>3,932</b>  |

## 14. Unrestricted funds

|                                 | Balance as<br>at 1 January<br>2024<br>£'000 | Income<br>£'000 | Expenditure<br>£'000 | Transfers<br>£'000 | Balance as<br>at 31<br>December<br>2024<br>£'000 |
|---------------------------------|---------------------------------------------|-----------------|----------------------|--------------------|--------------------------------------------------|
| <b>i) Unrestricted funds</b>    |                                             |                 |                      |                    |                                                  |
| <b>Designated funds</b>         |                                             |                 |                      |                    |                                                  |
| Tangible fixed assets fund      | 137                                         | -               | (90)                 | -                  | 47                                               |
| Intangible fixed assets fund    | 2,065                                       | -               | (295)                | 211                | 1,981                                            |
| Emergency & Humanitarian fund   | 50                                          | -               | -                    | -                  | 50                                               |
| Exchange rate movement fund     | 291                                         | -               | (32)                 | -                  | 259                                              |
| FGM-ALM Contract                | 120                                         | 1,248           | (1,259)              | -                  | 109                                              |
| <b>Total Designated funds</b>   | <b>2,663</b>                                | <b>1,248</b>    | <b>(1,676)</b>       | <b>211</b>         | <b>2,446</b>                                     |
| <b>General Fund</b>             | <b>7,834</b>                                | <b>22,231</b>   | <b>(22,171)</b>      | <b>(211)</b>       | <b>7,683</b>                                     |
| <b>Total Unrestricted funds</b> | <b>10,497</b>                               | <b>23,479</b>   | <b>(23,847)</b>      | <b>-</b>           | <b>10,129</b>                                    |

**Designated tangible fixed assets fund:** The fund for fixed assets represents the net book value at the balance sheet date of unrestricted tangible fixed assets. This fund is not therefore available for current expenditure, as the assets are used in the day to day operation of the charity.

## 14. Unrestricted funds (continued)

**Designated Intangible fixed assets fund:** The fund for intangible fixed assets represents the net book value at the balance sheet date of unrestricted intangible fixed assets. The fund is therefore not available for current expenditure.

**Designated Emergency & Humanitarian fund:** This fund represents funds that have been ring-fenced to allow ActionAid to spend funds for fundraising in the event of a DEC fundraising appeal in a country in which the ActionAid Federation currently operates. The ability to utilise these funds is at the discretion of the Senior Leadership team. The balance on this account will be maintained and topped up when necessary.

**Designated Exchange rate movement fund:** This fund represents unrealised gains and losses that have been suffered by ActionAid. These funds are not available for normal operational use and will be used against future exchange rate movements.

**FGM-ALM Contract:** This is Phase 2 of the 'Support to the Africa-led Movement to End FGM' contract held with Options Limited that is funded by FCDO. It is a 5 year contract and as such is treated as unrestricted for accounting purposes but has been designated to ensure that any current surplus is ringfenced to help support the delivery of the entire project over its full life.

|                                    | Balance as at<br>1 January<br>2023 | Income | Expenditure | Transfers | Balance as at<br>31 December<br>2023 |
|------------------------------------|------------------------------------|--------|-------------|-----------|--------------------------------------|
| ii) Designated funds - comparative | £'000                              | £'000  | £'000       | £'000     | £'000                                |
| Designated funds                   |                                    |        |             |           |                                      |
| Tangible fixed assets fund         | 242                                | -      | (106)       | -         | 136                                  |
| Intangible fixed assets fund       | 1,195                              | -      | -           | 870       | 2,065                                |
| Emergency & Humanitarian fund      | 50                                 | -      | -           | -         | 50                                   |
| Exchange rate movement fund        | 297                                | -      | (5)         | -         | 292                                  |
| FGM-ALM Contract                   | 22                                 | 1,616  | (1,518)     | -         | 120                                  |
|                                    |                                    |        |             |           |                                      |
| Total Designated funds             | 1,806                              | 1,616  | (1,629)     | 870       | 2,663                                |
|                                    |                                    |        |             |           |                                      |
| General Fund                       | 7,810                              | 23,298 | (22,404)    | (870)     | 7,834                                |
|                                    |                                    |        |             |           |                                      |
| Total Unrestricted funds           | 9,616                              | 24,914 | (24,033)    | -         | 10,497                               |

## 15. Restricted funds

|                                        | Balance as<br>at 1 January<br>2024 | Income and<br>gains | Expenditure<br>and losses | Balance as<br>at 31<br>December<br>2024 |
|----------------------------------------|------------------------------------|---------------------|---------------------------|-----------------------------------------|
| <b>Restricted funds - 2024</b>         | £'000                              | £'000               | £'000                     | £'000                                   |
| Africa                                 | 533                                | 8,370               | (8,386)                   | 517                                     |
| Asia                                   | 2,028                              | 7,883               | (8,712)                   | 1,199                                   |
| Latin America and the Caribbean        | 3                                  | 1,065               | (1,012)                   | 56                                      |
| Ukraine                                | 2,058                              | 1,047               | (2,972)                   | 133                                     |
| International projects and other funds | 2,265                              | 4,239               | (3,818)                   | 2,686                                   |
|                                        |                                    |                     |                           |                                         |
| <b>Total restricted funds - 2024</b>   | <b>6,887</b>                       | <b>22,604</b>       | <b>(24,900)</b>           | <b>4,591</b>                            |

|                                        | Balance as<br>at 1 January<br>2023 | Income        | Expenditure     | Balance as<br>at 31<br>December<br>2023 |
|----------------------------------------|------------------------------------|---------------|-----------------|-----------------------------------------|
| <b>Restricted funds - 2023</b>         | £'000                              | £'000         | £'000           | £'000                                   |
| Africa                                 | 5                                  | 11,034        | (10,506)        | 533                                     |
| Asia                                   | 2,135                              | 11,297        | (11,404)        | 2,028                                   |
| Latin America and the Caribbean        | 19                                 | 1,064         | (1,080)         | 3                                       |
| Ukraine                                | 3,469                              | 2,168         | (3,579)         | 2,058                                   |
| International projects and other funds | 3,514                              | 2,820         | (4,069)         | 2,265                                   |
|                                        |                                    |               |                 |                                         |
| <b>Total restricted funds - 2023</b>   | <b>9,142</b>                       | <b>28,383</b> | <b>(30,638)</b> | <b>6,887</b>                            |

**Restricted funds:** Restricted funds held by ActionAid at the start and end of the year include funds for European Union funded projects. ActionAid also holds funds for a small number of projects or activities which are managed by ActionAid directly. All other incoming resources are granted to ActionAid International on receipt as ActionAid International is the entity within the ActionAid family which holds and manages the vast majority of restricted funds.

The expenditure in the table above includes direct payments made to country programmes for EU funded projects. At the year end date some funds sent directly to country programmes may not have been entirely spent.

|                                                               | Balance as<br>at 31<br>December<br>2024 | Balance as<br>at 31<br>December<br>2023 |
|---------------------------------------------------------------|-----------------------------------------|-----------------------------------------|
|                                                               | £'000                                   | £'000                                   |
| The balances on restricted funds at the year end are made up: |                                         |                                         |
| EU funded projects                                            | 203                                     | 153                                     |
| Other projects managed by ActionAid                           | 4,388                                   | 6,734                                   |
| <b>Total restricted funds</b>                                 | <b>4,591</b>                            | <b>6,887</b>                            |

## 15. Restricted funds (continued)

Projects funded by the European Commission are generally development projects intended to run for several years. Projects may be based in one country or may be initiatives spanning a number of countries internationally.

Fund balances may be negative when expenditure is made on a project that is expected to be reimbursed by a government or other agency, but where, at the end of the financial year, not all the conditions have been met that would justify this income being recognised within the accounts. This results in an excess of expenditure over income on some project funds at the year end point. The total deficit fund balances at the year end amounted to £0.32m (2023: £0.24m). The trustees consider that the likelihood of reimbursement is sufficient to justify carrying the deficit fund balances at the end of the year for all projects in deficit.

## 16. Analysis of net assets between funds

|                                                | Unrestricted        |                     |                  |                     |
|------------------------------------------------|---------------------|---------------------|------------------|---------------------|
|                                                | Restricted<br>£'000 | Designated<br>£'000 | General<br>£'000 | Total 2024<br>£'000 |
| <b>i) Analysis of net assets between funds</b> |                     |                     |                  |                     |
| <b>Fund balances at 31 December 2024</b>       |                     |                     |                  |                     |
| <b>are represented by:</b>                     |                     |                     |                  |                     |
| Fixed assets                                   | -                   | 2,028               | -                | 2,028               |
| Current assets                                 | 5,760               | 644                 | 9,207            | 15,611              |
| Current liabilities                            | (1,169)             | (226)               | (1,524)          | (2,919)             |
|                                                |                     |                     |                  |                     |
|                                                | 4,591               | 2,446               | 7,683            | 14,720              |

|                                                               | Unrestricted        |                     |                  |                     |
|---------------------------------------------------------------|---------------------|---------------------|------------------|---------------------|
|                                                               | Restricted<br>£'000 | Designated<br>£'000 | General<br>£'000 | Total 2023<br>£'000 |
| <b>ii) Analysis of net assets between funds – comparative</b> |                     |                     |                  |                     |
| <b>Fund balances at 31 December 2023</b>                      |                     |                     |                  |                     |
| <b>are represented by:</b>                                    |                     |                     |                  |                     |
| Tangible fixed assets                                         | -                   | 2,202               | -                | 2,202               |
| Current assets                                                | 8,040               | 793                 | 10,281           | 19,114              |
| Current liabilities                                           | (1,153)             | (332)               | (2,447)          | (3,932)             |
|                                                               |                     |                     |                  |                     |
|                                                               | 6,887               | 2,663               | 7,834            | 17,384              |

## 17. Grants received

|                                                                                                          | 2024<br>£'000 | 2023<br>£'000 |
|----------------------------------------------------------------------------------------------------------|---------------|---------------|
| <b>Grants received in 2024 from the FCDO:</b>                                                            |               |               |
| Leave No Girl Behind                                                                                     | -             | 2             |
| Women led alternatives to climate change in Cambodia                                                     | 390           | 315           |
| Driving Action for Wellbeing to Avert Mortality                                                          | 1,287         | 328           |
| Total grants received from the UK Government                                                             | 1,677         | 645           |
| <b>Contracts received in 2024 from FCDO</b>                                                              |               |               |
| Support to the Africa-led Movement to End FGM: PH2 (contracted with Options)                             | 1,248         | 1,616         |
| Total received from FCDO in 2024                                                                         | 2,925         | 2,260         |
|                                                                                                          |               |               |
| <b>Grants received in 2024 from Belgian Government were as follows:</b>                                  |               |               |
| Addressing the root causes of fragility and strengthening youth resilience" in Cabo Delgado, Mozambique. | -             | 214           |
|                                                                                                          | -             | 214           |
|                                                                                                          |               |               |
| <b>Grants received in 2024 from the United Nations Development Programme were as follows:</b>            |               |               |
| Strengthening the Agency of Young Women in Peacebuilding                                                 | -             | 285           |
|                                                                                                          | -             | 285           |
|                                                                                                          |               |               |
| <b>Grants received in 2024 from The START Fund were as follows;</b>                                      |               |               |
| Start Fund Alert N-11 – Response to Cold Wave in Nepal                                                   | -             | 6             |
| Start Fund Alert 687 - Flooding in Mozambique                                                            | -             | 197           |
| Start Fund Alert 710 - Displacement due to Conflict in India                                             | -             | 110           |
| Start Fund Alert 717 - 7 Anticipation of Electoral Tensions in Sierra Leone                              | -             | 247           |
| Start Fund Alert 721 - Flooding in Haiti                                                                 | -             | 105           |
| Start Fund Alert 732 - Displacement due to conflict in Nigeria                                           | -             | 150           |
| Start Fund Alert B045 – Flash Flooding and Landslides in Bangladesh                                      | -             | 30            |
| Start Fund Alert 746 - Flooding in DRC                                                                   | -             | 198           |
| Start Fund Alert 707 - Flooding in Somalia                                                               | -             | 299           |
| Start Fund Alert 688 - Anticipation of Cyclone in Zimbabwe                                               | 15            | 90            |
| Start Fund Alert 787- Displacement due to Conflict in DRC                                                | 180           | -             |
| Start Fund Alert 788 - Anticipation of food insecurity in Palestine                                      | 204           | -             |
| Start Fund Alert 800- Anticipation of Flooding in Tanzania                                               | 200           | -             |
| Start Fund Alert 803- Anticipation of Flooding in Somalia                                                | 300           | -             |
| Start Fund Alert 816- India                                                                              | 96            | -             |
| Start Fund Alert 831- South Africa Tornado                                                               | 300           | -             |
| Start Fund Alert 847- Displacement due to Conflict in DRC                                                | 100           | -             |
| Start Fund Alert 866- Flooding in Nigeria                                                                | 200           | -             |
| Start Fund Alert Somalia Start Ready Risk Pool 3 National Reserves                                       | 65            | -             |
| Start Fund Alert - DRC National Reserves                                                                 | 85            | -             |
| Start Fund Alert N-24 - Flooding all Nepal                                                               | 100           | -             |
|                                                                                                          |               |               |
|                                                                                                          | 1,845         | 1,432         |

**17. Grants received (continued)**

|                                                                                                                                                    | 2024<br>£'000 | 2023<br>£'000 |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|
| <b>Grants received in 2024 from The Alborada Trust were as follows ;</b>                                                                           |               |               |
| East Africa Drought Response Somalia                                                                                                               |               |               |
| East Africa Food Crisis Response and Recovery                                                                                                      | 130           | 130           |
| Improving WASH for forcibly displaced Myanmar nationals to BD                                                                                      | 125           | 125           |
| Building resilience in Zimbabwe and Mozambique                                                                                                     | 150           | 150           |
|                                                                                                                                                    | 405           | 405           |
| <b>Grants received in 2024 from Guernsey Overseas Aid Commission were as follows ;</b>                                                             |               |               |
| Improving food security and income for women farmers in Rwanda                                                                                     | 5             | -             |
|                                                                                                                                                    | -             | -             |
|                                                                                                                                                    | 5             | -             |
| <b>Grants received in 2024 from Ethical Tea Partnerships were as follows:</b>                                                                      |               |               |
| Empowering Tea Communities in Kenya                                                                                                                | 111           | 276           |
| Listening Exercise to Support the Development of Future Programme Strategies to Address Gendered Exploitation in the Malawi Smallholder Tea Sector | 15            | -             |
|                                                                                                                                                    | 126           | 276           |
| <b>Grants received in 2024 from GSMA were as follows:</b>                                                                                          |               |               |
| Mobile for Humanitarian Innovation                                                                                                                 | 140           | 50            |
|                                                                                                                                                    | 140           | 50            |
| <b>Grants received in 2024 from Education Above All (Reach Out To Asia) were as follows:</b>                                                       |               |               |
| Engaging youth as global citizens in Vietnam                                                                                                       | 77            | 209           |
|                                                                                                                                                    | 77            | 209           |
| <b>Grants received in 2024 from the People's Postcode Lottery were as follows:</b>                                                                 |               |               |
| People's Postcode Lottery International Trust 2023/2024 grant                                                                                      | -             | 3,100         |
| People's Postcode Lottery International Trust 2024/2025 grant                                                                                      | 3,000         | -             |
|                                                                                                                                                    | 3,000         | 3,100         |

**18. Related party transactions**

ActionAid recognises ActionAid International and other members of the ActionAid group as related parties. Material transactions between the entities are shown below.

|                                               | 2024<br>£'000 | 2023<br>£'000 |
|-----------------------------------------------|---------------|---------------|
| Grants to ActionAid International             | 17,990        | 21,308        |
| Grants direct to ActionAid Federation members | 9,935         | 12,517        |
|                                               |               |               |
|                                               | 27,925        | 33,825        |



## 18. Related Party Transactions (continued)

See note 7 for details of grants to ActionAid International.

See note 13 for creditor balances owed to ActionAid International at the balance sheet date.

As noted in the constitution and governance section of the report of the board of Trustees, ActionAid International is entitled to appoint one trustee to ActionAid's board. However, for the duration of 2024 there was no designated trustee. The previous designated trustee was Shantha Sinha, who is a member of the Board of ActionAid India, resigned in March 2023. During 2023, a total of £938,500 was granted to ActionAid India. All of these grants were in line with the normal course of our charitable activities. She received no remuneration for her work as trustee of ActionAid.

Hannah Bond was a Trustee of the Disaster Emergencies Committee (DEC). During the course of the year, ActionAid received and recognised income from DEC as set out in Note 2a.

No donations from trustees received during the course of the year had restrictions that were outside of our normal charitable activities.

## 19. Subsidiary undertakings

ActionAid has one subsidiary undertaking:

ActionAid Enterprises Limited

A wholly owned subsidiary incorporated in the United Kingdom (No. 5011412).

The total investment in the subsidiary is £1 (2023: £1).

There was no activity undertaken in the subsidiary in 2024 or 2023.

## 20. Obligations under operating leases

|                                                                                                                                | 2024<br>£'000 | 2023<br>£'000 |
|--------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|
| In October 2024 the charity surrendered its lease of the ground floor of Bowling Green Lane.                                   |               |               |
| The charity had non-cancellable commitments at the year end under operating leases for land and buildings expiring as follows: |               |               |
| Within one year                                                                                                                | 354           | 1,105         |
| In two to five years                                                                                                           | 15            | 572           |
| After 5 years                                                                                                                  | -             | -             |
|                                                                                                                                | 369           | 1,677         |

## 21. Future income under operating leases

In late 2021, the charity sub-let the second floor of its rented premises in Bowling Green Lane, London.

In 2018, the charity sub-let the ground floor of its rented premises in Bowling Green Lane, London.

The tenants moved out of the ground floor in April 2024.

|                                                                               | 2024<br>£'000 | 2023<br>£'000 |
|-------------------------------------------------------------------------------|---------------|---------------|
| The future minimum lease payments under non-cancellable operating leases are: |               |               |
| Within one year                                                               | 72            | 218           |
| In two to five years                                                          | -             | 72            |
|                                                                               |               |               |
|                                                                               | 72            | 290           |

## 22. Contingent assets and liabilities

ActionAid originally set up most of ActionAid International's Country Programmes and as such may still legally own some of the assets of those entities that have not subsequently become affiliates. Country programmes are now managed by ActionAid International rather than ActionAid. ActionAid is currently in the process of transferring the country programmes that it legally owns to ActionAid International. Whilst some transfers did occur in 2024, it is expected that further transfers will take place in 2025.

Country Programme assets are no longer included in the accounts of ActionAid (since 2007). However, ActionAid retains the legal right to take back management of its Country Programmes from AAI under a termination clause incorporated into the legal agreements in place over management of Country Programmes. Therefore, ActionAid has contingent assets in the form of the assets held by those Country Programmes which were originally set up by ActionAid.

No situation exists, or is anticipated to occur, whereby ActionAid would exercise its right to terminate the agreements with ActionAid International, however the legal position is stated here to give a full picture of the assets of ActionAid. It is not practical to estimate the value of assets which would revert to ActionAid control and would be included in the accounts. For accounting purposes the depreciated value of these assets is nil (2023: nil).

There also exist potential contingent liabilities for ActionAid relating to the country programmes which are legally owned by ActionAid. Such a liability would only impact ActionAid if ActionAid International had insufficient funds in hand to discharge the

obligations of a country programme. ActionAid believes such a circumstance is improbable and any notional exposure cannot be reasonably estimated.

As at the year end there were a number of projects on which funds are outstanding from the donor pending finalisation of donor audits. Amounts disallowed are generally insignificant as a proportion of overall project budgets and in any event these amounts are considered to be fully recoverable as they are covered by ActionAid International.

#### Residual legacies:

At the end of the year, we have been notified that we are entitled to funds from a total of 41 (2023:37) residual legacies. However, as at 31 December 2024, we have not been notified as to the value of our entitlement or when this will be received. As such we are not able to recognise these funds in the financial statements for the year, but we include the existence of these as a contingent asset.

# Glossary

**ActionAid UK** is part of the **ActionAid International Federation**. We raise funds in the UK to support the work of ActionAid Federation member countries who are working with over 3,000 partners, including social movements, youth networks and women's rights organisations, to tackle inequality and injustice and engage our supporters, funding partners and the public in global movements for change.

**ActionAid International** brings together the work of the **ActionAid International Federation**, coordinated by the Global Secretariat based in Johannesburg, South Africa. The global Federation is made up of 45 national organisations. We work together to achieve social change, gender equality and to address the structural causes of poverty and injustice.

ActionAid on pages 1 – 28 of this report refers to the collective work of the ActionAid International Federation. On pages 29 to 95 of this report, ActionAid refers to ActionAid UK, the UK-registered charity.

**Disasters Emergency Committee (DEC)** brings together 15 UK international NGOs working in times of crisis, including ActionAid UK. The DEC launches appeals to raise money to help those impacted by disaster, making sure that funds reach those who need them most.

**The Foreign, Commonwealth and Development Office (FCDO)** is a UK ministerial department which leads the UK's work to represent UK foreign policy objectives. Since 2020, it includes the UK's development and humanitarian work which should aim to reduce poverty and tackle global challenges with its international partners.

**Official Development Assistance (ODA)** is the overseas budget for countries to provide assistance to other nations.

**People's Postcode Lottery** is a subscription lottery which raises money for charities. Players' support for ActionAid UK is helping transform the lives of women and girls living in poverty.

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**ACTIONAID**

England & Wales - Charity number 274467

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# Accounts

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# Annual Report 2023

## Our vision

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A just, equitable and sustainable world in which every person enjoys the right to a life of dignity, freedom from poverty and all forms of oppression.

## Our mission

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To achieve social justice, gender equality, and poverty eradication by working with people living in poverty and exclusion, their communities, people's organisations, activists, social movements and supporters.

## Our approach

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Our human rights-based approach aims to ensure that people are drivers of their own change and able to claim the rights they are entitled to. We focus on women and girls because the denial of their rights is a grave injustice and one of the underlying causes of poverty worldwide.

By working directly with communities, women's movements, groups and networks, social movements and other allies, we aim to tackle the structural causes and consequences of poverty and injustice.

## Strategic Report

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## Welcome from the Co-Chief Executives and Chair of Trustees

In 2023, we witnessed an increasingly unstable world with wars in DRC, Sudan, Ukraine and Israel-Gaza causing untold devastation to the lives and livelihoods of millions. The number of refugees worldwide reached unprecedented levels, whilst the worst drought seen across East Africa in 40 years, induced by climate change, left over 20 million people facing severe hunger.

ActionAid's response – to support community resilience and invest in women's leadership – means that our work is led by partner organisations who live and work within communities, so we can act extremely quickly and access remote areas. Thanks to their leadership and courage, we continued to respond to many serious humanitarian emergencies around the world, whether caused by conflict, the climate crisis or natural disasters. In February 2023, a series of devastating earthquakes hit Türkiye and Syria, causing many people to lose their homes, livelihoods and loved ones. Our presence within the region coupled with the remarkable generosity of our supporters, meant we were able to implement 11 partnerships with women-led and local organisations across Syria and Türkiye. In the aftermath of the earthquakes, ActionAid partners in the area, like Kareemat and Violet, focused their efforts on providing protection for women, safe shelter and mental health and medical support.

We have also witnessed the effects of climate change, which is creating new challenges worldwide, particularly with the rise in flooding, drought and forest fires. ActionAid has been supporting women champions who are helping their communities adapt to this. In Cambodia, for example, we have set up the Women Led Alternatives to Climate Change project, where women have access to training on disaster response, climate change resilience and sustainable farming and are working with fishing and farming communities to adapt to sudden floods, violent storms and prolonged drought,

Elsewhere, ActionAid continues to support women and girls working to end gender-based violence. In Senegal, for example, we are championing those who are educating other women and girls in their communities about their rights. One of the ways we are doing this is by supporting the End Female Genital Mutilation/Cutting campaign, which is helping mobilise more women to stand against the practice.

Of course, we also must acknowledge the dire circumstances for women and girls in Gaza. As the war reached its six-month mark, the UN estimated that 10,000 women were killed, amongst them an estimated 6000 women who left 19,000 orphan children behind. Women who have survived have been displaced, widowed, and face starvation. ActionAid will continue to do everything we can to support those affected by this unprecedented conflict.

We would like to recognise the critical role played by our former Chair of Trustees, Kendi Guantai and our Chief Executive, Halima Begum in putting the rights of women, girls and their



movements at the forefront of our strategic focus. Their knowledge, expertise and passionate belief in our mission will be greatly missed.

The future brings with it a new way of working and feminist leadership with the appointment of three Co-CEOs at ActionAid UK. Our intention is to achieve the greatest impact possible for women and girls by shifting our resources and power to their organisations and movements worldwide. Amid increasing global complexity and change, we see the distributed leadership model supporting the organisation to be increasingly resilient, visionary and impactful.

ActionAid will continue to place the rights, leadership and voices of women, girls and their movements at the forefront of everything we do. We are committed to continuing our anti-racism and decolonisation work to further support and fund women's rights organisations (WROs) and women-led organisations (WLOs) that are helping their communities adapt, respond and succeed.

With increasing hostility in the world, it's essential now more than ever that WROs and WLOs are given the right support to carry on with their groundbreaking work. ActionAid continues to stand with them in creating a world that is better, not just for women and girls, but for everyone.



Shade Odupelu Co-CEO



Rajiv Vyas Acting Chair of Trustees



Hannah Bond Co-CEO



Taahra Ghazi Co-CEO

## In Spotlight: Crisis response

- ActionAid has implemented **11** partnerships with women-led and local organisations across Syria and Türkiye, with four new partnerships for the next stage of the response.
- Since the start of the Ukraine response, over **1.8 million** individuals have been reached through activities implemented by ActionAid's partner organisations within Ukraine, Poland and Romania.

### Leading the response to the Türkiye-Syria earthquake

On 6th February 2023, a 7.8 magnitude earthquake hit near the border of Türkiye and Syria. A second earthquake struck the area just hours later, and two weeks after the initial tremor, another earthquake caused further deaths, injuries and additional trauma to those already affected. Over 23 million people are estimated to have been impacted.

The earthquakes further compounded an already dire humanitarian crisis, escalating the urgent need for shelter, medical care, food, clean water and sanitation for displaced people. There is also a growing need for protection services for women and girls exposed to gender-based violence, which sadly tends to increase in times of crisis.

In northwest Syria, ActionAid's local partner, Violet, is reaching thousands of survivors in need of food, water and shelter, as well as providing protection services, mental health support and safe spaces for women and girls experiencing trauma.

Along with individual counselling, the safe spaces are holding awareness sessions on topics such as the prevention of sexual abuse and exploitation, stress and trauma and legal rights for women and girls. Through Mobile Health Units, Violet also provides emergency first aid, including hospital referrals and mental health support for those who can't access safe spaces.

Sujoud has been working with Violet in northwest Syria for a year and has been part of the emergency response.

She works in a newly opened safe space and supports women and girls to partake in those awareness sessions designed to keep them safe from gender-based violence and exploitation.

Speaking about their work at Violet, Sujoud said: "We - as the safe space team - went out with the response team and distributed clothes for the children...Violet has an ambulance team and an ambulance, so we provided first aid to the injured and transported some of them to [a nearby hospital] - the private hospital for women and children - and there are midwives, doctors, nurses and specialists [to help there]."

Violet is just one example of how our partner organisations are leading the response to this humanitarian crisis.



## In Spotlight: Solidarity in Action

- At Latitude Festival, ActionAid UK raised **£4,850** through general donations and My Body Is Mine merchandise sales.
- We launched the new Global Climate Justice report in the UK and mobilised **4029** people to sign a petition to all banks worldwide to divest from fossil fuels and harmful agribusiness.
- ActionAid UK also raised **£0.5 million** for the Moroccan Earthquake and **£532,000** in our Gaza Appeal.

### Asking Parliamentarians to support a fair and feminist economy

ActionAid has been campaigning for a feminist well-being economy that moves away from the relentless pursuit of economic growth and the privatisation of public services. As an organisation, we believe in an economic system that centres on well-being, human rights and the planet.

In June 2023, ActionAid met with Parliamentarians in both Westminster and Holyrood to discuss the need for a major shift in the current economic approach, putting the rights of women and girls at the centre. A vital part of this is recognising, reducing and redistributing women and girls' unpaid care work.

The parliamentary events in Westminster and Holyrood were a chance for ActionAid UK and our colleagues at ActionAid Malawi to share our latest research on this topic.

At Westminster, we partnered with the Women's Budget Group UK, with contributions from Janet Daby MP, feminist political economist Fatimah Kelleher, our colleague from ActionAid Malawi, Tusayiwe Sikwese, and Dr Mary-Ann Stephenson, Director of Women's Budget Group UK.

At Holyrood, we partnered with the Wellbeing Economy Alliance Scotland to speak with MSPs about how they could support a fairer, feminist economy at an event hosted by Maggie Chapman MSP and Emma Harper MSP.

Both meetings hosted discussions on how the pandemic and the climate crisis had exposed failures in the current economic model for women and girls in Malawi.

Jessica Mandanda from the Feminist Macro-economic Alliance Malawi also pointed to the significant role of international financial institutions and how their policy advice was leading to austerity measures that are harming Malawi's public services and further increasing women's unpaid care work.

The clear message from both events was that supporting the shift to a feminist well-being economy is vital if we are to achieve gender equality. Both the UK and Scottish Governments have important roles to play in making this new economy a reality.



## In Spotlight: Public giving support

- ActionAid UK's individual committed givers generously donated a total of **£25.9 million** towards our work on women's and girls' rights.
- More than **5,500** new supporters in the UK signed up to give a regular monthly gift.

### The importance of farming in Ghana, Burundi and Malawi

Around the world, agriculture is not only providing a crucial source of income for women but is offering independence, solidarity and an opportunity to build a more secure future.

In Ghana, women are growing a community of farmers through the Female Extension Volunteers programme. Rafatu is one of the 25 volunteers trained as part of a programme supported by ActionAid to mentor other women farmers and help them form cooperatives. So far, the project has reached 1,250 women farmers and formed 51 cooperatives in Ghana, providing an opportunity for women to share their skills, improve their farming and become financially independent.

Speaking about the Female Extension Volunteers project, Rafatu said: "Training as a volunteer has changed my life, and the standard of living for women farmers in my community is improving."

Farming cooperatives are also helping in Burundi. Josephine is one of the farmers who has benefitted from this after joining a Solidarity Group in her community. Supported by ActionAid, the group operates a loan programme allowing women to borrow capital to start a business at a low interest.

Through this, Josephine was able to buy things like fertiliser, more crops and better tools to improve her farm. She said: "This season, I expect to harvest three times more maize because I could buy fertiliser."

Now, she no longer has to rely on her husband for financial support.

Farmers in Malawi are taking a slightly different approach with the Goat Pass-On Scheme. In Dedza, many women farmers could not afford livestock, but that is changing with the new scheme that ActionAid has supported. When a woman farmer receives a goat through the Goat Pass-On Scheme, they agree to give that goat's first offspring to another woman. As a result, 124 women farmers in the community now own at least one goat.

For Namamvera, the scheme has been life-changing: "I no longer struggle to pay for things. And by using manure as fertiliser, I grow quality vegetables. I sell any excess to pay for things like soap, salt and sugar."

.....

## In Spotlight: Our Partnerships

- In 2023, we received **£3.1 million** from funds raised by players of People's Postcode Lottery to support our work with local women leading the response in an emergency and combatting violence against women and girls. The flexible funds also helped progress our organisational strategy.
- With the generous support of our humanitarian work from the Alborada Trust and many others, we can continue to respond to overlooked crises long after they fall out of the mainstream media and work with communities to strengthen their resilience to future crises.
- In partnership with Ethical Tea Partnership (ETP) and their member companies, Taylors of Harrogate and Lavazza Professional, we supported 153 survivors of sexual and gender-based violence (SGBV) in three tea producing communities in Kenya, and trained 1,876 community members on SGBV prevention laws and policies through our training of trainers approach.

### The Women-Led Community-Based Protection Toolkit

In early 2023, ActionAid rolled out the Women-Led Community-Based Protection Toolkit in collaboration with women in Kenya, Burundi, Rwanda, Ethiopia and Somaliland.

The toolkit provides practical guidance for ActionAid staff, local partner organisations and women from local communities facing humanitarian crises and protection risks.

In practice, this produces user-friendly tools for women working alongside partner groups and organisations and shifts the power back to local women's groups so they can lead against specific challenges faced in their communities.

The toolkit was piloted in Kenya in 2020, and as a result, women have begun advocating for improved government services, including the establishment of an Early Childhood Development Centre.

Following a series of workshops in Burundi, Rwanda, Ethiopia and Somaliland in 2023, we're seeing more positive outcomes from this initiative.

For example, in Burundi, the toolkit has supported a more cohesive movement of women's groups working together to identify and prevent the causes of trauma for women and girls in the area.

In Rwanda, women's protection committees and other women's groups in local districts have started holding bi-monthly meetings to respond to issues affecting women and girls, such as implementing safer mechanisms for survivors of gender-based violence and better access to maternal healthcare.

The toolkit has supported the creation of a women's group network in Ethiopia to advocate for improved gender-based violence services and food security. In Somaliland, the same has been

done to improve programming on Female Genital Mutilation protection, education, financial support for women in small businesses and the creation of women's savings groups.

Our partnership with People's Postcode Lottery has made this work possible. In 2023, we received £3.1million from funds raised by players that have helped us support local women to lead emergency responses and stand against violence in their community.

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## Working together – ActionAid UK within the ActionAid Federation

ActionAid UK is a proud member of the ActionAid International Federation. ActionAid International brings together the work of the ActionAid International Federation, co-ordinated by the Global Secretariat, based in Johannesburg, South Africa.

ActionAid is a global Federation working for a world free from poverty and injustice. The Federation is made up of 45 national organisations, most of which are based in Lower Income Countries. In the UK, our role is to raise funds to reduce poverty in the communities and countries where we work, to take action for long-term change and to act in solidarity with women and girls addressing poverty and injustice. By working in partnership with ActionAid International and member countries around the world, we are able to make a bigger global impact.

We remitted £33.8 million to the ActionAid International Federation in 2023, just under 62% of our total expenditure of £54.7 million. ActionAid UK's total income was £53.3 million, which represents just over 25% of the actual income of the entire Federation for 2023 of £209m.

The international development and humanitarian work highlighted in this report reflects the results achieved by the Federation as a whole in 2023, and the significant contribution that UK supporters made to these successes. While many of ActionAid UK's funds go towards supporting the Federation's humanitarian and development work overseas, this isn't the whole story. We also campaign in the UK in solidarity with people affected by global poverty, for example to ask the British Government to consider the need for a major shift in the current economic approach to recognise, reduce and redistribute women and girls' unpaid care work. Other areas of critical expenditure included fundraising, building understanding of development issues, governance and running costs. ActionAid International's combined financial statements can be found at [www.actionaid.org/publications](http://www.actionaid.org/publications).

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## Our Goals

As an organisation, ActionAid UK has some overarching goals. Our staff, partners and volunteers are working in over 70 countries worldwide to achieve the following:

### **1. Gender transformative climate resilience**

Climate change affects different people in different ways, including women and girls. Climate change is a gender issue because women and girls living in poverty are particularly vulnerable to the effects of climate change due to their given social roles and status in society.

### **2. Significantly reduce the risk of violence against women and girls (VAWG)**

Sadly, gender-based violence remains far too common across the world, with women and girls alike living in fear – even with their very lives under threat – which has serious impacts on their mental and physical health as well as on their independence and opportunities.

### **3. Fight for women's equal rights to economic opportunities**

Economic inequality is a blight on the lives of too many women and girls across the globe. Women need to have equal access to secure, high-paying jobs. This benefits them, their families and their local and national economies.

### **4. Prioritise women and girls' rights and their leadership in humanitarian crises**

Time and again, around the world, we have seen the life-saving difference it makes when women participate in crisis response – not only in on-the-ground delivery of aid but in positions of leadership as well. ActionAid is working to ensure that women, who are often worst affected by disasters when they occur, are brought to the centre of planning and response.

In this section, we provide details of our progress in these key areas over the past year.

## Goal One: Support women and girls to be equipped to deal with climate change

Women and girls are often more severely impacted by climate change and climate-induced disasters.

This is because existing gender inequalities lead to women facing more adversity in times of crisis. For example, climate change and disasters harm livelihoods, which increases the burden on women and girls, who are typically responsible for securing water and food and being primary caregivers. Disasters can also create barriers to reproductive healthcare, education and safety from gender-based violence.

That is why ActionAid will continue our gender-transformative climate resilience work going forward.

### Women-Led Alternatives to Climate Change in Cambodia (WLACC)

One of the ways we are doing this is through the Women-Led Alternatives to Climate Change in Cambodia (WLACC) project.

The project has been implemented in four provinces – Kampot, Koh Kong, Pursat and Kampong Thom – with the goal of providing women with training on disaster response, climate change and sustainable farming.

There is also a Women's Champion Network that employs women within the community to carry out the work of the WLACC. Through them, 277 farmers have already committed to learning about agroecology and have received a small amount of money to implement sustainable farming practices.

One of the farmers benefitting from this is Dim Prim, who lives in the Pursat province. The WLACC and Women's Champion Network installed a water pump system in her area, meaning she and 57 other farmers could sustainably access water for their crops, expand their livelihoods and tackle issues like drought.

In the Kampot province, the WLACC project has supported women champions in starting a Resilience Market.

Approximately 70 farmers have been introduced to agroecology concepts through the WLACC in Kampot but have struggled to get their products recognised on the market, as buyers could not distinguish between imported and local products.

So, women champions created a Resilience Market specifically to promote and sell local and natural products supplied by smallholder farmers.

Chan Kanha, the leader of the Women Champion Network in Kampot province, said: “I am really happy and satisfied with the startup of this Resilience Market. This is the initiative of women champions as a response to the communities’ needs, empowering women in earning their own income and promoting climate resilience.”

The WLACC project has established and strengthened the Women Champion Networks that are dedicated to advancing climate change and disaster response in their communities. However, continuing this momentum over the next few years will be important.



## Goal Two: Continue our work to end violence against women and girls worldwide

ActionAid is working to end violence against women and girls. We create change by:

- Supporting women and girls in learning about their rights, developing leadership skills and gaining an education or vocational skills that will enable them to earn an independent livelihood
- Working with women's rights organisations, local leaders, men and boys and the media to shift social attitudes and behaviours
- Increasing the ability and commitment of governments and institutions to prevent and respond to violence against women and girls
- Providing comprehensive services, including safe spaces for women and girls, and helping survivors of violence access emotional, legal and medical support.

We are leading long-term, sustainable change by creating space for women and girls to understand their rights and transforming harmful social norms.

Our support of women's rights organisations and women's groups has resulted in an increased understanding of and support for women and girls who have experienced violence, as well as strengthening mechanisms that enable them to approach their authorities in addressing these. We have also successfully influenced policies at local and national levels so the support systems dealing with cases of violence are resourced and accessible to those who need it most.

### Ending Female Genital Mutilation/Cutting (FGM/C) in Senegal

The practice of Female Genital mutilation/Cutting (FGM/C) is internationally recognised as a violation of human rights and an extreme form of discrimination against girls and women.

In Senegal, nearly 2 million girls have undergone FGM/C, and despite being criminalised in the country since 1999, it remains a considerable issue, with the practice being linked to religion, cultural norms and a lack of education for women and girls.

To tackle the issue, women and girls are working in partnership with ActionAid Senegal to share their stories and gather solidarity around ending FGM/C.

One of the women involved in this is Adjia, who lives in the east of Senegal near Koussanar.

Adjia has been working to organise weekly meetings within her community to educate other women on their rights when it comes to FGM/C and to stand against the practice. This began after she partnered with ActionAid Senegal to receive awareness training, which has been instrumental to her work.

“Female Genital Mutilation is considered a cultural norm. With the skills acquired, I’m able to advocate for an end to the practice through reformed cutters and survivor-based testimonies,” She explained.

ActionAid Senegal has also set up a women’s movement to tackle FGM/C, which Adja says is beginning to have an impact on neighbouring communities.

She added: “I am proud the Women’s Movement now carries the mantle to end FGM/C for good in Koussanar and to influence other neighbourhoods through community dialogues, strategic media communications and advocacy.”

Adja is part of a wider group of women carrying out this vital work in Senegal, which is helping propel the End FGM/C movement.

However, there are additional challenges. For example, Senegal is surrounded by Gambia, Mali and Guinea, which continue to practice FGM/C. Another emerging issue is cutting girls at a young age secretly, which means very little information gets to the public arena to prosecute perpetrators.

That is why it is vital that ActionAid continues this work in the future.

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## Goal three: Advocate for women's rights in the workplace and ensure access to secure jobs in safe working environments

Gender discrimination means that women are more likely to be in insecure, low-wage jobs, be paid less than men for the same work and have limited access to land and loans.

ActionAid supports women to access secure jobs in safe working environments, free from all forms of violence. Women must be paid living wages equal to men's and enjoy social protection such as paid maternity leave. The burden of unpaid care and domestic work that falls to women must also be recognised, reduced and redistributed. This is vital in supporting women to have control over their own lives.

### Women's Economic Rights and the rise of the Gig Economy

The gig economy, where online platforms connect workers with one-off pieces of work, has been growing fast over the past few years. While some women benefit from this work style, it is creating additional barriers for others.

One of the reasons for this is discrimination rooted in patriarchy, race, class, age, geographical location, caste, ethnicity and migrant status that overlap to prevent women and girls from accessing digital technologies. This creates a digital divide that excludes women from potential work opportunities in the gig economy.

International bodies such as the Commission on the Status of Women's Expert Group have highlighted the need to remove structural barriers:

"It is not a matter of 'fitting' women into the current and future world of work, but rather shaping the world of work in a manner that is gender-transformative, benefitting both women and men."

On top of limited access to digital technologies, some women continue to struggle with low and unpredictable pay, long hours, exposure to violence, harassment and lack of corporate accountability. Women's unpaid care and domestic work are also not often considered when it comes to the gig economy.

Despite governments committing to global standards that should cover all workers, legal frameworks remain weak and poorly implemented, with a lack of clarity on how they extend to gig workers.

Within this challenging context, workers are bravely engaging in collective activism and devising new strategies to challenge harmful practices and defend their rights.

The gig economy must be developed and managed in ways that advance and protect the rights of women workers facing intersecting forms of discrimination.



## Goal four: Champion women-led organisations leading the response to humanitarian crises

Women and girls often suffer the most during humanitarian emergencies. Typically, more women than men are killed by rapid-onset disasters like tsunamis and earthquakes.

There are several reasons for this. Firstly, women and girls are less likely to be in positions of power or decision-making roles, so their specific needs can be overlooked. They also face a heightened risk of gender-based violence during and following a humanitarian emergency and things like early marriage, sexual abuse and trafficking tend to increase.

Our approach is to support women leading the emergency response. Women's rights organisations understand best the specific needs of women and girls and know that services to prevent and respond to gender-based violence and sexual health services are lifesaving in a crisis. Local women-led responses are also rooted in the community, along with the understanding, networks and connections to rapidly respond to an emergency.

### Women's leadership during the Türkiye-Syria Earthquake

On 6<sup>th</sup> February 2023, a series of devastating earthquakes hit areas near the Türkiye-Syria border, killing around 55,000 people and affecting an estimated 23 million.

The earthquakes piled on top of an existing humanitarian crisis, with a sharp increase in the need for shelter, medical care, food, clean water and sanitation, as well as protection services for women and girls exposed to gender-based violence.

ActionAid has been working with partners in the region to support women by equipping them with skills to earn a living to support their families. One such partner is a woman-led organisation called Kareemat.

Founded by activist Najlaa Alsheikh, Kareemat supports women's economic empowerment through training and education and promotes peacebuilding between refugees and the local community in Killis, a city in southern Türkiye near the border with Syria. The organisation also provides a safe space for women, particularly those who have been subjected to exploitation, oppression and violence.

Following the earthquakes in 2023, Kareemat mobilised to get resources, aid and mental health support to women and girls living in the affected areas, but it has taken a toll.

Najlaa explained: "Women carried the biggest burden. Our team as women, we carried the biggest part of it. We were suffering from PTSD and were completely shaken. Yet we still needed to care for our families, to support and cook and clean."

It is vital that women-led organisations, like Kareemat, are given the right support to continue their essential work.





## Our Strategic Objectives

In November 2022, we launched a new strategic vision for ActionAid UK following consultation with the global ActionAid Federation, the ActionAid Global Secretariat and other key partners. Collectively, we proposed a new Purpose Statement that articulates our mission and role in the ActionAid Federation and will guide ActionAid UK for the next seven years. We also developed a Bridging Plan that set objectives that take ActionAid UK into the next strategy period (2025 onwards).

The pandemic disrupted the implementation of our previous strategy Together, with women and girls, so the Bridging Plan is intended to 'bridge' us from that strategy to our next operational plan. This Bridging plan will see us carry forward elements of Together, with Women and Girls, while incorporating new elements from the ActionAid Federation's current Strategic Implementation Framework (2021-2024).

The key objectives and focuses of the bridging plan are:

1. **Anti-racism and decolonialisation.** Anti-racism and decolonialisation is an overarching objective for ActionAid UK, which ran through all our work in 2023 and will continue far beyond. It requires a deep understanding of what needs to change and a lifetime's commitment to ensuring that we are truly accountable to women and girls in the countries where we work.
2. **Influencing for Change.** We will continue our work alongside women and girls living in poverty to challenge violence and exploitation, fight for women's equal rights to economic opportunities and support women's leadership in humanitarian crises.
3. **Income.** Our primary contribution to our shared global ActionAid strategy is supporting the ActionAid Federation to generate the financial resources it needs.
4. **Humanitarian.** ActionAid UK will continue to support the delivery of humanitarian work by the ActionAid Federation and the promotion of the Federation's humanitarian signature (accountability, localisation and women's leadership).
5. **Operational effectiveness and sustainability.** Improving our organisational, financial, environmental and technological sustainability remains core to our internal work.

Together, this represents the most effective contribution ActionAid UK can make to the struggle against poverty and injustice, and to the realisation of women and girls' rights.

In this section, we outline our key achievements against our bridging plan in 2023.

### 1. Anti-racism and decolonisation

One of our key anti-racism and decolonisation goals is to support women, girls and their movements to create an equitable independent civil society. We can achieve this by funding trailblazing women-led organisations (WLOs) and women's rights organisations (WROs) worldwide.

However, funding to frontline WROs and WLOs remains at a paltry 0.2% of total bilateral aid and women working in challenging circumstances face a system that is donor-driven, favours international actors and has in place a multitude of requirements that, too often, local actors cannot reasonably meet.

In 2023 we raised this through our advocacy efforts, we advocated with Government, held roundtables, ran workshops with the Foreign Commonwealth Development Office, held an event at the Labour Party Conference and engaged in humanitarian advocacy. We input into sector advocacy to influence donors – including the Labour opposition - to increase flexible funding to WLOs and WROs. This included working with the Scottish Govt on how to improve their funding processes, which was partly reflected in their new Women and Girls Empowerment Fund. We also developed a new grant management system with our partners, to tackle complex and burdensome donor requirements placed on small organisations.

Our anti-racist storytelling work continued to grow. As an organisation ActionAid UK is committed to moving away from traditional charity imagery that depicts people as helpless, desperate and without dignity. Instead, we commission women photographers worldwide to shine a spotlight on their own communities in an authentic way, emphasising humanity, individuality, agency, courage, and hope.

In 2023, we worked with women photographers, videographers and journalists in Bangladesh, Colombia, Gaza, Nepal, Poland, Syria, Turkey and Uganda. The testimony, images and videos provided a platform for women leaders and community partners to tell their own stories. This resulted in widespread coverage of their work and approach, including the incredible midwives and healthcare workers in Syria supporting mothers to give birth six months on from a devastating earthquake, youth changemakers in Nepal on the frontline of climate change and the Women's Cafe in Dhaka, Bangladesh supporting women working in the precarious, low-paid garment industry.

## 2. Influencing for Change

**It's going to take some bold action to overturn the systemic injustices that lock women and girls in poverty. But we're ready for that. Change is needed at all levels of society to challenge the inequality that means women and girls face multiple forms of discrimination. ActionAid cannot achieve this alone. We will work alongside local communities, feminist movements, governments, institutions and multinational agencies to ensure women and girls can claim their rights.**

In 2023, ActionAid UK expanded our work with key influencing targets in the UK and Scottish Governments and parliaments, enabling us to access and influence technical government officials, as well as more senior decision-makers and Ministers. ActionAid UK's new parliamentary newsletter has enabled us to share timely information across parliament, which

we have backed up with a wide range of events for parliamentarians, researchers and government officials.

We built on our Girl Led Research by co-hosting a roundtable for donors and civil society, in Partnership with FRIDA, hosted at the Children's Investment Fund Foundation. 21 donors and grant making organisations participated to discuss how we can best support girl-led change.

We also joined ActionAid Ethiopia to co-deliver a Training of Trainers for ActionAid staff and partners and direct training to girls on girl-led Advocacy. We trained over 35 people, to develop advocacy plans for change. The training was well received, with girls forming groups to undertake advocacy and trainers who will cascade the training in urban and rural parts of the country.

We continued our research and influencing on climate and humanitarian issues with events in parliament and the global climate summit: COP28 in Dubai. Along with the ActionAid Federation, we also launched a global climate campaign, calling on banks to divest from Fossil Fuels. This five-year campaign aims to support the global movements that are pushing against climate destruction and for a climate-just future.

For International Women's Day, we held a parliamentary drop-in where MPs came to speak to ActionAid staff about our work and what they could do to support women and girls' rights. The event was attended by MPs and peers from a range of political parties, enabling us to forge stronger relationships with parliamentarians. We also worked with parliamentarians and governments in Westminster and Holyrood on the development of their feminist international approaches and policies, pushing them to be forward-thinking and intersectional. This work included partnering with other NGOs in an event at the Labour Party Conference.

Working with our AA Malawi colleagues, partners in Malawi and allies in the UK, we took our Women's Economic Justice work around the country with events and meetings in the Westminster and Scottish parliaments focusing on feminist economic alternatives, gig economies and addressing the parallels between international and domestic economic injustice. We worked with partners from across the federation to ensure that UK-based decision-makers heard the impact of economic policies on women, as well as alternatives to ensure justice.

ActionAid UK increased our influencing work on domestic issues, acting in solidarity with women and girls and organisations pushing back on the UK Government's restrictive legislation and policies, such as the Nationalities and Borders Bill and immigration policy to deport asylum seekers to Rwanda. Standing in solidarity with UK women's rights organisations helps root our influencing work in the UK and is an important part of ActionAid's Human Rights Based Approach (HRBA).

Our influencing work included campaigns, advocacy and policy on humanitarian emergencies, specifically to increase funding, calls for ceasefires, and for responses to centre women and girls. We supported Violet, one of our partners responding to the Syria- Türkiye earthquake, to meet with government ministers and officials, King Charles and parliamentarians. We also

worked with our partners in Ukraine to influence the UK-hosted Ukraine Reconstruction Conference, resulting in a side-event on women and girls' rights.

Amid the conflict in Gaza, we worked with parliamentarians, ministers and government officials to call for a Ceasefire, amplifying the impact on women and girls. This included a petition with over 30,000 signatures, a projection on Westminster, briefings for MPs, and meetings with decision makers. On top of this, at Women Peace and Security Week in New York, we hosted an event with UN Women and ActionAid partners highlighting women's leadership in humanitarian emergencies.

In a year where we continued to see a global rollback on women and girls' rights, ActionAid UK worked with partners and the Federation for systemic change and justice, building on strong relationships with decision-makers and movements for a future where women and girls' rights can be realised.

## 3. Income

In 2023, we raised a total of £53.3 million, which is a drop of 10.6% on the previous year which was unusually high, largely driven by huge response to the Ukraine Emergency Appeal.

Across Public Fundraising we raised £40.4 million (£22.7 million unrestricted and £17.7 million restricted) against a budget income of £39.6 million.

Our regular giving income suffered from the ongoing cost of living crisis in the UK, with Child Sponsorship and unrestricted Regular Giving coming in at 94% and 95% of budget, respectively. This was balanced by an increase in other areas of public fundraising, including a 281% uplift against budget in emergency income, off the back of the Türkiye-Syria earthquake and the crisis in Gaza and 26% uplift on our Legacy income, which ended the year at just over £3.3 million.

Philanthropy & Partnerships' total income was up £1 million in comparison to last year. This was largely thanks to the hard work of the team in stewarding relationships and donations towards several emergencies throughout the year. The most important aspect of our fundraising is building long-term personalised and trusting relationships with donors. This has been keenly demonstrated by the Philanthropy team, who have provided excellent donor management.

Our Humanitarian team contracted over £4.4 million to ActionAid UK in 2023 from five different funding streams, including £1.4 million from the Start Fund. We continued to support the Federation to raise humanitarian income. A total of 27 proposals were supported and submitted to donors (UNICEF, WFP, UNHCR, EU), including a successful £2.1 million grant from UNDP for Afghanistan.

We were successful in applying to the FCDO's Global Development Delivery (GDD) Framework with lead partners Chemonics, Montrose and Ecorys.

ActionAid (in consortia) has been successful in winning all of our bids for the FCDO's Global Development Delivery (GDD) Framework. The GDD is the FCDO's new flagship framework – a procurement mechanism expected to channel £3bn of ODA globally via 'call-downs'. The initial term of the agreement is November 2023 to November 2025 (with two potential one-year extension options). The GDD is lotted by both value and theme – with High-Value (£7-100m), and Low-Value (below £7 million) contract call downs.

From a decolonial and feminist perspective, we recognise the urgent need for flexible funding. When an organisation receives flexible funding, it can use those resources for whatever is necessary to achieve its mission, which would be hugely beneficial to our work.

In November 2023, the federation lead a consultation on decolonialisation and found that volunteers and staff across Africa, Latin America and Europe wanted to increase flexible and unrestricted funding and to diversify the donors we use.

Emphasis was placed on reducing our reliance on institutional funders that impose restrictive conditions that were mismatched with our community priorities and contexts. There were also calls for funding to support the development of grassroots organisations, instead of short-term projects. On top of that, our partners in Africa highlighted the need for more autonomy and sustainability so such organisations could better meet community needs.

By working together with our local staff, partners, supporters and donors, we continue our goal of fighting for the rights of women and girls, but with an evolved approach to fundraising.

## 4. Humanitarian

ActionAid takes a holistic and transformative approach to humanitarian preparedness, response and recovery. Our approach links emergency response to resilience-building and long-term sustainable change, including empowering individuals and addressing underlying inequalities.

One of the ways we have displayed this in 2023 is through our continued response to the humanitarian crisis caused by the war on Ukraine. We have been working with partners in the region to provide humanitarian support to affected communities in Ukraine, Romania, Poland and Moldova, including support to excluded and marginalised groups who face disproportionate challenges and barriers to accessing services tailored to their specific needs.

***"ActionAid and Sphere don't just have a donor-grantee relationship, it is a partnership because we can share our concerns, needs and plans and the ActionAid team listens to us." - Sphere***

Another example is our response to the Türkiye -Syria earthquake in February 2023, which devastated communities and added to already dire humanitarian crisis. ActionAid's response has been grounded in the unwavering courage and resilience of local NGOs and volunteer networks, with women and young people at the forefront of the relief efforts, despite facing challenging conditions themselves.

ActionAid has reached over 190,000 people to provide vital aid and support, through 15 partnerships with women-led and local organisations across Syria and Türkiye. Fuad Sayed Issa, founder of our partner organisation, Violet attended an event in November 2023 at Buckingham Palace, to acknowledge those who have supported the United Kingdom's contribution to humanitarianism, as well as recognising 60 years of the Disasters Emergency Committee (DEC).

This year has also seen the increasing humanitarian crisis in Gaza and the West Bank, which ActionAid has been responding to. In the last three months of 2023, 1200 Israelis lost their lives, along with more than 22,000 Palestinians, including 9,000 children and over 6,000 women. ActionAid has been working in Gaza and the West Bank for many years and responded where possible through the dedication of local partner organisations, like Al Awda Hospital and WEFAQ.

Al-Awda, one of the last remaining hospitals still functioning in the north of Gaza, has continued to treat patients and provide maternity services under unimaginably difficult and dangerous conditions. Given the catastrophic circumstances, our partners focused their efforts on helping mothers and children survive through providing hot meals, hygiene and winter kits and emotional support activities. Meanwhile, WEFAQ has been constructing facilities like toilets and shower blocks and offering emotional support hotlines.

In addition, ActionAid has delivered rapid response programmes through the Start Network. A total of nine Start Fund grants were implemented in Colombia, Mozambique, Zimbabwe, India, Somalia, Sierra Leone, Haiti, Nigeria and the DRC to respond to key humanitarian challenges including displacement due to conflict, anticipation of electoral violence, flooding and cyclones.

## 5. Operational effectiveness and sustainability

In 2023, we completed our multi-year project on implementing a new Customer Relationship Management system. The new system went live in January 2024 after a tremendous effort from staff and our implementation partners on the largest technology project ever at ActionAid. Alongside this, we worked to move our IT infrastructure to the Cloud to improve the reliability and security of our systems.

Throughout the year, we reviewed several core policies, upholding our commitment to ensuring that efficient and effective governance systems are in place and that the content of our internal policies is in line with our values. We commenced a project to update our extensive suite of HR policies by bringing related policies together, providing greater detail and reviewing them in terms of best and current practice. This work is now complete and the policies are in use.

We continued to implement a strong assurance framework to ensure our legal obligations as a charity are met, and we worked with the ActionAid Global Federation to support the development of revised reporting and risk management systems and processes.

We carried out the regular review of our Environmental Policy, which is available on our website. We also continued our annual carbon footprint measurement and worked with a specialist consultancy to develop a top-line Carbon Reduction Plan for ActionAid. You can read more about our carbon emissions and reporting in our [Carbon Reduction and Energy Reporting](#) section.





# Our Media Work and Influencer Supporters

## Media Work

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In 2023, we witnessed an unprecedented surge in media visibility, marking a significant milestone in our mission. This year, we've seen remarkable achievements, nearly tripling our media reach and increasing article volumes by two and a half times compared to the previous quarter. This robust media profile reflects our unwavering commitment to amplifying our message and impact.

We've made showcasing and providing a platform to local voices a top priority, both within our organisation and among partners. Our increased focus on broadcast coverage, particularly shining a light on Gaza-related issues, led to a substantial 25-percentage-point increase compared to the preceding quarter. Our narratives, including moving accounts highlighting the plight of women and girls in humanitarian crises, gained widespread attention across various media platforms, including Instagram.

According to our media monitoring software, Vuelio, our reach in Q4 of 2023 extended to an impressive 4.9 billion people, with a total of 3,481 articles. Overall, 2024 saw a remarkable uptick, with over 6,000 pieces of coverage—a testament to our growing influence and impact on global discourse. Our strategic engagements in 2023, including prominent interviews on platforms like BBC's Newsnight and Question Time, showcased our dedication to fostering meaningful dialogue. Expanding into new markets, such as DW in Germany and Al Jazeera in the Arab region, underscored our commitment to reaching diverse audiences worldwide.

The media team's efforts resulted in notable achievements, securing coverage for "Women by Women" initiatives across diverse outlets and engaging with new partners like the To My Sisters podcast. During COP28, our strategic approach ensured widespread coverage and support for ActionAid International's press operation. The Christmas campaign, Seeds of Change, featured in the Daily Express to support fundraising efforts.

As we reflect on these achievements and look ahead to 2024, we remain committed to leveraging media engagement for advocacy and impact. We anticipate further success and look forward to sharing these milestones with our wider ActionAid family and our supporters soon.

## Stand Up With Women

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Seven of the best female comedians took part in the second Stand Up With Women comedy event at London's 21 Soho comedy club to raise funds to help ActionAid's work to end violence against women and girls. The night was hosted by Thanyia Moore with performances from Jo Brand, Shazia Mirza, Rosie Jones, Charlie George, Ola Labib and Janine Harouni. The comedians all promoted the event on their social media channels and Shazia Mirza was also interviewed on BBC Asian Network radio.

## **Support for our humanitarian work**

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After an unprecedented year of humanitarian crises, we had yet more outpourings of high-profile support for our emergency appeals in response to the earthquakes in Turkey and Morocco and the crisis in Gaza. High profile supporters including Phoebe Dynevor, Fay Ripley, Giles Paley Phillips, Adrian Lester, Alesha Dixon, David Morrissey, Jen Brister and Nish Kumar - all helped to promote our appeals across their social media channels. Award-winning actresses Nicola Coughlan and Aimee Lou Wood and singer Joy Crookes also joined us and lent their support to our Gaza crisis appeal and calls for a ceasefire. Nicola Coughlan also set up a fundraiser on her Instagram account which raised £13,420.

Actor Adrian Lester attended a special reception at Buckingham Palace hosted by The King and Queen to recognise those who have supported the United Kingdom's contribution to humanitarianism, as well as recognising 60 years of the Disasters Emergency Committee.

## **International Women's Day**

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Celebrities and influencers including actress and ActionAid Ambassador Phoebe Dynevor, comedian Jo Brand and influencer Tova Leigh helped shine a light on women leaders in communities during emergencies and crises by sharing stories of some of those women on their social media channels.

## **Share A Better Period**

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Content creators Courtney Boateng and Renée Kapuku, hosts of the To My Sisters Podcast, interviewed ActionAid's Tasha Burgess on a periods special episode which was broadcast on World Menstrual Hygiene Day and helped to promote our annual Share A Better Period fundraising appeal.

## **My Body Is Mine at Latitude Festival**

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For another year running we reached out to performing artists at Latitude Festival to ask them to show their support for our MyBodyIsMine campaign.

Seventeen artists including Metronomy, Tinariwen, Sindhu Vee, Suzi Ruffell (who also wore our exclusive MyBodyIsMine t-shirt on stage), ITN reporter Nina Nannar and The Proclaimers all pledged their support to help end violence against women and girls.

## **Christmas appeal**

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Singer Joy Crookes and broadcaster Konnie Huq both recorded videos for social media use to help to raise awareness and funds for our Seeds of Change Christmas appeal.



# The Year Ahead

## 1. Anti-Racism and Decolonisation

In 2024 ActionAid UK will develop overarching principles for this work which will guide all operational areas and approaches including our funding models, our brand and identity, our research, policies and partnerships.

We will evaluate the spaces and platforms where we engage in advocacy work and ensure we are effectively supporting the struggles and priorities of women's right organisations. We will collaborate with women's rights organisations and movements on advocacy campaigns.

We will look to diversify our funding base and increase flexible, long-term income for grassroots groups, women-led organisations and women's rights organisations who are championing systematic change in their communities in the most challenging of circumstances.

We will work in partnership across the ActionAid Federation to actively and consciously stop the practise of reproducing images and creating narratives for marketing purposes that are unrepresentative of people's real lives, stereotype individuals, invoke pity, and lead to harmful assumptions about a continent, a country or a particular group of people.

## 2. Influencing for Change

In 2024, ActionAid UK will work to build a strong anti-racist, decolonised and feminist vision for our influencing work with feminist movements and women's rights organisations.

We will increase our work on our global climate campaign, advocate with political parties, push for women's economic justice, stand up for a world free from violence and respond to humanitarian emergencies, while building strong relationships with decision-makers.

ActionAid UK will continue to advocate with the UK government for a ceasefire in Gaza and allocate funding towards recovery, peacebuilding, accountability and justice initiatives. We will work with the UK government to recognise the importance of addressing the root causes of conflict and finding sustainable solutions that prioritise the rights and well-being of all affected communities.

Engagement at COP29 this year in Azerbaijan will focus on climate finance, specifically the New Collective Quantified Goal (NCQG), which will be the main agenda item. ActionAid UK will work with CAN-UK and CAN-International, as well as ActionAid International, to influence decisions around the NCQG, on the inclusion of finance commitments to the transition, to the Loss and Damage Fund, and to the Global Goal on Adaptation. COP29 may also serve as an opportunity to carry an event to promote the new Loss and Damage in FCAS report. ActionAid UK intend to have representation at COP29 for two weeks in November.

### 3. Income

Our 2024 budget is £46.0 million. This includes a budget of £38.8 million for Public Fundraising, and whilst this is lower than 2023's actual income, we have slightly lower expectations of emergency income as well as accounting for the continued impact of the cost-of-living crisis on our individual supporters.

The focus of all fundraising teams is income growth based on our values of anti-racism, feminism and anti-discrimination. Work is being done across all teams to ensure our communications and ways of working reflect our values and represent our rightsholders in a respectful and authentic way. This includes developing a new Regular Giving product and reviewing our Child Sponsorship offering.

Humanitarian income targets for 2024 are to contract £4 million of income directly to ActionAid UK from at least four different funding streams. We are aiming to support the Federation by achieving £2.5 million in humanitarian income through other non-UK funding sources.

### 4. Humanitarian

ActionAid UK will continue to support the delivery of humanitarian work by the ActionAid Federation and the promotion of the Federation's humanitarian signature (accountability, localisation and women's leadership).

We will support ActionAid Federation members and global ActionAid humanitarian programming and response with resource mobilisation for institutional donors - both UK managed and in-country - through technical inputs, programme quality and accountability support.

In Gaza, we will continue working closely with local partners, such as Al-Awda Hospital and WEFAQ, to sustain vital services and support. Looking forward, securing urgent funding remains crucial to address immediate needs and to prepare for potential future challenges in the region. We emphasise the importance of both short-term relief efforts and long-term rebuilding initiatives to support communities in Gaza and the West Bank as they recover from the impacts of the crisis.

We will remain co-leads of the Accountability in Emergencies delegation and alongside ActionAid International Kenya, lead the AA Core Humanitarian Standards (CHS) group, comprising of 16 Federation Members

### 5. Operational effectiveness and sustainability

In January 2024, we embarked on a cost reduction plan with the aim of reducing our cost base by £1.2 million which resulted in changes in structure.

Throughout 2024 we will strengthen the technology infrastructure of ActionAid UK through implementing the Customer Relationship Management system, strengthening cyber security, implementing a new human resources system and automating workflows.

We will ensure our work practices and behaviours reflect our culture and connect our people to the mission. We'll focus on building people managers' capability, improving the employee experience and creating a safe, feminist, anti-racist/inclusive workplace, where our people can flourish and thrive.

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# Statutory Report and Financial Statements

ActionAid is a company limited by guarantee and registered in England and Wales under company number 01295174. ActionAid is registered as a charity with the Charity Commission for England and Wales under charity number 274467, and with the Office of the Scottish Charity Regulator under charity number SC045476.

In this section of the Annual Report 2023, 'ActionAid' refers to the UK-registered charitable company. The Trustees present their statutory report with the financial statements of ActionAid for the year 2023. The Trustees' report has been prepared in compliance with the Charities Act 2011, the Charities and Social Investment Act 2016 and is also a Directors' Report as required by Section 415 of the Companies Act 2006.

# Fundraising Statement 2023

2023 was another year of incredible generosity from our supporters and members of the public. Our fundraising is dependent on building effective and long-lasting relationships with our supporters, guided by our Every Supporter Matters ethos and ActionAid values. This support enables us to continue our work to support women and girls in poverty to change their lives and communities for good.

## How we fundraise

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We work with supporters in a variety of ways. Child Sponsorship remains key for us, with our dedicated supporters building a personal connection to the communities in which we work through their generous, long-term giving. Our Individual Giving programme also supports our donors to make either stand-alone or regular gifts and inspires our supporters and members of the public through direct mail, print, television, outdoor and digital updates and advertising. Our trading products remain popular and enable support via entry into our ActionAid Lottery, or through purchase of Christmas cards or virtual products.

We also inspire supporters to conduct their own fundraising in their communities, supported by our Events & Community Engagement team. Some of this fundraising is related to participation in challenges or events, often sporting related.

We are so grateful to have received over 144 legacy gifts in 2023 from generous supporters who chose to leave us a gift in their Will; these help to make up total legacy income of £3.3m.

Our Philanthropy & Partnerships team works with individuals and organisations able to give at a high level, including businesses, trusts, grant-making organisations and our ActionAid Ambassadors. These individuals and organisations contributed nearly £4.3 million to ActionAid UK's work, we are incredibly grateful to them all. We are also proud to have continued to benefit from income raised by individuals playing the People's Postcode Lottery. In 2023, ActionAid received £3.1 million, thanks to players support, which is supporting a range of vital humanitarian and long-term programmatic work.

We work in close contact with commercial participators to ensure that agreed messaging is used and that any feedback is discussed and swiftly addressed. Our commercial participation agreements cover the requirements from the Fundraising Regulator and Charity Commission to ensure that consumers and the public are informed and protected.

## Maintaining high standards

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At ActionAid we firmly believe that Every Supporter Matters and so we always set high standards across fundraising, not simply to meet our compliance obligations, but because it is the right thing to do. We maintain registration with the Fundraising Regulator, work to the Code of Fundraising Practice and can confirm that we have not been the subject of any investigations

by the Fundraising Regulator. We regularly participate in best practice discussion groups across the sector, networks of other fundraising compliance professionals and the Data & Marketing Association.

We regularly assess our fundraising activity against the code of fundraising practice and maintain a programme of training on fundraising compliance, including an induction for all new staff with our head of team, and specialist training on data protection. All staff in the organisation receive a copy of our Compliance Handbook upon joining, which outlines our standards including template solicitation statements and our approach to marketing consent.

### **Monitoring activity, carried out on our behalf.**

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Our fundraising activity continues to be supported by specialist agencies who can provide telephone or face-to-face services. This is often seasonal work, and so it becomes cost-effective to work in partnership with industry experts who can also share best practice from across the sector. Any new agency is brought on board through our diligent procurement process, and we then maintain monitoring in line with our Working with Agencies Framework.

We work closely with our agency partners on training, monitoring and continuous improvement, to ensure that they consistently operate at a high standard. In 2023 we continued face-to-face fundraising activities and for these campaigns we undertook mystery shopping. We also conduct call listening of our telephone agencies, with this increased for new suppliers, new campaigns or in the event of any concerns. The result of this monitoring is discussed regularly with our partner agencies, with actions agreed and tracked to completion. This is overseen by our Head of Fundraising Compliance, with reporting to our Board of Trustees.

Our Events & Community Engagement supporters work 'In Aid Of' rather than 'On Behalf Of' ActionAid, but we provide them with a Stay Safe & Legal guide to highlight the relevant aspects of the Fundraising Code. This guide is refreshed periodically to ensure that information is current and easily understood.

### **Complaints & Feedback**

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Embracing respectful feedback and learning from mistakes are key to our feminist leadership approach and so we always welcome feedback from our supporters and the public. We believe that complaints present an opportunity to learn and improve.

Our complaints process is readily available [on our website](#) or by post on request, outlining how we address feedback and what a complainant can expect from us, including our timelines for investigation. We always encourage a complainant to contact us so that we can address their concerns directly, but we also provide information on how they can escalate any issue to the Fundraising Regulator if they are unsatisfied with our approach or response. We are gratified that as with previous years, no complainant has chosen this route of escalation in 2023.



We received a total of 58 complaints about our fundraising work in 2023 as reported to the Fundraising Regulator and are pleased to note this is a decrease from the previous year. All complaints are classified according to severity and then addressed in line with our policy, giving a full and open response to the complainant. Should we receive a complaint relating to the work of one of our partner agencies, we discuss this with them as a matter of urgency, and we hold all partner agencies to a contractual obligation to supply us with prompt and thorough investigation results and monitored action plans if appropriate. Our Board of Trustees are given reporting on our complaints including volumes, themes of feedback and actions taken to ensure that they have a good overview of how our work is received by and impacts supporters and the public. We also track positive feedback, and any individual contacting us via email is given the chance to complete a quick survey on their experience. We are delighted that 77% of respondents in 2023 rated they were 'Satisfied' or 'Very Satisfied' with their supporter contact experience.

## **Protecting our supporters and the public**

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We want to ensure that supporting ActionAid is a positive experience for everyone, and we strive to ensure that any interaction is conducted with respect, dignity, and fairness. Our Treating Supporters Fairly policy guides this, ensuring that supporters and members of the public are treated fairly, and that anyone in potentially vulnerable circumstances is protected. We review this policy frequently to ensure that it is in line with industry best practice. All new staff are introduced to this policy via the Compliance Handbook, and we also include it in our training and contracts with partner agencies.

We have a cross-team Supporter Communications group, who meet regularly to ensure that we have a full picture of how and how often we communicate with our supporters. This helps us to manage the number and frequency of communications that any supporter receives. We also offer multiple ways for our supporters to manage their communication preferences, and any requests received via the Fundraising Preference Service (FPS) are swiftly acted upon, usually within three working days.

We are grateful for the generous support that we have seen in 2023, and to every individual who has engaged with us, be that financially, through support for our campaigns, or by giving us feedback to enable us to improve our work.

## Keeping People Safe

As an organisation that works with women and girls living in poverty, we take the risk of harm happening within our organisation very seriously. ActionAid is committed to working with others to end injustice and eradicate poverty, and to build a world which upholds the rights and dignity of all. We recognise that to work with integrity we must 'walk the talk' and ensure that anyone who comes into contact with ActionAid is protected from any form of injustice, discrimination, or abuse. We are committed to safeguarding all people who come into contact with ActionAid from abuse of that power and privilege in any form.

ActionAid is committed to preventing any form of sexual harassment, exploitation and abuse (SHEA) (including child abuse and adult at-risk abuse) and responding robustly when these harms take place.

As part of living out our feminist principles, we champion intersectionality by recognising the diverse and connected experiences of different groups and take action to ensure we do not compound harm. We take action to ensure our approach is anti-racist, inclusive, and safe for all.

In line with ActionAid's Feminist Principle Zero Tolerance, we do not tolerate any form of abuse, exploitation, or harm carried out towards our own employees, people we work with, communities, or anyone we come into contact with through our work. Zero tolerance means we will always respond to a safeguarding harm in a timely, robust, and survivor-centred manner, ensuring that support is offered to all effected, and that the organisation learns from the harm so it does not happen again.

ActionAid's Survivor Centred Approach give survivors the confidence to come forward in the knowledge that they will be listened to, heard and believed. We work with Survivors to ensure they are central to any response; are not further harmed or disempowered by any processes and that they have support that is right for them. ActionAid is committed to upholding the power and dignity of Survivors by respecting their confidentiality and their right to make decisions over what happens to them, where it is safe and appropriate for them to do so. ActionAid's incident management guidelines put the Survivor's needs and wishes at the centre of the process. At ActionAid we recognise how trauma can impact on Survivors and are committed to removing barriers in our systems, policies and approaches which could lead to re-traumatisation.

Our SHEA and Safeguarding policies are embedded into every aspect of our work including working with partners; recruitment and the employee life cycle; programming, including content gathering; creating safe working environments; interaction with people we work with and community members, including Adults at-risk, and fundraising.

ActionAid UK Trustees have a duty to ensure that we do not cause harm to those we seek to support, employ, or work with. This means assuring themselves that there is a zero-tolerance approach to safeguarding violations wherever UK funds are being spent overseas or within the organisation itself. As a result, every concern is looked into, irrespective of whom the person of

concern is. To enable the Board to maintain oversight of safeguarding matters both in the UK and overseas, Trustees receive a quarterly report of all cases within the UK organisation, and where UK funding is involved, as well as a more general update on progress with implementing the safeguarding strategy in ActionAid UK and its legal branches.

One member of the Board acts as a designated Board Safeguarding Focal Person, who receives more regular updates and additional information on the progress of individual cases. This is Rajiv Vyas.

ActionAid UK has a SHEA and Safeguarding Focal Person (SFP) who works closely with the Global SHEA and Safeguarding Team to build capacity and share learning. They work with the SHEA and Safeguarding Stakeholder Panel and others to create a safe environment where everyone is able to raise concerns and everyone is committed to SHEA and Safeguarding. The SFP delivers training and awareness raising sessions to all staff on the SHEA and Safeguarding policies, and works with HR and Line Managers to ensure all new staff receive inductions on this topic. The SFP supports with the management of SHEA and Safeguarding concerns by raising all concerns to the Global SHEA and Safeguarding Team, working with the global team to address the concern, ensuring all actions taken are in line with the global policies and local laws, that survivors are supported, and that donor reporting is managed in line with the Donor Reporting SOPs.

ActionAid UK's SHEA and Safeguarding Stakeholder Panel works closely with the SFP to build capacity on SHEA and Safeguarding, embed safe practices across the organisation, and manage incidents. The Panel works with the SFP Point and Global Team to address concerns relating to sexual harassment, exploitation, and abuse, and ensure incident management is carried out in line with ActionAid's SHEA and Safeguarding approach, within agreed timeframes, and always adheres to ActionAid's feminist and survivor centred approach.

During 2023, ActionAid UK took a number of steps to further strengthen safeguarding across the organisation, particularly in relation to safer recruitment process for anyone to work or volunteer for ActionAid UK. This included:

- Risk assessing and mapping safeguarding responsibilities for all roles across the organisation
- Developing a Recruitment of Ex-Offenders Policy
- Rolling out Disclosure and Barring Service checks as part of the recruitment process and conducting retrospective checks for identified roles
- Joining ActionAid's Misconduct Disclosure Scheme Working Group to develop plans for roll out, monitoring and compliance of The Interagency Misconduct Disclosure Scheme for ActionAid

## Safeguarding Cases 2023

ActionAid's Code of Conduct states that it is the duty and the responsibility of all staff and other representatives to report any suspicions or incidences of sexual harassment, exploitation and abuse. If a staff member or other ActionAid representative does not report an incident or suspicion, they will be in breach of the safeguarding policy and may face disciplinary proceedings. This does not apply to survivors who can decide if, when and how to report.

Although we are deeply saddened that anyone associated with us has experienced any form of harassment, exploitation or abuse, or has concerns, we are very grateful to those who have come forward over the past year. Thanks to them, we have continued to improve our practices around safeguarding to ensure that we are and continue to be survivor-centred.

In 2023, 15 reports were made to ActionAid. It is important to note that these figures do not relate to the entire ActionAid International Federation, but rather cases relevant to ActionAid UK (the England and Wales-registered charity). This includes any incident where the complainant and/or the person of concern is an ActionAid UK staff member, or other individuals acting as representatives of ActionAid UK. These figures also include cases in countries where any work is funded from the UK.

These reports raised concerns about breaches of ActionAid's SHEA and Safeguarding Policies. These reports are categorised as incidents and were responded to in line with ActionAid's SHEA and Safeguarding Incident Management Guidelines. This includes offering the survivor and/or complainant ongoing support.

**8** of the incidents reported included concerns about breaches of the SHEA (Sexual Harassment, Exploitation, and Abuse) at Work Policy, which covers behaviour from staff and representatives of ActionAid towards other staff and representatives.

- 6 related to allegations of Sexual Harassment
- 1 related to allegations of risk of Sexual Exploitation
- 1 related to allegations of Sexual Abuse

**3** of the incident reports related to breaches of the PSEA (Protection Against Sexual Exploitation and Abuse) Policy, which covers the behaviour of ActionAid Staff and representatives towards rights holders and communities.

- 1 related to allegations of Sexual Exploitation
- 1 related to allegations of Sexual Abuse
- 1 related to allegations of Domestic Violence

**4** of the incident reports related to breaches of the Child Safeguarding Policy.

During the year 2023, **19** incident management processes were closed.

- 3 of these were incidents raised in 2020

- 2 were raised in 2021
- 10 were raised in 2022
- 4 were raised in 2023

**11** reports have been carried over into 2024.

The subjects of concern in these incident management processes were made up of:

- **11** ActionAid Staff
- **2** Partner Staff
- **7** Other representatives of ActionAid

A formal investigation was possible, with the consent of the survivor, in **16** of these processes. In 13 cases disciplinary action was taken. In 3 of these cases, the subject of concern was dismissed and measures were put in place to prevent rehiring.

ActionAid was unable to investigate **3** reported incidents due to:

- lack of knowledge about the identity of the survivor and the Subject of Concern.
- a Survivor withdrawing consent.
- a Survivor wishing for ActionAid to take action; but they did not wish for ActionAid to investigate the concerns.

Where we cannot carry out a full investigation, we will always look at ways of using the complaint to identify areas of focus, including changing behaviours, culture and abuse of power through training and awareness-raising, improvements to policies and procedures and enhancing the way in which we support Survivors.

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# Carbon Reduction and Energy Reporting

The Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018 ("the 2018 Regulations") implement the UK Government's policy on Streamlined Energy and Carbon Reporting (SECR). ActionAid falls within the scope of the SECR as a large unquoted company. Below reporting includes the mandatory elements ActionAid are required to report.

## UK energy use disclosure

| Unit                                                     | Metric                                                                                                    | 2021           | 2022                 | 2023           |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|----------------|----------------------|----------------|
| Kilowatt-hours (kWh)                                     | <b>Electricity<sup>1</sup></b>                                                                            | 216,157        | 216,908 <sup>2</sup> | 218,173        |
|                                                          | <b>Gas combustion<sup>3</sup></b>                                                                         | 27,623         | 27,119               | 29,224         |
|                                                          | <b>Travel/Transport</b> (purchased fuel inc. company fleet and employee-owned vehicles i.e. 'grey fleet') | 569            | 3,134                | 2,477          |
| Carbon dioxide equivalent in tonnes (tCO <sub>2</sub> e) | <b>Electricity<sup>4</sup></b>                                                                            | 49.9           | 45.6 <sup>5</sup>    | 49.1           |
|                                                          | <b>Gas combustion</b>                                                                                     | 5.0            | 4.9                  | 5.3            |
|                                                          | <b>Travel/Transport</b> (purchased fuel inc. company fleet and employee-owned vehicles i.e. 'grey fleet') | 0.136 (136 kg) | 0.757 (757 kg)       | 0.576 (576 kg) |
|                                                          | <b>Business Travel<sup>6</sup></b> (voluntary under SECR)                                                 | 2.7            | 134.8                | 159            |

## Carbon disclosure and intensity ratio

|                                                | Metric                                   | 2021                    | 2022                    | 2023                    |
|------------------------------------------------|------------------------------------------|-------------------------|-------------------------|-------------------------|
| Carbon dioxide equivalent (tCO <sub>2</sub> e) | <b>Full carbon footprint<sup>7</sup></b> | 1,792                   | 2,075                   | 932                     |
| £million funds raised                          | <b>ActionAid UK income</b>               | £49.6m                  | £59.6m                  | £53.3m                  |
| Grams of carbon per £1 raised                  | <b>Carbon intensity</b>                  | 36.2 gCO <sub>2</sub> e | 34.8 gCO <sub>2</sub> e | 17.5 gCO <sub>2</sub> e |

<sup>1</sup> The purchase of electricity by the company for its own use, including for the purposes of transport.

<sup>2</sup> Figure differs from 2022 report. Previous figure overreported electricity kWh, here revised.

<sup>3</sup> Natural gas for property heating: standard natural gas received through the gas mains grid network in the UK.

<sup>4</sup> Includes electricity transmission and distribution losses. Location-based reporting per SECR requirements. Market-based total is lower (2023: 18.9 tCO<sub>2</sub>e) due to purchase of renewable energy (REGO).

<sup>5</sup> Figure differs from 2022 report. Previous figure overreported electricity kWh, here revised.

<sup>6</sup> Includes organisational travel for business purposes (air, rail, car) and hotels. Excludes employee commuting.

<sup>7</sup> Excludes emissions from money held in business bank accounts.

## **How our carbon footprint and energy consumption are calculated**

We use the Greenhouse Gas (GHG) Protocol as the methodology for measuring our carbon emissions, applying UK Government-approved greenhouse gas conversion factors. For certain elements of the full carbon footprint calculation, we use operational data (electricity bills, air travel bookings, etc.) whereas for some elements (purchased goods and services) we have used spend levels as the data source. We measured our carbon footprint in 2020-2022 with support from Positive Planet Ltd. For our 2023 measurement, we partnered with Zero Bees Ltd.

When calculating energy consumption from transport activities, as reported in the energy use disclosure above, we use data available from employee expense and mileage claims for private car use. We then use the relevant GHG emission factors to calculate energy consumption in kWh and carbon emissions in CO<sub>2</sub>e, respectively.

We report using an operational control approach to define our organisational boundary, reporting on sources of environmental impact over which we have operational control and have the authority to introduce and implement operating policies.

## **Carbon reduction and energy efficiency actions**

ActionAid acknowledges that our own operations, especially the use of renewable and non-renewable resources, the use of goods and services and our international and domestic travel, directly and indirectly, impact the environment. Given we know first hand the devastating effect climate change has on the women and girls we work with, we can't stand aside from playing our part in reducing our own carbon footprint.

We are committed to achieving Net Zero emissions by 2040. To achieve this, we will be aiming to reduce emissions in line with the latest science-based targets (SBTs). They are defined as “science-based” when they align with the scale of reductions required to limit global temperature increases to 1.5°C compared to pre-industrial temperatures. For ActionAid, this means that we must reduce our absolute carbon emissions by at least 90% from our baseline year 2020, or achieve (and maintain) a carbon intensity metric of <1 tonne CO<sub>2</sub>e per employee, whichever comes soonest.

Overall, in 2023 we saw a welcome decrease in our full carbon footprint compared to the previous year. Using a revised, more detailed methodology played a part in this as we have improved the accuracy of our data, relying less on estimates. However, the key driver for our reduced footprint was purchases.

Not only did our purchased goods and services expenditure decrease in 2023, but we were also able to integrate corporate sustainability data from our major suppliers to our measurement. This provides more accurate emissions figures, which are often lower than when using generic conversion factors. In addition, the standard emissions factors used are adjusted according to inflation; 2023 spend factors are ~8% lower than 2022 for every £ spent. An area we saw a

slight rise in however was business travel, with 9% increase in international air miles compared to 2022.

Energy consumption across our UK offices has remained fairly steady. In 2023 our London office electricity was 100% from renewable sources, our Chard office electricity was 50% renewable energy. Note that in the above table we have revised the electricity kWh figure for 2022 from the previous report, as we had accidentally overreported consumption. This error will have also slightly inflated our total carbon footprint for the year in question.

Purchased goods and services still make up the majority of ActionAid's scope 3 emissions (approx. 70%). In 2023 we implemented a new Supplier Code of Conduct with a renewed emphasis on sustainability. We prefer to purchase environmentally preferable products and/or services (EPP) and our supplier selection process includes criteria such as energy efficiency, recycled content and recyclability in addition to price and quality.

In 2024, we will conduct a Sustainability Audit/Survey of our main suppliers according to categories of spend and supplier type. This data collection will support ActionAid's carbon reduction journey by gathering important data for future footprint measurements and encourage supply chain integration towards Net Zero. As an international organisation, our procurement processes have also been adapted to minimise travel by using suppliers and service providers based in the country of need wherever possible (for example, procuring local photographers and journalists for content gathering).

Similarly, we continue to minimise organisational overseas air travel with only accepting business critical travel or travel with a humanitarian imperative. Air travel within the UK is discouraged. However, and importantly, exceptions to best practice guidance on the basis of accessibility and personal health and safety always apply.

A copy of our full carbon footprint report can be found on the ActionAid website.



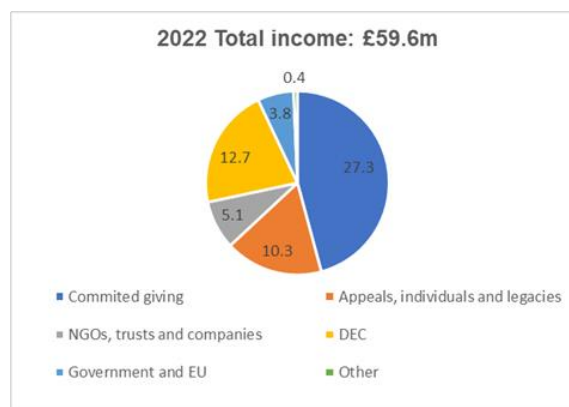
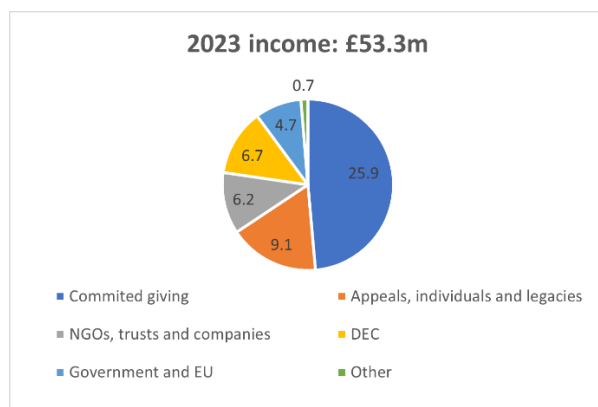
# Financial Review

## Income

In 2023, income of ActionAid fell by 10.6% from £59.6million to £53.3 million, following an increase of 20.3% in 2022. The decrease in income was primarily as a result of a fall in income from DEC of £6 million in 2023 compared to 2022, but also due to the impact of the cost of living crisis on our fundraising activity.

Whilst income from DEC did fall, we still received allocations of £4.5m for the Turkey/Syria appeal and a further allocation of £2.1 million for Ukraine. Also, even though our supporters continued to feel the impact of the cost of living crisis in the UK, they continued to show their incredible generosity as we raised £2.8 million on the emergency appeals that we ran during the year for the humanitarian crises in Turkey/Syria, East Africa, Morocco and Gaza. Supporting and fundraising for humanitarian crises continues to be a key part of our strategy.

In line with previous years, the majority of our income, more than 78% (2022: 84%), was in the form of donations and legacies. We continue to be immensely thankful of the commitment and loyalty of our financial supporters, especially with the continuing cost of living crisis and rising prices. However, the impact of this crisis saw income from committed giving, donations, appeals and legacies fall from £37.6 million in 2022 to £35.0 million in 2023, despite achieving the second highest level of legacy income that we have ever raised. The impact of the cost of living crisis that we had started to see in the second half of 2022 continued throughout 2023 such that Committed giving income fell from £27.3 million to £25.9 million in 2023. We also saw a drop in Child sponsorship and regular giving supporters for the first time in several years in 2023.



As part of our institutional funding work in 2023, we were again pleased to collaborate with many key donors and partners including UK Aid, The Belgian Government, Disasters Emergency Committee, Start Network, People's Postcode Lottery, Hewlett Foundation, and Options.

Grant and contract income increased by just under £2 million for the year to £10.9 million (2022: £8.9 million), in large part due to an increase in grants from trusts, foundations and corporates of £1 million, and income from the ALM-FGM contract increasing by £1 million to £1.6 million (2022: 0.6 million). We continued to have success with Start Fund application submissions of £1.4 million (2022: £1.1 million), where we received funding for humanitarian projects in the DRC, Somaliland, Sierra Leone and Mozambique, among others.

Grants received from the People's Postcode Lottery International Trust increased by £0.1 million to £3.1 million (2022: £3.0 million), and we chose to allocate much of these funds to development programmes being implemented in Jordan and Zimbabwe, and humanitarian projects being implemented across the ActionAid Federation, including in Ethiopia. The People's Postcode Lottery continues to be an important supporter of ActionAid UK.

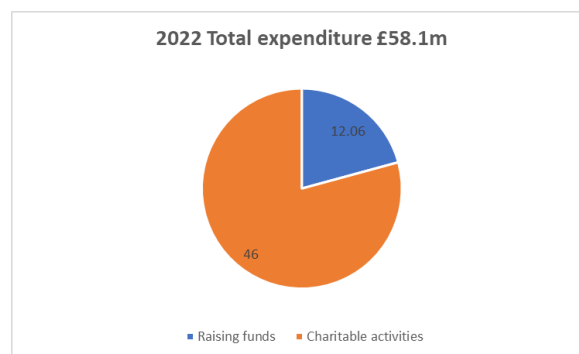
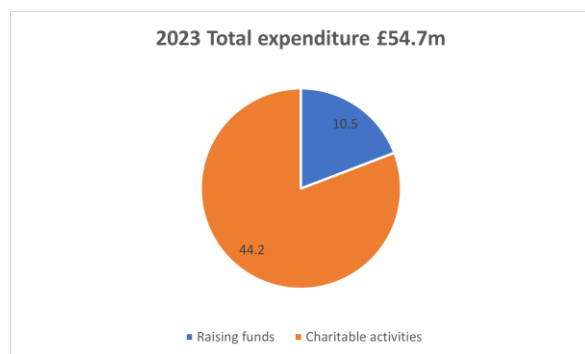
In addition, grant funding for our campaigns and policy work fell by £0.25 million to £0.8 million (2022: £1.05 million), with the William and Flora Hewlett Foundation being a key donor for the Bretton Woods Project and other ActionAid UK teams.

ActionAid UK also increased the grants and contracts income from FCDO by £1.5 million to £2.3 million, due to an increase in ALM-FGM income, a new grant in Afghanistan and the continuation of the Cambodia UK Aid Match grant. ActionAid UK is also the grant signatory for European Commission grants implemented by some members of the ActionAid Federation, and these decreased to £0.5 million in 2023.

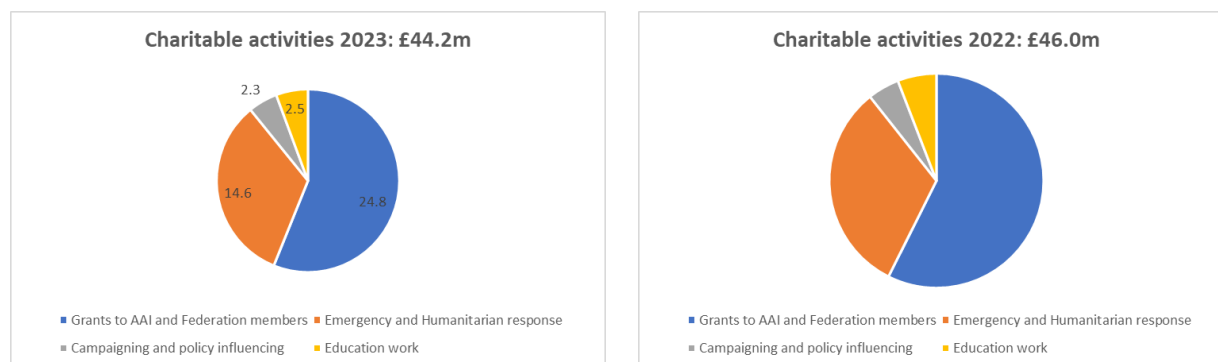
## Expenditure

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Overall, expenditure decreased in 2023 from £58.1 million to £54.7 million as a result of a decrease in fundraising costs of £1.6m and a decrease in grants remitted of £2m to £36.3 million. Of these, £8.3 million related to DEC funded programmes supporting those affected by regime change in Afghanistan, affected by the war in Ukraine and those impacted by the Turkey/Syria earthquake.



As a result of the decrease in grants being remitted, expenditure on Charitable activities fell from £46.0 million in 2022 to £44.2 million in 2023. This represented over 81% of our total expenditure (2022: 79%). Our charitable activities include grants to the ActionAid Federation, emergency and humanitarian work, campaigning and policy influencing in the UK and overseas and education work in the UK on our charitable objects. The focus of these activities is to enable people living in poverty to hold governments and companies to account, to improve the quality of public education, respond to emergencies and to promote the rights of women and girls.



Total fundraising expenditure fell significantly to £10.4 million (2022: £12.1 million) as a result of a reduction in investment in DRTV donor acquisition and also the impact of the cost of living crisis creating a difficult environment to acquire new donors. Fundraising costs include an allocation of £3 million of support and governance costs, down from £3.1 million in 2022. Not included in these figures is £0.87 million of costs relating to the development of the new CRM which have been capitalised. These costs were due to be released and amortised when new system went live in February 2024. Whilst this demonstrates our commitment to investment in fundraising, it also demonstrates that we are carefully monitoring the long-term effectiveness and income returns of these investments to ensure that they offer best value to maximise income for ActionAid UK and the Federation.

Support and governance costs are allocated to Fundraising and Charitable activity expenditure based on the number of staff employed working in each of these areas. Support and governance costs have decreased from £6.0 million in 2022 to £5.8 million due to a decrease in legal and professional fees as a result of finalising of project to transfer the country programmes to ActionAid International. It is also reflective of a decrease in support staff and the completion of the IT security project in the year.

## Reserves

Reserves are funds that we are yet to spend. Our supporters and donors expect that their money will help us to realise our vision in an appropriate timeframe and for this reason we do

not desire to hold excessive reserves. Our restricted reserves represent funds received for specific project work which we will complete in the future.

Our restricted reserves decreased from £9.1 million in 2022 to £6.9m in 2023. This is due to the allocations of funds for the DEC programmes in Afghanistan being fully utilised in the year and significant utilisation for both the Ukraine and Turkey/Syria earthquake appeals such that the year end reserve balances for DEC funds fell by £1.6 million to £3.3 million. These reserves will be spent in the next 12 months in line with our programme of work in those regions. In addition, utilisation of our People's Postcode Lottery funds has been more timely in 2023 such that we carry forward a balance of £0.9 million, £0.6 million less than 2022. We continue to be committed to reducing the level of restricted reserves down to much lower levels in the future and ensure that all restricted committed giving is remitted to the Federation within a month of it being received.

Our policy for General fund reserves is to retain a minimum of 2.6 months of planned annual expenditure (equivalent to £4.5 million). Our Trustees believe that this balances the need to apply funds to our mission whilst at the same time ensuring there are sufficient funds to run our day-to-day business, to pre-finance some projects and to protect us from unanticipated shocks. Our general reserves grew slightly to £7.83 million at the end of 2023 (£7.81 million in 2022), which represents 4.5 months of planned annual expenditure (4.5 months in 2022). We believe this is an acceptable level due to uncertainty about the impact of the rising cost of living, high inflation and the war in Ukraine on the future economy. It will also allow us to complete the CRM project and make planned investments over the next three years to 2026 in new product development and Child Sponsorship modernisation. Whilst we expect to make an unrestricted deficit in 2024, we are working to break even in 2025 and beyond. Our current forecasts show that the general reserve will fall in 2024 but will remain above the policy level. During this time, funds will continue to be invested in new systems, anti-racism and decolonisation activities and fundraising investments, required to deliver our future plans.

ActionAid Trustees have established designated reserves that relate to our holding of tangible fixed assets £0.136 million; Intangible fixed assets £2.065 million, Emergency & Humanitarian Fund £50k; Exchange rate movement fund £0.3 million; and FGM-ALM Contract £120k. The Intangible fixed asset fund will start to be written down in 2024 with the go live of the new CRM system and we plan to amortise this over the next five years.

## **Grant-making policy**

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We grant our funds to ActionAid International for wider disbursement to the Federation's country programmes and their partners, according to the management agreement that exists between ActionAid and ActionAid International. We also grant funds directly and bilaterally to other ActionAid Federation members. On occasions we make grants to other carefully selected charities where it is deemed that this is the most effective way of delivering our charitable aims. We have signed bi-lateral agreements with all Federation member to which we remit Committed giving and institutional grants.

## AA International's Finances

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These accounts reflect the performance of the UK charity which is a member of the ActionAid International Federation. To find out more about ActionAid International's work or finances, visit [www.actionaid.org](http://www.actionaid.org).



# Principal Risks and Uncertainties

ActionAid operates in a rapidly changing environment where it is critical to identify and mitigate the principal risks faced by the organisation. The Board of Trustees has ultimate responsibility for risk management within ActionAid, including risks related to the use of funds in ActionAid countries in receipt of UK funds. Operational responsibility for managing risks on a day-to-day basis is delegated to the Chief Executive and the UK Leadership Team.

Trustees are satisfied that appropriate internal control systems are in place within ActionAid to manage the key strategic and operational risks that are identified. The following framework provides the Trustees with assurance that systems are in place to manage risks:

- The Board of Trustees receives regular reports on performance against the board-approved strategy and annual plans and budgets. Trustees also review the work of its respective committees and the UK Leadership Team on the oversight and management of significant risks and consider the adequacy and effectiveness of mitigating actions to reduce the impact of identified risks.
- The Board of Trustees has oversight of our public communications strategy. It ensures that we are fundraising in a manner which is in line with both our legal obligations and public expectations of charities, and that associated risks are identified and managed appropriately.
- The Performance, Risk and Audit Committee has oversight of organisational risks and the internal controls framework within which we operate. The committee approves the ActionAid risk-based internal audit plan, the UK Leadership Team reviews the significant organisational risks on a regular basis and ensures that the internal control system within which ActionAid operates is effective in managing identified risks. The UK Leadership Team considers new and emerging risks, reviews internal audit and risk management reports, and assesses progress on implementing mitigating actions.
- We recognise both our legal obligation and moral duty to safeguard funds entrusted to us and have zero tolerance towards fraud, bribery, corruption and terrorist financing. In addition to policies and procedures for raising complaints and grievances, there is also a whistleblowing policy whereby members of staff or volunteers can raise suspicions of wrongdoing, risk or malpractice within the organisation.
- There are operational, communication and reputation management plans in place to help ensure effective and timely management of risks associated with the increasing scrutiny of the charity sector, including fundraising practices and the efficient use of resources. Our most significant risks and mitigating actions, covering our work in the UK and our work in support of ActionAid International, are reviewed on an annual basis by senior management and our Trustees. These are set out in the following table.

| Risks and Uncertainties                                                                                                                                                                                                                                                                                                                                                                                                                              | Mitigating actions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Operational</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p><b>Safeguarding rightsholders:</b> We fund programmes that work with marginalised adults and children. A failure in our safeguarding practice could contribute to harm to marginalised adults or children.</p> <p>We continue to focus on safeguarding and build it into all aspects of our work.</p>                                                                                                                                             | <p>ActionAid receives assurances from the Global Secretariat through an annual due diligence questionnaire completed by ActionAid Federation members on their safeguarding policies. Any concerns are identified and followed up through the Global Secretariat and directly with branches.</p> <p>A global safeguarding lead coordinates the ActionAid Federation's work on safeguarding including its policies, systems, processes and training. Across ActionAid countries there are staff who act as safeguarding focal points.</p> <p>Please review the <a href="#">'Keeping People Safe'</a> section for a fuller explanation of ActionAid's safeguarding approach.</p> |
| <p><b>Anti-Racism:</b> ActionAid's progress towards being an anti-racist organisation has begun. This process of course creates a risk of harm to staff of colour and continued work is needed to strengthen the relationship between staff, senior management and the board of trustees.</p>                                                                                                                                                        | <p>ActionAid has worked to mitigate the impact on staff, particularly staff of colour by engaging specialist staff wellbeing services, undertaking a roundtable process to promote healing and trust, and developing an action plan to address shortfalls identified within the organisation.</p> <p>Other work in this area has seen good progress during 2023 (see more on this in our <a href="#">Strategic Objectives Update</a> section).</p>                                                                                                                                                                                                                            |
| <p><b>Cyber Attack:</b> ActionAid may be subject to a cyber-attack. This could disrupt our operations, lead to financial loss, data theft and reputational damage.</p> <p>A data breach or leak of information relating to supporters, partners or rightsholders caused by either cyber-attack or staff negligence could cause harm to those affected, reputational damage to ActionAid, regulatory action against ActionAid and financial loss.</p> | <p>ActionAid operates on MS Office 365 which includes a high degree of cyber security, and we purchase additional screening services. We aim to have all our core IT Infrastructure cloud-based before the end of 2024.</p> <p>We have successfully renewed our Cyber Essentials Plus certification for another 12 months. Cyber security training is mandatory for everyone in ActionAid.</p> <p>Our suite of Information Security and Data Policies outlines how we protect, classify, control information, how we remain compliant with legislation and how we would respond in the event of a breach.</p>                                                                 |

| Environmental / External                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Increased cost of living and innovating in a challenging environment:</b> UK household living standards have fallen and the amount of disposable income available has dropped. This creates a challenging environment for innovation and may affect our public fundraising which could affect our ability to undertake out vital work.</p> <p>ActionAid is primary source of public fundraising income to the ActionAid Federation and a significant fall in income could cause challenges in the wider Federation as well as the UK. Failure to develop a new fundraising model could impact our reputation, staff morale and future income.</p> | <p>We have a diverse fundraising portfolio and will work to target income sources that are less affected by current challenges.</p> <p>We continue to innovate to identify new income sources. We are reviewing our fundraising products and scaling back or pausing some activities to free capacity for innovation.</p> <p>.</p>                                                                                                                                                                                                                                                     |
| <p><b>Adverse Publicity:</b> ActionAid may experience negative publicity, particularly as we take stances on potentially divisive issues related to our values and work. This could lead to financial loss, reputational damage and harm to staff answering to hostile responses.</p>                                                                                                                                                                                                                                                                                                                                                                   | <p>We have developed a crisis management approach, and assigned roles and responsibilities.</p> <p>We regularly review and update media lines and messages. We work closely with the media to mitigate potentially challenging coverage to ensure ActionAid is rebutting inaccurate stories.</p> <p>If negative feedback on social media is likely to cause harm to our staff or others, we turn off the 'comments' facility.</p> <p>We have updated our complaints procedure to better support internal resolution of complaints arising from value positions taken by ActionAid.</p> |
| Governance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p><b>Loss of organisational focus:</b><br/>To ensure the financial sustainability of ActionAid UK a cost reduction exercise was completed in Q1 2024. There is a risk that this will disrupt the organisation and distract from core objectives.</p>                                                                                                                                                                                                                                                                                                                                                                                                   | <p>The process has now been completed resulting in a smaller, more agile management structure. A programme will be put in place to bring the organisation around common goals. Most vacant senior management positions have been filled and a change programme initiated.</p>                                                                                                                                                                                                                                                                                                          |

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# Directors' Duties

How ActionAid Directors have complied with their duties in regard to the following:

## **The likely consequences of any decision in the long term.**

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All key decisions that will have an impact on the long-term future of the charity are discussed at the relevant sub-committee and board. For major and long running projects, the board receives regular updates to ensure that there is appropriate oversight and that appropriate action is taken where necessary.

## **The interest of the company's employees.**

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The impact of major decisions on staff are discussed by the board who also receive regular updates on staff pay; health and safety; and safeguarding.

The board receives a summary of the annual engagement survey which highlights both strengths and areas for potential improvement on employment matters and how these will be mitigated through specific actions.

## **The need to foster the company's business relationships with suppliers, customers and others.**

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The board receives regular updates on supporters' complaint levels and any underlying themes. In addition, a survey is undertaken with key partners annually, feedback from which is shared with the board. The board regularly discusses the nature of the relationships it wants with key stakeholders and there are clear processes for engagement with suppliers and donors.

## **The impact of the company's operations on the community and the environment.**

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ActionAid's key objective is to have an impact on the lives of women and girls living in poverty. The board receives regular updates on the work that funds raised in the UK are being used for, to ensure funds are used efficiently and effectively. In addition, an assurance framework is in place with the rest of the ActionAid Federation to ensure compliance requirements for funding are met and the expected impact is delivered.

## **The desirability of the company maintaining a reputation for high standards of business conduct.**

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The nature of ActionAid's work as a charity makes the maintenance of its reputation for keeping high standards of particular importance. Appropriate systems and processes are in place to ensure the highest standards in business conduct. The senior leadership team will also update the board with any matters that may have given rise to a reputational risk including any mitigating actions being taken.

## **The need to act fairly between members of the ActionAid Federation.**

---

While an independent entity, ActionAid UK is a member of an International Federation and as such has a common strategy with fellow members. ActionAid board members work to ensure the work of ActionAid UK is well aligned with the rest of the ActionAid Federation and its work is influenced by its fellow members working in the global south.

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# Governance, Leadership and Trustee Declaration

Our accountability is to people living in poverty and injustice, and to our supporters here in the UK, to ensure that they have confidence in how we use our resources.

ActionAid is a full affiliate member of ActionAid International (AAI), an association registered in The Hague (Netherlands), and with its global secretariat and head office in Johannesburg, South Africa.

Financial statements have been prepared in accordance with the accounting policies and comply with the charitable company's Memorandum and Articles of Association, applicable laws and requirements of Accounting and Reporting by Charities: Statement of Recommended Practice (Charities SORP FRS102).

ActionAid is an England & Wales and Scotland-registered charity and a company limited by guarantee. We are governed by a Board of Trustees who are also considered directors under company law.

ActionAid has a wholly-owned subsidiary – ActionAid Enterprises Limited (company number 05011412). The company did not trade in the year ending 31 December 2023.

## **Public benefit**

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Full details of how ActionAid provides a benefit to a sufficient section of the public in line with our charitable purposes is set out in the Strategic Review section of this report. ActionAid has made grants of just over £33.8 million to the ActionAid Federation in 2023 to assist country programmes to deliver against our ambitious strategy and strengthen our Federation. Please refer to note 7 in the accounts for the detail.

The Trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011.

## **The ActionAid Board of Trustees**

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ActionAid's Board of Trustees is charged with ensuring a sharp focus on our mission and values. We set the strategic direction, ensure that we are financially sound and answerable to people living in poverty and injustice around the world and to our supporters in the UK, and make certain that we are compliant with all the relevant laws and regulations. We take seriously our responsibility to safeguard funds entrusted and have a zero-tolerance policy on fraud, bribery and corruption.

The Board delegates day-to-day decision-making and operations to the Co-Chief Executives. The Board meets formally four times a year and holds an annual away-day to consider ActionAid's strategic direction given the changing context in which international development charities operate.

There are four committees of the Board:

**The Performance, Risk and Audit Committee** is responsible for assurance oversight of the highest standards of integrity, financial reporting and internal control. In addition to reviewing organisational performance and results against the Annual Plan, the committee also makes certain that ActionAid's systems of financial control comply with legal requirements and provide reasonable assurance against material misstatement or loss.

**The Governance and Relationships Committee** has responsibility for good governance across the organisation including overseeing governance reviews and managing the Board Development Plan, which sets clear objectives for the Board's work plan and development. It acts as a nominations committee for appointments to the Board's committees, as well as having oversight of the recruitment and induction of new Trustees.

The Governance and Relationships Committee has oversight of safeguarding across our organisation. It also focuses on the relationships between ActionAid, ActionAid International and other countries within the ActionAid Federation, as well as leading our input into international policy, principles and governance structures, especially the General Assembly of AAI. Lastly, the Committee has oversight of remuneration, setting overall salary policy for ActionAid and making recommendations to the Board regarding the salary of the Chief Executive.

A new **Decolonisation Committee** was established in 2023 to oversee the implementation of recommendations from the anti-racism work being done by the organisation. The Committee is chaired by Trustee Amina Folarin, a HR professional with extensive experience in diversity, equality and inclusion at global scale and who has recently been appointed as the CEO of Oliver.

The Board and the Committee chairs meet regularly at an informal meeting known as the Chairs' Group to provide strong cohesive leadership and effective coordination.

The ActionAid Board plays an active role in the ActionAid International General Assembly, the top-level decision-making body within the ActionAid Federation.

Trustees, including the Chair, are recruited by open selection and are appointed for a four-year term, renewable for a further four years. Following the resignation of Chair Dr Kendi Guantai to take up a new post, Rajiv Vyas has become acting chair.

All new Trustees will receive a tailored induction. The Board took part in additional training throughout 2023 to ensure they continue to develop their skills as Trustees and are aware of relevant legislative changes.

Skills audits allow us to maintain Board diversity and skills that are appropriate to current and future challenges. Indemnity Insurance is in place for ActionAid Trustees.

### **Trustee responsibilities for reporting and financial statements**

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The Trustees (who are also directors of ActionAid for the purposes of company law) are responsible for preparing the report of the Trustees including the Strategic Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. These statements must give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware there is no relevant audit information of which the charitable company's auditor are unaware; the Trustees have taken all steps that they ought reasonably to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

### **Internal control**

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The Trustees have overall responsibility for ActionAid's systems of internal control. Trustees recognise that systems of control can only provide a reasonable and not complete assurance against inappropriate or ineffective use of resources, or against the risk of errors or fraud.

Trustees remain satisfied that ActionAid's systems provide reasonable assurance that the charity operates efficiently and effectively, safeguards its assets, maintains proper records and complies with relevant laws and regulations.

ActionAid operates a comprehensive accountability system. This includes an annual plan and budget, both of which are approved by the Board. Trustees consider actual results compared with plans and forecasts, and non-financial performance data. Other controls include delegation of authority and segregation of duties. The internal audit function reviews the effectiveness of internal controls and submits reports to the Performance, Finance and Audit Committee.

**Members' guarantee**

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Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 December 2023 was 7 (2022: 11).

**Auditor**

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Crowe U.K. LLP was appointed as the charitable company's auditor during the year.

The report of the Trustees including the Strategic Report was approved by the Trustees on 21 June 2024 and signed on their behalf by:

A handwritten signature in blue ink, appearing to read 'Anne Tutt', with a long horizontal flourish extending to the right.

**Anne Tutt**  
(Treasurer)

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# Corporate Directory

## Board of Trustees

| Name              | Office                                 | Date of Appointment / End of Term / Resignation                                                                           |
|-------------------|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| Rajiv Vyas        | Vice Chair                             | Appointed on 08 December 2022<br>Appointed as Vice Chair from 31 March 2023<br><br>Appointed Acting Chair 05 October 2023 |
| Anne Tutt         | Honorary Treasurer                     | Appointed on 16 September 2022                                                                                            |
| Sophie Healy-Thow |                                        | Appointed 10 March 2016                                                                                                   |
| Abdul Shiil       |                                        | Appointed 24 March 2020                                                                                                   |
| Amina Folarin     |                                        | Appointed on 08 December 2022                                                                                             |
| Fik Woldegiorgis  |                                        | Appointed on 08 December 2022                                                                                             |
| Stella Abani      |                                        | Appointed on 23 March 2023                                                                                                |
| Faraz Tasnim      |                                        | Appointed 21 March 2024                                                                                                   |
| Dr Kendi Guantai  | Chair                                  | Appointed on 16 September 2022<br><br>Resigned as a Trustee on 5 October 2023 to accept a new role.                       |
| Shantha Sinha     | ActionAid International Representative | Appointed 14 June 2019<br><br>Stepped down at the end of term of office as a Trustee on 23 March 2023                     |
| Catharine Brown   |                                        | Appointed 12 March 2015<br><br>Stepped down at the end of term of office as a Trustee on 31 January 2023                  |
| Paul George       |                                        | Appointed 24 March 2020<br><br>Resigned as a Trustee on 15 March 2023                                                     |

|               |  |                                                                          |
|---------------|--|--------------------------------------------------------------------------|
| Caleb Stevens |  | Appointed 23 September 2021<br><br>Resigned as a Trustee on 30 June 2023 |
|---------------|--|--------------------------------------------------------------------------|

### **Governance and Relationships Committee**

| Name              | Office | Date of Appointment / End of Term / Resignation                                      |
|-------------------|--------|--------------------------------------------------------------------------------------|
| Rajiv Vyas        | Chair  | Appointed as Member and Chair on 30 May 2023                                         |
| Sophie Healy-Thow |        | Appointed 01 January 2018                                                            |
| Abdul Shiil       |        | Appointed 03 September 2020                                                          |
| Stella Abani      |        | Appointed on 23 March 2023                                                           |
| Shantha Sinha     |        | Appointed 14 June 2019<br>Resigned as a Trustee on 23 March 2023                     |
| Caleb Stevens     |        | Appointed as Member and Chair 24 May 2022<br>Resigned as Chair of GRC on 20 May 2023 |

### **Performance, Risk and Audit Committee**

| Name             | Office | Date of Appointment / End of Term / Resignation                      |
|------------------|--------|----------------------------------------------------------------------|
| Anne Tutt        | Chair  | Appointed as Chair from 16 September 2022                            |
| Rajiv Vyas       |        | Appointed on 08 December 2022                                        |
| Amina Folarin    |        | Appointed 08 December 2022                                           |
| Fik Woldegiorgis |        | Appointed on 08 December 2022                                        |
| Faraz Tasnim     |        | Appointed 21 March 2024                                              |
| Paul George      |        | Appointed 14 September 2020<br>Resigned as Trustee 31 March 2023     |
| Caleb Stevens    |        | Appointed 23 September 2021<br>Resigned as a Trustee on 30 June 2023 |

Further information about the Trustees is available on the ActionAid website:  
[www.actionaid.org.uk/about-us/our-trustees-and-directors](http://www.actionaid.org.uk/about-us/our-trustees-and-directors)

### Senior Leadership Team

- Shade Odupelu, Co-CEO (Appointed 8<sup>th</sup> March 2024) and Director of People and Culture (appointed 19 June 2023)
- Hannah Bond, Co-CEO (Appointed 8<sup>th</sup> March 2024) and Director of Advocacy and Influence (appointed 1<sup>st</sup> March 2024)
- Taahra Ghazi, Co-CEO (Appointed 1<sup>st</sup> March 2024) and Director of Innovation and Impact (appointed 8<sup>th</sup> March 2024)
- Halima Begum, Chief Executive (appointed 21 August 2023, resigned effective from 22nd March 2024)
- John Good, COO (appointed 21 August 2023 having previously held the role since 2016) and Interim Chief Executive (appointed 30 June 2022 to 20 August 2023)
- Susan Wilders, Interim Co-Director of Fundraising (appointed 1 February 2023 to 29 February 2024)
- Elizabeth Mickel, Interim Co-Director of Fundraising (appointed 25 January 2023, left 29 February 2024)
- Mike Noyes, Interim Co-Director of Policy, Advocacy and Programmes (appointed 22 September 2022, left 29 February 2024)
- Orla Fee, Director of Communications and Public Engagement (left 29 February 2024)
- Martha Adam Bushell, Interim Chief Operating Officer (appointed 12 September 2022 to 20 August 2023)

### Legal and Administrative Information

Crowe U.K. LLP  
55 Ludgate Hill  
London  
EC4M 7JW

Solicitors  
Bates Wells  
10 Queen Street Place  
London  
EC4R 1BE

Bankers  
Lloyds Banking Group  
25 Gresham Street  
London  
EC2V 7HN

Registered Office  
33–39 Bowling Green Lane  
London  
EC1R 0BJ  
Tel: 020 3122 0561  
Email: [mail@actionaid.org](mailto:mail@actionaid.org)  
Web: [www.actionaid.org.uk](http://www.actionaid.org.uk)

Company Secretary  
Vacant (effective 31 January 2024)



# Remuneration Statement 2023

## 1. Summary

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This is ActionAid's annual governance statement for remuneration. The Co-Chief Executives confirm that the organisation has complied with its salary policy during 2023.

This year ActionAid made 0 ex-gratia payments to staff relating to employment or remuneration matters.

## 2. Governance Arrangements for Remuneration

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The Governance and Relations Committee is a subgroup of the Board of Trustees that oversees ActionAid's salary policy. The Committee consists of the Chair of the Board, the Treasurer and at least one other Trustee, with expertise in Human Resources issues.

The Governance and Relations Committee:

- Ensures there is a formal, transparent policy and process for setting the remuneration of staff so that ActionAid can attract, retain and motivate staff of the right quality while ensuring that salaries are affordable and comparable with other similar organisations;
- Sets the remuneration of the Chief Executive;
- Sets the remuneration for Directors' salaries, upon the recommendation of the Chief Executive;
- Sets and oversees principles and policy for staff remuneration;
- Makes recommendations to the Board on the level of annual pay increases.

## 3. Remuneration Policies (salary and benefits)

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ActionAid UK reviewed its salary policy and shared it with all staff in 2023. The policy sets out the principles upon which salaries are determined and ensures that ActionAid possesses and utilises a grading and pay structure that is fit for purpose and in line with our chosen market (not-for-profit and public sectors).

The policy establishes ActionAid's commitment to equal pay for all employees and the ways in which a fair and transparent pay system, based on objective criteria and free from gender bias will be maintained; mainly by conducting annual audits, preparing gender and ethnicity pay gap reports, monitoring the job evaluation scheme and implementing a complaints procedure.

ActionAid continues to be a Living Wage Employer and a member of an International Aid Charities Pay Club which allows us to share remuneration data and benchmark salaries against other organisations that match our work, size and demographic. In addition to independent specialists we also take data from a range of other benchmarking sources, such as XpertHR and Croners, enabling us to produce a robust picture of the market in which we and our comparators operate.

Another key reference point (although not formally encapsulated in our salary policy) is the ratio between the highest and lowest-paid employee. In 2023 this ratio was calculated as the difference between our lowest assistant salary and CEO pay and was 5.0:1. (4.0:1 in 2022).

A summary of our salary policy is available on request.

#### 4. Review of the Year

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Remuneration is overseen by the Board's Governance and Relationships Committee, which meet three times a year. It ensures that our Remuneration Policies (Salary and Benefits) are adhered to, and also that we remain compliant with the recommendations of the NCVO guidelines on senior pay.

#### 5. Senior staff pay

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As per the NCVO guidelines this table shows the numbers of senior members of staff at each of the relevant pay bands. The amounts are different to what is quoted in Note 8 of the accounts, as they reflect the range in the salary bands, which may be lower than what each employee actually earned in 2023.

| Pay bands:           | Number of staff members in band during 2023: |
|----------------------|----------------------------------------------|
| £120,000 to 130,000  | 1                                            |
| £110,000 to £119,000 | 0                                            |
| £100,000 to £109,999 | 1                                            |
| £90,000 to £99,999   | 1                                            |
| £80,000 to £89,999   | 1                                            |
| £70,000 to £79,999   | 1                                            |
| £60,000 to £69,999   | 13                                           |

Our CEO was paid £126,000 as at December 2023.

Members of our senior leadership team (excluding the Chief Executive) were paid a total of £579,285 for 2023. This figure comprises of Gross salary plus Employer pension contribution but does not include Employer's National Insurance contribution and so is different to the figure disclosed in note 8 as a result.

#### 6. Future plans

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In 2023 we began the preliminary work of reviewing our existing pay structure, benchmarking salaries and benefits against similar organisations in order to develop an updated framework and sustainable approach to managing pay; based on our principles of fairness, consistency and transparency. The pay review and new pay scheme will be implemented in 2024/2025.

# Independent Auditor's report

## Opinion

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We have audited the financial statements of ActionAid ('the charitable company') for the year ended 31 December 2023 which comprise Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2023 and of its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

## Basis for opinion

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We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

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In auditing the financial statements, we have concluded that the trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

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The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other

information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

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In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

### **Matters on which we are required to report by exception**

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In light of the knowledge and understanding of the charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

### **Responsibilities of trustees**

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As explained more fully in the trustees' responsibilities statement set out on pages 53 to 54, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the financial statements**

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We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a

whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### **Extent to which the audit was considered capable of detecting irregularities, including fraud**

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Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charity's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charity for fraud. The laws and regulations we considered in this context for the UK operations were General Data Protection Regulation, Anti-fraud, bribery and corruption legislation and taxation legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, internal audit, and the Performance, Risk and Audit Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited

procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

### **Use of our report**

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This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Dipesh Chhatralia  
Senior Statutory Auditor  
For and on behalf of  
Crowe U.K. LLP  
Statutory Auditor  
London

24 June 2024

# Statement of Financial Activities

for the year ended 31 December 2023 incorporating an income and expenditure account.

|                                                                                  | Notes | Restricted funds<br>£'000 | Unrestricted funds<br>£'000 | Total 2023<br>£'000 | Restricted funds<br>£'000 | Unrestricted funds<br>£'000 | Total 2022<br>£'000 |
|----------------------------------------------------------------------------------|-------|---------------------------|-----------------------------|---------------------|---------------------------|-----------------------------|---------------------|
| <b>Income</b>                                                                    |       |                           |                             |                     |                           |                             |                     |
| Income from                                                                      |       |                           |                             |                     |                           |                             |                     |
| Donations and legacies                                                           | 2a    | 19,145                    | 22,620                      | 41,765              | 26,967                    | 23,411                      | 50,378              |
| Investment income                                                                | 2c    | 3                         | 244                         | 247                 | 1                         | 32                          | 33                  |
| Income from charitable activities:                                               |       |                           |                             |                     |                           |                             |                     |
| Grants                                                                           | 2b    | 9,235                     | -                           | 9,235               | 8,305                     | -                           | 8,305               |
| Contracts                                                                        | 2b    | -                         | 1,616                       | 1,616               | -                         | 588                         | 588                 |
| Income from other trading activities                                             | 2d    | -                         | 434                         | 434                 | 8                         | 323                         | 331                 |
| Total Income                                                                     |       | 28,383                    | 24,914                      | 53,297              | 35,281                    | 24,354                      | 59,635              |
| <b>Expenditure on:</b>                                                           |       |                           |                             |                     |                           |                             |                     |
| Raising funds:                                                                   |       |                           |                             |                     |                           |                             |                     |
| Raising funds                                                                    | 4     | 1,161                     | 9,276                       | 10,437              | 1,299                     | 10,756                      | 12,055              |
| Fundraising trading: costs of goods sold and other costs                         | 4     | -                         | 4                           | 4                   | -                         | 7                           | 7                   |
| Charitable activities                                                            | 6     | 29,510                    | 14,715                      | 44,225              | 31,152                    | 14,849                      | 46,001              |
| Total Expenditure                                                                |       | 30,671                    | 23,995                      | 54,666              | 32,451                    | 25,612                      | 58,063              |
| Net income / (expenditure)                                                       |       | (2,288)                   | 919                         | (1,369)             | 2,830                     | (1,258)                     | 1,572               |
| Net income / (expenditure) for the year before other recognised gains and losses |       | (2,288)                   | 919                         | (1,369)             | 2,830                     | (1,258)                     | 1,572               |
| Exchange rate (losses) / gains                                                   |       | 33                        | (38)                        | (5)                 | (7)                       | 67                          | 60                  |
| Net movement in funds                                                            |       | (2,255)                   | 881                         | (1,374)             | 2,823                     | (1,191)                     | 1,632               |
| Total funds brought forward at 1 January                                         |       | 9,142                     | 9,616                       | 18,758              | 6,319                     | 10,807                      | 17,126              |
| Total funds carried forward at 31 December                                       |       | 6,887                     | 10,497                      | 17,384              | 9,142                     | 9,616                       | 18,758              |

The notes on pages 68-92 form part of these financial statements. There are no recognised gains and losses other than those shown above. Movements in funds are disclosed in notes 14 & 15 to the financial statements.

All income and expenditure derives from continuing activities

# Balance Sheet

as at 31 December 2023

|                                                | Notes | 2023<br>£'000 | 2022<br>£'000 |
|------------------------------------------------|-------|---------------|---------------|
| Fixed assets                                   |       |               |               |
| Tangible assets                                | 11a   | 137           | 242           |
| Intangible assets                              | 11b   | 2,065         | 1,195         |
| Total Fixed assets                             |       | 2,202         | 1,437         |
|                                                |       |               |               |
| Current assets                                 |       |               |               |
| Debtors                                        | 12    | 6,816         | 6,514         |
| Cash equivalent on deposit                     |       | 8,307         | 10,519        |
| Cash at bank                                   |       | 3,991         | 4,188         |
|                                                |       | 19,114        | 21,221        |
|                                                |       |               |               |
| Liabilities                                    |       |               |               |
| Creditors: amounts falling due within one year | 13    | 3,932         | 3,900         |
|                                                |       |               |               |
| Net current assets                             |       | 15,182        | 17,321        |
|                                                |       |               |               |
| Net assets                                     |       | 17,384        | 18,758        |
|                                                |       |               |               |
| Funds                                          |       |               |               |
| Restricted funds                               | 15    |               |               |
| Income funds                                   |       | 6,887         | 9,142         |
|                                                |       |               |               |
| Unrestricted funds                             |       |               |               |
| Designated funds                               | 14    | 2,663         | 1,806         |
| General funds                                  |       | 7,834         | 7,810         |
|                                                |       |               |               |
| Total funds                                    |       | 17,384        | 18,758        |

Approved by the Trustees and signed on their behalf by:



**Anne Tutt**  
(Treasurer)



**Rajiv Vyas**  
(Acting Chair of Trustees)

**Date:** 21<sup>st</sup> June 2024

Incorporated in United Kingdom - company no. 01295174



# Statement of Cash Flows

For the year ended 31 December 2023

|                                                                                         |               |               |
|-----------------------------------------------------------------------------------------|---------------|---------------|
| Cash flows from operating activities                                                    | 2023<br>£'000 | 2022<br>£'000 |
| Net cash provided by / (used in) operating activities                                   | (1,781)       | (3,914)       |
| Cash flows from investing activities                                                    |               |               |
| Interest received                                                                       | 247           | 33            |
| Purchase of tangible fixed assets                                                       | -             | (37)          |
| Purchase of intangible fixed assets                                                     | (870)         | (1,158)       |
| Net cash provided by / (used in) investing activities                                   | (2,404)       | (5,076)       |
| Change in cash and cash equivalents in the year                                         | (2,404)       | (5,076)       |
| Cash and cash equivalents at the beginning of the year                                  | 14,707        | 19,723        |
| Change in cash and cash equivalents due to exchange rate movements                      | (5)           | 60            |
| Cash and cash equivalents at the end of the year                                        | 12,298        | 14,707        |
| Reconciliation of net income / (expenditure) to net cash flow from operating activities | 2023          | 2022          |
|                                                                                         | £'000         | £'000         |
| Net movement in funds                                                                   | (1,374)       | 1,632         |
| Depreciation                                                                            | 105           | 105           |
| (Increase) in debtors                                                                   | (302)         | (2,250)       |
| Increase / (Decrease) in creditors                                                      | 32            | (3,308)       |
| Interest receivable                                                                     | (247)         | (33)          |
| Exchange rate movements                                                                 | 5             | (60)          |
| Net cash (used in) operating activities                                                 | (1,781)       | (3,914)       |

| Analysis of cash and cash equivalents  |                                  |                    |                                        |                                    |
|----------------------------------------|----------------------------------|--------------------|----------------------------------------|------------------------------------|
|                                        | At 1<br>January<br>2023<br>£'000 | Cashflows<br>£'000 | Other non-<br>cash<br>changes<br>£'000 | At 31<br>December<br>2023<br>£'000 |
| Cash at bank                           | 4,188                            | (192)              | (5)                                    | 3,991                              |
| Cash Equivalent on deposit             | 10,519                           | (2,212)            | -                                      | 8,307                              |
| <b>Total cash and cash equivalents</b> | <b>14,707</b>                    | <b>(2,404)</b>     | <b>(5)</b>                             | <b>12,298</b>                      |
| Loans falling due within one year      | (63)                             | -                  | -                                      | (63)                               |
| <b>Total</b>                           | <b>(63)</b>                      | <b>-</b>           | <b>-</b>                               | <b>(63)</b>                        |

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# Notes forming part of the financial statements

For the year ended 31 December 2023

## 1. Accounting policies

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### Statutory Information

ActionAid is a charitable company limited by guarantee and is incorporated in the United Kingdom (England and Wales). The registered office address and principal place of business is 33 - 39 Bowling Green Lane, London EC1R 0BJ.

### Basis of accounting

These financial statements are 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 (FRS102) - (Charities SORP FRS102), the Financial reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements, including income recognition and capitalisation of own assets such as the CRM, are detailed within the relevant accounting policy below.

### Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

### Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have made this assessment for a period of at least one year from the date of approval of the financial statements. The trustees have concluded that there is a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future and continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

## 1. Accounting policies (continued)

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### Trading Subsidiary

There was no activity in the subsidiary undertaken in the year and therefore the accounts are not consolidated.

### Country Programmes

ActionAid maintains legal ownership of a number of overseas country programmes which are no longer included in these financial statements. This treatment reflects the operational organisation of the programmes as their activities, assets and liabilities are under the direction of ActionAid International and are deemed to be 'controlled' by the ActionAid International board following internationalisation. Although assets may revert to ActionAid in the highly unlikely event that the internationalisation process is halted, the economic rights and obligations connected with country programmes have been transferred to ActionAid International under the terms of various formal agreements between the entities.

### Fund accounting

All funds raised by ActionAid are used in the furtherance of its charitable objects. There are three types of funds as follows:

Restricted funds are raised on the basis of an agreement or understanding with the donors that their use will be restricted to certain specified projects, activities or areas of operation. These restricted funds are accounted for separately.

Unrestricted funds are those that are spent at the discretion of ActionAid's trustees for use on any of the charity's general charitable purposes. With the consent of the relevant donors, tax recovered through Gift Aid is generally treated as unrestricted.

Designated funds are unrestricted funds that have been set aside by the trustees for a specific purpose.

The accounting for sponsorship and other committed giving income is in accordance with the information provided to supporters. For all child sponsorships commencing after 2003 income is restricted as follows: 20% is unrestricted. Of the balance, 70% is restricted to benefit the community in which the child lives, 10% can be spent on wider activities in the same country, 10% can be applied to international activities with the remaining 10% available to cover local sponsorships administration and information gathering.

ActionAid aims to make its income more flexible by encouraging supporters to transfer from child sponsorship to less restricted forms of giving over time such as Next Step. In January 2015 Next Step income was derestricted such that 100% of income from those donors that were contacted became unrestricted. Of those not contacted, 20% of Next Step income is also unrestricted and of the balance, 90% spent within the selected country, while 10% may be applied to international activities.

## 1. Accounting policies (continued)

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### Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken for pecuniary legacies as the date when the charity is made aware that probate has been granted, and for residuary legacies as the date when the estate has been finalised, final accounts have been issued and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition has not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

Gifts in kind are recognised when they relate to something that ActionAid would have paid for had they not been received for free and for which there is a particular benefit. When this is the case, if the benefit to the charity is reasonably quantifiable and measurable, the gift in kind will be credited to income and debited to expenditure on the basis of the lower of a market-price valuation or the gross value to ActionAid and the corresponding expenditure is taken to the appropriate heading on the SOFA or is capitalised.

### Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

### Expenditure

All expenditure is accounted for on an accruals basis. Costs reported under each heading in the statement of financial activities reflect the allocation of activities directly attributable to that heading and an apportionment of support and governance costs (see below).

Where the costs of direct activities fall under more than one of the headings, they are apportioned on a consistent basis by senior management.

## 1. Accounting policies (continued)

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The cost of raising funds represents expenditure incurred in the UK on raising funds from committed giving supporters, institutional donors, and other members of the public, as well as keeping them informed as to how their donations are being spent.

Charitable activities comprise:

- Grants from ActionAid to ActionAid International and Federation members to be spent on managing and delivering the long-term development and rehabilitation projects in ActionAid International country programmes worldwide. This includes expenditure of funds received from the European Union for projects in country programmes.
- Grants from ActionAid to ActionAid International and Federation members to be spent on managing and delivering the emergency relief and humanitarian relief projects in ActionAid International country programmes worldwide.
- Policy-influencing and campaigning work carried out in the UK and internationally.
- Education work carried out in the UK and internationally.

Governance costs are the costs associated with the governance arrangements of the charity. The costs included in this category relate to organisational administration and compliance with constitutional and statutory requirements. Costs are allocated across the categories of the costs of raising funds and charitable expenditure. The basis of the cost allocation is staff numbers.

Support costs include expenditure on general management, payroll administration, budgeting and accounting, information technology, property management, communications, human resources and financing. Costs are allocated across the categories of the costs of raising funds and charitable expenditure. The basis of the cost allocation is staff numbers.

### Grants Payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

### Indirect cost recovery

Indirect cost recovery is treated as an allocation out of unrestricted support cost expenditure to restricted support cost expenditure against the appropriate restricted Funding Source code.

## 1. Accounting policies (continued)

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### Tangible fixed assets and depreciation

Tangible fixed assets costing more than £5,000 are capitalised and included at cost, including any incidental expenses of acquisition.

Depreciation is calculated on a straight-line basis for the following categories of fixed assets:

#### Office equipment:

|                        |                                        |
|------------------------|----------------------------------------|
| Computers              | 3 years                                |
| Other equipment        | 5 years                                |
| Leasehold improvements | 15 years / remaining life of the lease |

### Intangible fixed assets and amortisation

Intangible assets are stated at cost less accumulated amortization.

Where intangible assets are internally generated, only the costs of the development phase of the asset generation are recognized as intangible assets. Costs of the research phase of the asset generation are expensed as incurred. Amortisation for internally generated assets will begin when the asset is available for use.

Amortisation for all intangible assets is calculated on a straight-line basis over their estimated useful lives as follows:

CRM system – 5 years

### Investments in subsidiaries

Investments in subsidiaries are at cost.

### Operating leases

Rentals applicable to operating-lease contracts, where substantially all the benefits and risks of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the lease term.

### Debtors

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

### Cash at bank and in hand

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

## 1. Accounting policies (continued)

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### Cash equivalent on deposit

Cash equivalent on deposit includes cash held in medium term highly liquid investments with a maturity of between three months to twelve months from the date of acquisition.

### Creditors and provisions

Creditors and provisions 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 and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### Pensions

ActionAid contributes to a defined contribution pension scheme in the UK and contributions for the year are charged in the Statement of Financial Activities as they become due.

### Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of transaction. All foreign currency balances have been translated at the exchange rate prevailing at the balance sheet date. Gains and losses on translation are included in the Statement of Financial Activities.

### Taxation and irrecoverable VAT

As a registered charity, ActionAid is potentially exempt from tax on income and gains falling within Sections 466 to 493 of the Income and Corporation Taxes Act 2010 as its income is charitable and applied towards charitable purposes.

In common with many other charities, ActionAid is unable to recover the majority of VAT that is incurred on purchases of goods and services in the UK. The amount of VAT that cannot be recovered is included within the appropriate underlying cost.

### Related party disclosures

Related party transactions are detailed in note 18.

## 2. Income

| <b>2 (a) Donations and legacies</b>                     | Restricted<br>£'000 | Unrestricted<br>£'000 | 2023<br>Total<br>£'000 | Restricted<br>£'000 | Unrestricted<br>£'000 | 2022<br>Total<br>£'000 |
|---------------------------------------------------------|---------------------|-----------------------|------------------------|---------------------|-----------------------|------------------------|
| Committed giving                                        | 9,101               | 16,815                | 25,916                 | 9,759               | 17,565                | 27,324                 |
| Appeals & Individual donors                             | 3,222               | 2,592                 | 5,814                  | 4,406               | 3,096                 | 7,502                  |
| Disasters Emergency Committee (DEC) appeals - see below | 6,733               | -                     | 6,733                  | 12,740              | -                     | 12,740                 |
| Legacies                                                | 89                  | 3,213                 | 3,302                  | 62                  | 2,750                 | 2,812                  |
| <b>Total</b>                                            | <b>19,145</b>       | <b>22,620</b>         | <b>41,765</b>          | <b>26,967</b>       | <b>23,411</b>         | <b>50,378</b>          |
| Disasters Emergency Committee (DEC) Appeals income      |                     |                       |                        |                     |                       |                        |
| Cyclone Idai Appeal                                     | (24)                | -                     | (24)                   | -                   | -                     | -                      |
| Coronavirus Appeal                                      | (11)                | -                     | (11)                   | 133                 | -                     | 133                    |
| Afghanistan Appeal                                      | 123                 | -                     | 123                    | 1,083               | -                     | 1,083                  |
| Ukraine Appeal                                          | 2,121               | -                     | 2,121                  | 11,524              | -                     | 11,524                 |
| Türkiye/Syria earthquake appeal                         | 4,524               | -                     | 4,524                  | -                   | -                     | -                      |
| <b>TOTAL</b>                                            | <b>6,733</b>        | <b>-</b>              | <b>6,733</b>           | <b>12,740</b>       | <b>-</b>              | <b>12,740</b>          |

DEC is the umbrella body for the 15 leading charities in the UK responding to major international disasters. Its aim is to raise money cost effectively in the UK from the general public. The monies raised are distributed to the charities on the basis of an agreed formula reflecting the charities' capacity and expertise.

| All Emergency/ Non-emergency income by type    | Emergency income<br>£'000 | Non-emergency income<br>£'000 | 2023<br>Total<br>£'000 | Emergency income<br>£'000 | Non-emergency income<br>£'000 | 2022<br>Total<br>£'000 |
|------------------------------------------------|---------------------------|-------------------------------|------------------------|---------------------------|-------------------------------|------------------------|
| Income from:                                   |                           |                               |                        |                           |                               |                        |
| Donations and legacies                         | 9,859                     | 31,906                        | 41,765                 | 16,091                    | 34,287                        | 50,378                 |
| Investment income (note 2c)                    | -                         | 247                           | 247                    | -                         | 33                            | 33                     |
| Income from charitable activities:             |                           |                               |                        |                           |                               |                        |
| Grants and contracts (note 2b)                 | 1,678                     | 9,173                         | 10,851                 | 1,962                     | 6,931                         | 8,893                  |
| Income from other trading activities (note 2d) | -                         | 434                           | 434                    | -                         | 331                           | 331                    |
|                                                |                           |                               |                        |                           |                               |                        |
|                                                | <b>11,537</b>             | <b>41,760</b>                 | <b>53,297</b>          | <b>18,053</b>             | <b>41,582</b>                 | <b>59,635</b>          |



**2. Income (continued)**

| <u>2 (b) Income from charitable activities</u>                             | Restricted<br>£'000 | Unrestricted<br>£'000 | Total<br>2023<br>£'000 | Restricted<br>£'000 | Unrestricted<br>£'000 | Total<br>2022<br>£'000 |
|----------------------------------------------------------------------------|---------------------|-----------------------|------------------------|---------------------|-----------------------|------------------------|
| <i>Grants and contracts from governments and other public authorities:</i> |                     |                       |                        |                     |                       |                        |
| CHARITABLE GRANTS TO AAI & FEDERATION MEMBERS                              |                     |                       |                        |                     |                       |                        |
| UK Government (Note 17)                                                    | 2                   | 1,616                 | 1,618                  | 22                  | 590                   | 612                    |
| European Commission Directorate-General for International Partnerships     | 458                 | -                     | 458                    | 648                 | -                     | 648                    |
| Other grants from governments and other public authorities                 | 9                   | -                     | 9                      | -                   | -                     | -                      |
| Government of Guernsey                                                     | -                   | -                     | -                      | 27                  | -                     | 27                     |
| Grants from People's Postcode Lottery                                      | 3,100               | -                     | 3,100                  | 3,000               | -                     | 3,000                  |
| Other grants from companies, trusts and NGOs                               | 1,637               | -                     | 1,637                  | 644                 | (2)                   | 642                    |
|                                                                            | 5,206               | 1,616                 | 6,822                  | 4,341               | 588                   | 4,929                  |
| EMERGENCY & HUMANITARIAN RESPONSE                                          |                     |                       |                        |                     |                       |                        |
| ECHO                                                                       | 20                  | -                     | 20                     | 36                  | -                     | 36                     |
| UK Government (Note 17)                                                    | 643                 | -                     | 643                    | 161                 | -                     | 161                    |
| Other grants from governments and other public authorities                 | 1,931               | -                     | 1,931                  | 2,361               | -                     | 2,361                  |
| Other grants from companies, trusts and NGOs                               | 660                 | -                     | 660                    | 373                 | -                     | 373                    |
|                                                                            | 3,254               | -                     | 3,254                  | 2,931               | -                     | 2,931                  |
| CAMPAIGNS & POLICY WORK                                                    |                     |                       |                        |                     |                       |                        |
| Other grants from companies, trusts and NGOs                               | 775                 | -                     | 775                    | 1,033               | -                     | 1,033                  |
|                                                                            | 775                 | -                     | 775                    | 1,033               | -                     | 1,033                  |
|                                                                            |                     |                       |                        |                     |                       |                        |
| TOTAL Grants and contracts from governments and other public authorities:  | 9,235               | 1,616                 | 10,851                 | 8,305               | 588                   | 8,893                  |
|                                                                            |                     |                       |                        |                     |                       |                        |
| <u>2 (c) Investment income</u>                                             |                     |                       |                        |                     |                       |                        |
| Interest on deposits                                                       | 3                   | 244                   | 247                    | 1                   | 32                    | 33                     |
| Total investment income                                                    | 3                   | 244                   | 247                    | 1                   | 32                    | 33                     |
|                                                                            |                     |                       |                        |                     |                       |                        |
| <u>2 (d) Income from other trading activities</u>                          |                     |                       |                        |                     |                       |                        |
| Office rental income                                                       | -                   | 387                   | 387                    | -                   | 312                   | 312                    |
| Other                                                                      | -                   | 47                    | 47                     | 8                   | 11                    | 19                     |
| Total Income from other trading activities                                 | -                   | 434                   | 434                    | 8                   | 323                   | 331                    |

### 3. Support costs

|                                             | Restricted<br>£'000 | Unrestricted<br>£'000 | Total<br>2023<br>£'000 | Restricted<br>£'000 | Unrestricted<br>£'000 | Total<br>2022<br>£'000 |
|---------------------------------------------|---------------------|-----------------------|------------------------|---------------------|-----------------------|------------------------|
| Support costs comprise the following items: |                     |                       |                        |                     |                       |                        |
| Communications                              | 2                   | 178                   | 180                    | -                   | 186                   | 186                    |
| General management                          | 70                  | 237                   | 307                    | 5                   | 364                   | 369                    |
| Finance                                     | 8                   | 647                   | 655                    | 33                  | 539                   | 572                    |
| Human resources                             | 26                  | 726                   | 752                    | 41                  | 767                   | 808                    |
| Information technology                      | 146                 | 506                   | 652                    | 125                 | 612                   | 737                    |
| Office administration                       | -                   | 298                   | 298                    | -                   | 306                   | 306                    |
| Performance and Accountability              | 109                 | 331                   | 440                    | -                   | 345                   | 345                    |
| Property costs                              | -                   | 1,517                 | 1,517                  | -                   | 1,572                 | 1,572                  |
| Supporter administration                    | 21                  | 626                   | 647                    | -                   | 599                   | 599                    |
| Indirect Cost Recovery                      | 834                 | (834)                 | -                      | 1,340               | (1,340)               | -                      |
|                                             | 1,216               | 4,232                 | 5,448                  | 1,544               | 3,950                 | 5,494                  |

Indirect cost recovery reflects the reallocation of support costs from unrestricted funds to various restricted grants in line with budgets agreed with the respective donors in line with our policy set out in Note 1.

Support and governance costs have been allocated to the categories below on the basis of employee numbers working in each relevant area.

|                                 | Restricted<br>£'000 | Unrestricted<br>£'000 | Total 2023<br>£'000 | Restricted<br>£'000 | Unrestricted<br>£'000 | Total<br>2022<br>£'000 |
|---------------------------------|---------------------|-----------------------|---------------------|---------------------|-----------------------|------------------------|
| Costs of raising funds (note 4) | 616                 | 2,143                 | 2,759               | 802                 | 2,052                 | 2,854                  |
| Charitable activities (note 6)  | 600                 | 2,089                 | 2,689               | 742                 | 1,898                 | 2,640                  |
|                                 | 1,216               | 4,232                 | 5,448               | 1,544               | 3,950                 | 5,494                  |

#### 4. Raising Funds

|                                             | Restricted | Unrestricted | Total 2023 | Restricted | Unrestricted | Total 2022 |
|---------------------------------------------|------------|--------------|------------|------------|--------------|------------|
|                                             | £'000      | £'000        | £'000      | £'000      | £'000        | £'000      |
| Costs of raising funds                      |            |              |            |            |              |            |
| Committed giving                            | 40         | 4,258        | 4,298      | 9          | 5,723        | 5,732      |
| Other Appeals, Legacies & Individual donors | 346        | 2,112        | 2,458      | 388        | 2,171        | 2,559      |
| Grants                                      | 105        | 609          | 714        | 99         | 540          | 639        |
|                                             | 491        | 6,979        | 7,470      | 496        | 8,434        | 8,930      |
| Support costs allocated (note 3)            | 616        | 2,143        | 2,759      | 802        | 2,052        | 2,854      |
| Governance costs allocated (note 5)         | 54         | 154          | 208        | 1          | 270          | 271        |
|                                             |            |              |            |            |              |            |
| Total costs of raising funds                | 1,161      | 9,276        | 10,437     | 1,299      | 10,756       | 12,055     |
| Trading                                     | -          | 4            | 4          | -          | 7            | 7          |
| Total costs of raising funds                | 1,161      | 9,280        | 10,441     | 1,299      | 10,763       | 12,062     |

Based on the above information and the income in note 2, the ratio between direct fundraising costs (excluding support costs allocated) and the income generated for each major area of donated income is as follows:

|                                          | Total 2023<br>% | Total 2022<br>% |
|------------------------------------------|-----------------|-----------------|
| Committed giving                         | 17%             | 21%             |
| Other income from Donations & legacies   | 16%             | 11%             |
| Overall income from Donations & legacies | 16%             | 16%             |

#### 5. Governance Costs

| 5. Governance costs                                                                                                                                                                                                                                                                                                                                      | Restricted<br>£'000 | Unrestricted<br>£'000 | Total 2023<br>£'000 | Restricted<br>£'000 | Unrestricted<br>£'000 | Total 2022<br>£'000 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------|---------------------|---------------------|-----------------------|---------------------|
| External audit fees                                                                                                                                                                                                                                                                                                                                      | -                   | 57                    | 57                  | -                   | 51                    | 51                  |
| Legal & professional fees                                                                                                                                                                                                                                                                                                                                | 100                 | (64)                  | 36                  | -                   | 172                   | 172                 |
| Board (including trustee expenses)                                                                                                                                                                                                                                                                                                                       | -                   | 21                    | 21                  | -                   | 27                    | 27                  |
| Apportionment of staff time                                                                                                                                                                                                                                                                                                                              | 6                   | 291                   | 297                 | 2                   | 271                   | 273                 |
| Internal Audit                                                                                                                                                                                                                                                                                                                                           | -                   | -                     | -                   | -                   | -                     | -                   |
| Total governance costs                                                                                                                                                                                                                                                                                                                                   | 106                 | 305                   | 411                 | 2                   | 521                   | 523                 |
| External audit fees above include only the costs related to the external audit of ActionAid, inclusive of VAT. Full information of remittances made to our external auditors (exclusive of VAT) can be found in note 10.<br>Governance costs have been allocated to the categories below on the basis of employee numbers working in each relevant area. |                     |                       |                     |                     |                       |                     |
|                                                                                                                                                                                                                                                                                                                                                          | Restricted<br>£'000 | Unrestricted<br>£'000 | Total 2023<br>£'000 | Restricted<br>£'000 | Unrestricted<br>£'000 | Total 2022<br>£'000 |
| Charitable activities (note 6)                                                                                                                                                                                                                                                                                                                           | 52                  | 151                   | 203                 | 1                   | 251                   | 252                 |
| Costs of raising funds (note 4)                                                                                                                                                                                                                                                                                                                          | 54                  | 154                   | 208                 | 1                   | 270                   | 271                 |
|                                                                                                                                                                                                                                                                                                                                                          | 106                 | 305                   | 411                 | 2                   | 521                   | 523                 |

## 6. Charitable Activities

| <b>2023</b>                         | Grants<br>(note 7)<br>£'000 | Direct<br>costs<br>£'000 | Staff<br>costs<br>£'000 | Support<br>cost<br>allocation<br>£'000 | Governance<br>cost allocation<br>£'000 | Total<br>2023<br>£'000 |
|-------------------------------------|-----------------------------|--------------------------|-------------------------|----------------------------------------|----------------------------------------|------------------------|
| Grants to AAI & Federation members  | 22,766                      | 188                      | 1,122                   | 698                                    | 53                                     | 24,827                 |
| Emergency and Humanitarian response | 13,314                      | 173                      | 628                     | 427                                    | 32                                     | 14,574                 |
| Campaigns & policy work             | 207                         | 227                      | 1,126                   | 721                                    | 54                                     | 2,335                  |
| Education work                      | -                           | 702                      | 880                     | 843                                    | 64                                     | 2,489                  |
| <b>Total 2023</b>                   | <b>36,287</b>               | <b>1,290</b>             | <b>3,756</b>            | <b>2,689</b>                           | <b>203</b>                             | <b>44,225</b>          |

Of the Charitable activities set out above £29,509,678 was funded from restricted funds and £14,715,626 from unrestricted funds.

| <b>2022</b>                         | Grants<br>(note 7)<br>£'000 | Direct<br>costs<br>£'000 | Staff<br>costs<br>£'000 | Support<br>cost<br>allocation<br>£'000 | Governance<br>cost allocation<br>£'000 | Total<br>2022<br>£'000 |
|-------------------------------------|-----------------------------|--------------------------|-------------------------|----------------------------------------|----------------------------------------|------------------------|
| Grants to AAI & Federation members  | 24,635                      | 57                       | 1,045                   | 599                                    | 57                                     | 26,393                 |
| Emergency and Humanitarian response | 13,393                      | 214                      | 592                     | 439                                    | 42                                     | 14,680                 |
| Campaigns & policy work             | 226                         | 164                      | 1,089                   | 681                                    | 65                                     | 2,225                  |
| Education work                      | -                           | 1,016                    | 678                     | 921                                    | 88                                     | 2,703                  |
| <b>Total 2022</b>                   | <b>38,254</b>               | <b>1,451</b>             | <b>3,404</b>            | <b>2,640</b>                           | <b>252</b>                             | <b>46,001</b>          |

Of the Charitable activities set out above £31,151,131 was funded from restricted funds and £14,849,609 from unrestricted funds.

## 7. Grants to ActionAid International and ActionAid Federation members

|                                        | Total 2023<br>£'000 | Total 2022<br>£'000 |
|----------------------------------------|---------------------|---------------------|
| <i>Restricted funds:</i>               |                     |                     |
| <b>Africa</b>                          |                     |                     |
| Burundi                                | 362                 | 413                 |
| Democratic Republic of Congo           | 285                 | 459                 |
| Ethiopia                               | 650                 | 911                 |
| Ghana                                  | 949                 | 913                 |
| Kenya                                  | 1,038               | 1,345               |
| Liberia                                | 289                 | 753                 |
| Malawi                                 | 264                 | 276                 |
| Mozambique                             | 926                 | 703                 |
| Nigeria                                | 563                 | 706                 |
| Rwanda                                 | 393                 | 596                 |
| Senegal                                | 140                 | 255                 |
| Sierra Leone                           | 894                 | 893                 |
| Somaliland                             | 544                 | 761                 |
| Tanzania                               | 192                 | 174                 |
| Gambia                                 | 395                 | 570                 |
| Uganda                                 | 513                 | 570                 |
| Zambia                                 | 110                 | 192                 |
| Zimbabwe                               | 781                 | 474                 |
|                                        | 9,288               | 10,964              |
| <b>Asia</b>                            |                     |                     |
| Afghanistan                            | 1,353               | 1,398               |
| Bangladesh                             | 752                 | 361                 |
| Cambodia                               | 986                 | 686                 |
| India                                  | 839                 | 1,079               |
| Indonesia                              | 5                   | 13                  |
| Myanmar                                | 681                 | 336                 |
| Nepal                                  | 574                 | 456                 |
| Palestine                              | 115                 | 128                 |
| Thailand                               | 41                  | -                   |
| Philippines                            | -                   | 2                   |
| Vietnam                                | 474                 | 396                 |
| Arab Regional Initiative               | 820                 | 340                 |
|                                        | 6,640               | 5,195               |
| <b>Latin America and the Caribbean</b> |                     |                     |
| Brazil                                 | 149                 | 137                 |
| Colombia                               | 45                  | -                   |
| Guatemala                              | 556                 | 578                 |
| Haiti                                  | 340                 | 266                 |
| United States                          | -                   | 5                   |
|                                        | 1,090               | 986                 |

## 7. Grants to ActionAid International and ActionAid Federation members (continued)

| <i>Restricted funds (continued):</i>                                            | Total 2023<br>£'000 | Total 2022<br>£'000 |
|---------------------------------------------------------------------------------|---------------------|---------------------|
| ActionAid International - projects involving more than one country              | 4,143               | 1,597               |
| Remittances to country programmes for EU projects                               | 289                 | 540                 |
| Remittances for Ukraine emergency appeal                                        | 3,278               | 9,646               |
|                                                                                 |                     |                     |
| <b>Total restricted funds</b>                                                   | <b>24,728</b>       | <b>28,928</b>       |
|                                                                                 |                     |                     |
| <b>Unrestricted funds:</b>                                                      |                     |                     |
| ActionAid International (cash grants)                                           | 7,610               | 7,998               |
| Country Programmes (including-People's Postcode Lottery)                        | 124                 | 408                 |
| Contract payments to Country programmes (ALM-FGM)                               | 1,363               | 593                 |
| <b>Total unrestricted funds</b>                                                 | <b>9,097</b>        | <b>8,999</b>        |
|                                                                                 |                     |                     |
| <b>Total grants to ActionAid International and ActionAid Federation members</b> | <b>33,825</b>       | <b>37,927</b>       |
|                                                                                 |                     |                     |
| <b>Grants to partner organisations:</b>                                         |                     |                     |
| <b>Remittances for Türkiye/Syria appeal:</b>                                    |                     |                     |
| Action for Humanity                                                             | 275                 | -                   |
| Freedom Jasmine                                                                 | 216                 | -                   |
| Horan                                                                           | 79                  | -                   |
| JAFRA                                                                           | 296                 | -                   |
| Karimat                                                                         | 99                  | -                   |
| Space for Peace                                                                 | 268                 | -                   |
| Violet                                                                          | 1,009               | -                   |
|                                                                                 | 2,242               | -                   |
| Disaster Emergency Commission                                                   | 63                  | 103                 |
| GADN                                                                            | 93                  | 91                  |
| IRAW                                                                            | 66                  | -                   |
| LatinDad                                                                        | 6                   | 70                  |
| Restricted grants (individually under £50,000)                                  | 17                  | 33                  |
| <b>Total restricted grants to partner organisations</b>                         | <b>2,487</b>        | <b>297</b>          |
| Unrestricted grants                                                             | 6                   | 30                  |
| <b>Total grants</b>                                                             | <b>36,318</b>       | <b>38,254</b>       |

There are grants related to non-charitable activities that are included in the total grant in this note.

The total of these grants are £30,665 in 2023 (2022: £nil) of which £15,425 relate to fundraising activities, and £15,240 relate to support costs.

## 8. Particulars of employees

|                                                                                                     | Total<br>2023 | Total<br>2022 |
|-----------------------------------------------------------------------------------------------------|---------------|---------------|
| The average number of employees (head count based on number of staff employed) during the year was: |               |               |
| Charitable activities                                                                               | 77            | 72            |
| Fundraising                                                                                         | 79            | 78            |
| Support staff                                                                                       | 53            | 59            |
| Total                                                                                               | 209           | 209           |
| The average number of full time equivalent staff in the year was                                    | 195           | 192           |

|                                                                | Total 2023<br>£'000 | Total 2022<br>£'000 |
|----------------------------------------------------------------|---------------------|---------------------|
| Total remuneration of employees (full-time and part-time) was: |                     |                     |
| Gross wages and salaries                                       | 8,940               | 8,282               |
| Redundancy and termination costs                               | -                   | 67                  |
| Social security costs                                          | 926                 | 909                 |
| Employer's contributions to defined pension schemes            | 610                 | 561                 |
| Total                                                          | 10,476              | 9,819               |

| The number of staff whose emoluments (excluding employer NI and employer pension contributions) are greater than £60,000 are shown below |                |                |
|------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------------|
|                                                                                                                                          | 2023<br>Number | 2022<br>Number |
| £60,001 - £70,000                                                                                                                        | 5              | 8              |
| £70,001 - £80,000                                                                                                                        | 4              | 1              |
| £80,001 - £90,000                                                                                                                        | -              | 1              |
| £90,001-£100,000                                                                                                                         | -              | -              |
| £100,001 - £110,000                                                                                                                      | 1              | 2              |
| £110,001 - £120,000                                                                                                                      | -              | 1              |
| £120,001 - £130,000                                                                                                                      | 1              | -              |
|                                                                                                                                          | 11             | 13             |

In August 2023, Halima Begum joined as Chief Executive Officer of ActionAid. Until that time, and until the end of August 2023, John Good acted up as the interim Chief Executive Officer. As a result, the aggregated remuneration of those who were in the ActionAid Chief Executive Officer post in 2023, effectively covering a 13 month period due to handover, was £120,246 (2022: £183,608) and £2,782 (2022: £3,809) was paid into a defined pension contribution scheme on their behalf.

Trustees consider the key management roles at ActionAid to be the Chief Executive and the four department directors. During the year, a number of these roles were also filled on an interim basis. The cost of these key management personnel, inclusive of gross salaries, employer's pension contributions and employer's national insurance contributions was £780,728

in 2023 (2022: £742,629) of which £38,347 (2022: £29,067) was paid into defined contribution pension schemes. These costs relate to 9 individuals in 2023 (2022: 10 individuals).

Of those employees who earned £60,000 or more during the year (as defined above) employer contributions were made to defined contribution pension schemes in respect of Nine (2022: eleven) employees. During the year this amounted to £50,940 (2022: £51,051).

Of the expenditure included as Redundancy and termination costs of £nil (2022: £67,120) relates to redundancy costs and were fully paid in the year.

ActionAid has an expenses policy in place which controls what can and cannot be claimed by trustees, staff and volunteers. Expenses can only be claimed if they have been incurred for valid and necessary business purposes. They will only be paid if they are on the approved list of allowable expenses, have been authorised and have supporting documentation. Inevitably, ActionAid incurs significant costs on overseas trips but travel must always be by the most cost effective method and using public transport where possible. All trips are for valid business reasons and ActionAid is constantly seeking new ways to avoid overseas travel and find alternative ways to communicate and manage the business. In 2023, those performing the Chief Executive role incurred costs of £3,130 (2022: £3,901).

For more information on the principles and implementation of our remuneration policies, please see the Annual Remuneration Statement for 2023 (pages 59-60).

## 9. Trustees' remuneration

In 2023, 4 trustees incurred a total of £5,717 (2022: 5 trustees incurred a total of £9,599) through expenses reimbursed and costs incurred by ActionAid on their behalf. No remuneration or other payments have been made to the trustees of ActionAid for their services as board members or for other services provided to the organisation in 2023 or 2022. The most significant element of trustees' expenses is the cost of visits to country programmes but also includes attendance at board meetings (both ActionAid and ActionAid International).

## 10. Net income / (expenditure)

|                                                                                | 2023<br>£'000 | 2022<br>£'000 |
|--------------------------------------------------------------------------------|---------------|---------------|
| Net income / (expenditure) are stated after the following charges / (credits): |               |               |
| Depreciation                                                                   | 105           | 105           |
| Operating lease rentals Payable – property                                     | 1,092         | 1,046         |
| Operating lease rentals Receivable – property                                  | (315)         | (202)         |
| Auditor's remuneration - statutory audit current year                          | 47            | 42            |
| Auditor's remuneration - other services                                        | 4             | 1             |



## 11a. Fixed assets

| 11a. Tangible fixed assets | Leasehold improvements<br>£'000 | Office equipment<br>£'000 | Total<br>£'000 |
|----------------------------|---------------------------------|---------------------------|----------------|
| <b>Cost</b>                |                                 |                           |                |
| At 1 January 2023          | 717                             | 812                       | 1,529          |
| Additions                  | -                               | -                         | -              |
| Disposals                  | -                               | (168)                     | (168)          |
| At 31 December 2023        | 717                             | 644                       | 1,361          |
| <b>Depreciation</b>        |                                 |                           |                |
| At 1 January 2023          | (569)                           | (718)                     | (1,287)        |
| Charge for year            | (55)                            | (50)                      | (105)          |
| Disposals                  | -                               | 168                       | 168            |
| At 31 December 2023        | (624)                           | (600)                     | (1,224)        |
| <b>Net book value</b>      |                                 |                           |                |
| At 31 December 2023        | 93                              | 44                        | 137            |
| At 31 December 2022        | 148                             | 94                        | 242            |

All tangible fixed assets held are for furtherance of charitable objectives and not for investment purposes.

## 11b Intangible fixed assets

| 11b. Intangible fixed assets | CRM system<br>£'000 | Total<br>£'000 |
|------------------------------|---------------------|----------------|
| <b>Cost</b>                  |                     |                |
| At 1 January 2023            | 1,195               | 1,195          |
| Additions                    | 870                 | 870            |
| Disposals                    | -                   | -              |
| At 31 December 2023          | 2,065               | 2,065          |
| <b>Depreciation</b>          |                     |                |
| At 1 January 2023            | -                   | -              |
| Charge for year              | -                   | -              |
| Disposals                    | -                   | -              |
| At 31 December 2023          | -                   | -              |
| <b>Net book value</b>        |                     |                |
| At 31 December 2023          | 2,065               | 2,065          |
| At 31 December 2022          | 1,195               | 1,195          |

In 2020 the Trustee board approved the commencement of a project to develop a new CRM. Work has been ongoing on this project and in the final quarter of 2021 the development phase of the project started. This is due to be completed in Qtr1 2024. The above cost relates to work in progress on the development phase of the project as at 31 December 2023. Depreciation will only be charged when the CRM has been completed and is being used. In the year ended 31 December 2023, costs related to the research or training phase of the project and that were directly expensed were £199,303 (2022: £99,124).

## 12. Debtors

|                                                                                         | 2023<br>£'000 | 2022<br>£'000 |
|-----------------------------------------------------------------------------------------|---------------|---------------|
| <i>a. Debtors recoverable in more than one year:</i>                                    |               |               |
| Debtors that in the normal course of events would be recoverable in more than one year: |               |               |
| Prepayments                                                                             | 3             | 9             |
|                                                                                         | 3             | 9             |
| <i>b. Debtors recoverable within one year:</i>                                          |               |               |
| Accrued income                                                                          | 5,175         | 4,953         |
| Other debtors                                                                           | 526           | 527           |
| Prepayments                                                                             | 690           | 588           |
| Tax recoverable                                                                         | 419           | 436           |
| Amounts due from employees                                                              | 3             | 1             |
|                                                                                         | 6,813         | 6,505         |
| <b>Total debtors</b>                                                                    | <b>6,816</b>  | <b>6,514</b>  |

Amounts due from employees represents floats for overseas visits forming part of the employee's role and season ticket loans.

## 13a Creditors

|                                        | 2023<br>£'000 | 2022<br>£'000 |
|----------------------------------------|---------------|---------------|
| Amounts falling due within one year:   |               |               |
| Interest-free loans                    | 63            | 63            |
| Trade creditors                        | 450           | 511           |
| Accruals                               | 1,331         | 793           |
| Other creditors                        | 58            | 54            |
| Amounts due to ActionAid International | 1,582         | 2,172         |
| Taxation and social security           | 338           | 307           |
| Deferred income                        | 110           | -             |
| <b>Total creditors</b>                 | <b>3,932</b>  | <b>3,900</b>  |

## 13b Deferred Income

|                                    | 2023<br>£'000 | 2022<br>£'000 |
|------------------------------------|---------------|---------------|
| Deferred income brought forward    | -             | 62            |
| Less: amount used in the year      | (393)         | (241)         |
| Resources deferred during the year | 503           | 179           |
|                                    | 110           | -             |

All deferred income recognised above relates to tenancy agreements for the Bowling Green Lane office in London.

The amount deferred at the end of the year relates to rental income for the first quarter of 2024.

## 14. Designated funds

| <i>i) Designated funds</i>    | Balance as at<br>1 January<br>2023<br>£'000 | New<br>designations<br>£'000 | Utilised in<br>the year<br>£'000 | Balance as at<br>31 December<br>2023<br>£'000 |
|-------------------------------|---------------------------------------------|------------------------------|----------------------------------|-----------------------------------------------|
| Designated funds:             |                                             |                              |                                  |                                               |
| Tangible fixed assets fund    | 242                                         | -                            | (106)                            | 136                                           |
| Intangible fixed assets fund  | 1,195                                       | 870                          | -                                | 2,065                                         |
| Emergency & Humanitarian fund | 50                                          | -                            | -                                | 50                                            |
| Exchange rate movement fund   | 297                                         | -                            | (5)                              | 292                                           |
| FGM-ALM Contract              | 22                                          | 1,616                        | (1,518)                          | 120                                           |
|                               | 1,806                                       | 2,486                        | (1,629)                          | 2,663                                         |

**Designated tangible fixed assets fund:** The fund for fixed assets represents the net book value at the balance sheet date of unrestricted tangible fixed assets. This fund is not therefore available for current expenditure, as the assets are used in the day to day operation of the charity.

**Designated Intangible fixed assets fund:** The fund for intangible fixed assets represents the net book value at the balance sheet date of unrestricted intangible fixed assets. The fund is therefore not available for current expenditure.

**Designated Emergency & Humanitarian fund:** This fund represents funds that have been ring-fenced to allow ActionAid to spend funds for fundraising in the event of a DEC fundraising appeal in a country in which the ActionAid Federation currently operates. The ability to utilise these funds is at the discretion of the Senior Leadership team. The balance on this account will be maintained and topped up when necessary.

**Designated Exchange rate movement fund:** This fund represents unrealised gains and losses that have been suffered by ActionAid. These funds are not available for normal operational use and will be used against future exchange rate movements.

**FGM-ALM Contract:** This is Phase 2 of the 'Support to the Africa-led Movement to End FGM' contract held with Options Limited that is funded by FCDO. It is a 5 year contract and as such is treated as unrestricted for accounting purposes but has been designated to ensure that any current surplus is ringfenced to help support the delivery of the entire project over its full life.

**Designated People's Postcode Lottery funds for overseas programmes:** These are funds received from People's Postcode Lottery that are designated for use in programmes overseas and as such will be remitted to other ActionAid Federation members.

**Designated Strategic Investment Pot (SIP):** Strategic Investment pot are funds that are kept separate from the core budget and are used for specific and chosen strategic projects within ActionAid in the UK. Projects must satisfy set criteria and be aligned to the current strategy.

Notes forming part of the financial statements for the year ended 31 December 2023

|                                                         | Balance as at<br>1 January<br>2022 | New<br>designations | Utilised in<br>the year | Balance<br>as at 31<br>December<br>2022 |
|---------------------------------------------------------|------------------------------------|---------------------|-------------------------|-----------------------------------------|
| <i>ii) Designated funds - comparative</i>               | £'000                              | £'000               | £'000                   | £'000                                   |
| Designated funds                                        |                                    |                     |                         |                                         |
| Tangible fixed assets fund                              | 309                                | 38                  | (105)                   | 242                                     |
| Intangible fixed assets fund                            | 37                                 | 1,158               | -                       | 1,195                                   |
| Emergency & Humanitarian fund                           | 490                                | -                   | (440)                   | 50                                      |
| Exchange rate movement fund                             | 237                                | -                   | 60                      | 297                                     |
| People's Postcode Lottery funds for overseas programmes | 207                                | 17                  | (224)                   | -                                       |
| Strategic investment pot (SIP)                          | 77                                 | -                   | (77)                    | -                                       |
| FGM-ALM Contract                                        | 110                                | 590                 | (678)                   | 22                                      |
|                                                         |                                    |                     |                         |                                         |
|                                                         | 1,467                              | 1,803               | (1,464)                 | 1,806                                   |

## 15. Restricted Funds

|                                        | Balance as at 1<br>January 2023<br>£'000 | Income and gains<br>£'000 | Expenditure and<br>losses<br>£'000 | Balance as at 31<br>December 2023<br>£'000 |
|----------------------------------------|------------------------------------------|---------------------------|------------------------------------|--------------------------------------------|
| Africa                                 | 5                                        | 11,034                    | (10,506)                           | 533                                        |
| Asia                                   | 2,135                                    | 11,297                    | (11,404)                           | 2,028                                      |
| Latin America and the Caribbean        | 19                                       | 1,064                     | (1,080)                            | 3                                          |
| Ukraine                                | 3,469                                    | 2,168                     | (3,579)                            | 2,058                                      |
| International projects and other funds | 3,514                                    | 2,820                     | (4,069)                            | 2,265                                      |
|                                        |                                          |                           |                                    |                                            |
| <b>Total restricted funds – 2023</b>   | <b>9,142</b>                             | <b>28,383</b>             | <b>(30,638)</b>                    | <b>6,887</b>                               |

|                                        | Balance as at 1<br>January 2022<br>£'000 | Income<br>£'000 | Expenditure<br>£'000 | Balance as at 31<br>December 2022<br>£'000 |
|----------------------------------------|------------------------------------------|-----------------|----------------------|--------------------------------------------|
| Africa                                 | 1,650                                    | 10,248          | (11,893)             | 5                                          |
| Asia                                   | 1,804                                    | 5,725           | (5,394)              | 2,135                                      |
| Latin America and the Caribbean        | -                                        | 1,000           | (981)                | 19                                         |
| Ukraine                                | -                                        | 13,115          | (9,646)              | 3,469                                      |
| International projects and other funds | 2,865                                    | 5,193           | (4,544)              | 3,514                                      |
|                                        |                                          |                 |                      |                                            |
| <b>Total restricted funds – 2022</b>   | <b>6,319</b>                             | <b>35,281</b>   | <b>(32,458)</b>      | <b>9,142</b>                               |

**Restricted funds:** Restricted funds held by ActionAid at the start and end of the year include funds for European Union funded projects. ActionAid also holds funds for a small number of projects or activities which are managed by ActionAid directly. All other incoming resources are granted to ActionAid International on receipt as ActionAid International is the entity within the ActionAid family which holds and manages the vast majority of restricted funds.

The expenditure in the table above includes direct payments made to country programmes for EU funded projects. At the year end date some funds sent directly to country programmes may not have been entirely spent.

|                                                               | Balance as at 31<br>December 2023<br>£'000 | Balance as at 31<br>December 2022<br>£'000 |
|---------------------------------------------------------------|--------------------------------------------|--------------------------------------------|
| The balances on restricted funds at the year end are made up: |                                            |                                            |
| EU and ECHO funded projects                                   | 153                                        | 149                                        |
| Other projects managed by ActionAid                           | 6,734                                      | 8,993                                      |
| <b>Total restricted funds</b>                                 | <b>6,887</b>                               | <b>9,142</b>                               |

Projects funded by the European Commission are generally development projects intended to run for several years; projects funded by the European Commission Humanitarian Aid Office are short term emergency relief projects. Projects may be based in one country or may be initiatives spanning a number of countries internationally.

Fund balances may be negative when expenditure is made on a project that is expected to be reimbursed by a government or other agency, but where, at the end of the financial year, not all the conditions have been met that would justify this income being recognised within the accounts. This results in an excess of expenditure over income on some project funds at the year end point. The total deficit fund balances at the year end amounted to £0.24m (2022: £0.21m). The trustees consider that the likelihood of reimbursement is sufficient to justify carrying the deficit fund balances at the end of the year for all projects in deficit.

## 16. Analysis of net assets between funds

| <i>i) Analysis of net assets between funds</i>        |                     | Unrestricted        |                  |                     |
|-------------------------------------------------------|---------------------|---------------------|------------------|---------------------|
|                                                       | Restricted<br>£'000 | Designated<br>£'000 | General<br>£'000 | Total 2023<br>£'000 |
| Fund balances at 31 December 2023 are represented by: |                     |                     |                  |                     |
| Fixed assets                                          | -                   | 2,202               | -                | 2,202               |
| Current assets                                        | 8,040               | 793                 | 10,281           | 19,114              |
| Current liabilities                                   | (1,153)             | (332)               | (2,447)          | (3,932)             |
|                                                       |                     |                     |                  |                     |
|                                                       | 6,887               | 2,663               | 7,834            | 17,384              |

| <i>ii) Analysis of net assets between funds - comparative</i> |                     | Unrestricted        |                  |                     |
|---------------------------------------------------------------|---------------------|---------------------|------------------|---------------------|
|                                                               | Restricted<br>£'000 | Designated<br>£'000 | General<br>£'000 | Total 2022<br>£'000 |
| Fund balances at 31 December 2022 are represented by:         |                     |                     |                  |                     |
| Tangible fixed assets                                         | -                   | 1,437               | -                | 1,437               |
| Current assets                                                | 10,438              | 369                 | 10,414           | 21,221              |
| Current liabilities                                           | (1,296)             | -                   | (2,604)          | (3,900)             |
|                                                               |                     |                     |                  |                     |
|                                                               | 9,142               | 1,806               | 7,810            | 18,758              |

## 17. Grants received

|                                                                                                          | 2023<br>£'000 | 2022<br>£'000 |
|----------------------------------------------------------------------------------------------------------|---------------|---------------|
| <b>Grants received in 2023 from the FCDO:</b>                                                            |               |               |
| Leave No Girl Behind                                                                                     | 2             | 18            |
| Speak out! Addressing SRHR and GBV in Rwanda                                                             | -             | 4             |
| Women led alternatives to climate change in Cambodia                                                     | 315           | 161           |
| Driving Action for Wellbeing to Avert Mortality                                                          | 328           | -             |
| Total grants received from the UK Government                                                             | 645           | 183           |
| <b>Contracts received in 2023 from FCDO</b>                                                              |               |               |
| Support to the Africa-led Movement to End FGM: PH2 (contracted with Options)                             | 1,616         | 590           |
| <b>Total received from FCDO in 2023</b>                                                                  | 2,261         | 773           |
|                                                                                                          |               |               |
|                                                                                                          |               |               |
| <b>Grants received in 2023 from Belgian Government were as follows:</b>                                  | 2023<br>£'000 | 2022<br>£'000 |
| Addressing the root causes of fragility and strengthening youth resilience" in Cabo Delgado, Mozambique. | 214           | 635           |
|                                                                                                          | 214           | 635           |
|                                                                                                          |               |               |
|                                                                                                          | 2023<br>£'000 | 2022<br>£'000 |
| <b>Grants received in 2023 from the United Nations Development Programme were as follows:</b>            |               |               |
| Strengthening the Agency of Young Women in Peacebuilding                                                 | 285           | 691           |
|                                                                                                          | 285           | 691           |

|                                                                             | 2023<br>£'000 | 2022<br>£'000 |
|-----------------------------------------------------------------------------|---------------|---------------|
| <b>Grants received in 2023 from The START Fund were as follows;</b>         |               |               |
| Start Fund Alert 655 - Displacement due to conflict in Ethiop               | -             | 300           |
| Start Fund Alert 620 - Conflict Displacement in Kaduna State                | -             | 275           |
| Start Fund Alert 661 - India Floods Assam                                   | -             | 130           |
| Start Fund Alert 598 - Somaliland Fire                                      | -             | 100           |
| Start Fund Alert 578 - DRC Flood Response in Kindu City                     | -             | 80            |
| Start Fund Alert 368 - Flood Response in Nigeria                            | -             | 60            |
| Start Fund Alert 577 - Tropical Storm Ana Response                          | -             | 60            |
| Start Fund Alert N-04 Anticipation of Cold Wave in Nepal                    | -             | 40            |
| Start Fund Alert 007 - Anticipation Tool Development in Colom               | -             | 35            |
| Start Fund Alert N-11 – Response to Cold Wave in Nepal                      | 6             | -             |
| Start Fund Alert 687 - Flooding in Mozambique                               | 197           | -             |
| Star Fund Alert 710 - Displacement due to Conflict in India                 | 110           | -             |
| Start Fund Alert 717 - 7 Anticipation of Electoral Tensions in Sierra Leone | 247           | -             |
| Start Fund Alert 721 - Flooding in Haiti                                    | 105           | -             |
| Start Fund Alert 732 - Displacement due to conflict in Nigeria              | 150           | -             |
| Start Fund Alert B045 – Flash Flooding and Landslides in Bangladesh         | 30            | -             |
| Start Fund Alert 746 - Flooding in DRC                                      | 198           | -             |
| Start Fund Alert 707 - Flooding in Somalia                                  | 299           | -             |
| Start Fund Alert 688 - Anticipation of Cyclone in Zimbabwe                  | 90            | -             |
|                                                                             | 1,432         | 1,080         |

|                                                                         | 2023<br>£'000 | 2022<br>£'000 |
|-------------------------------------------------------------------------|---------------|---------------|
| <b>Grants received in 2023 from The Alborada Trust were as follows;</b> |               |               |
| East Africa Food Crisis Response and Recovery                           | 130           | -             |
| Improving WASH for forcibly displaced Myanmar nationals to Bangladesh   | 125           | -             |
| Building resilience in Zimbabwe and Mozambique                          | 150           | -             |
|                                                                         | 405           | -             |

|                                                                                       | 2023<br>£'000 | 2022<br>£'000 |
|---------------------------------------------------------------------------------------|---------------|---------------|
| <b>Grants received in 2023 from Guernsey Overseas Aid Commission were as follows;</b> |               |               |
| East Africa Drought Response Somalia                                                  | -             | 50            |
| Supporting sustainable small fisheries in Zambia                                      | -             | 27            |
|                                                                                       | -             | 77            |

|                                                                               | 2023<br>£'000 | 2022<br>£'000 |
|-------------------------------------------------------------------------------|---------------|---------------|
| <b>Grants received in 2023 from Ethical Tea Partnerships were as follows:</b> |               |               |
| Empowering Tea Communities in Kenya                                           | 276           | 306           |
|                                                                               | 276           | 306           |

|                                                           | 2023<br>£'000 | 2022<br>£'000 |
|-----------------------------------------------------------|---------------|---------------|
| <b>Grants received in 2023 from GSMA were as follows:</b> |               |               |
| Mobile for Humanitarian Innovation                        | 50            | -             |
|                                                           | 50            | -             |

|                                                                                              | 2023<br>£'000 | 2022<br>£'000 |
|----------------------------------------------------------------------------------------------|---------------|---------------|
| <b>Grants received in 2023 from Education Above All (Reach Out To Asia) were as follows:</b> |               |               |
| Engaging youth as global citizens in Vietnam                                                 | 209           | 122           |
|                                                                                              | 209           | 122           |

|                                                                                    | 2023<br>£'000 | 2022<br>£'000 |
|------------------------------------------------------------------------------------|---------------|---------------|
| <b>Grants received in 2023 from the People's Postcode Lottery were as follows:</b> |               |               |
| People's Postcode Lottery International Trust 2023/2024 grant                      | 3,100         | -             |
| People's Postcode Lottery International Trust 2022/2023 grant                      | -             | 3,000         |
|                                                                                    | 3,100         | 3,000         |

## 18. Related Party Transactions

| ActionAid recognises ActionAid International and other members of the ActionAid group as related parties. Material transactions between the entities are shown below. |               |               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|
|                                                                                                                                                                       | 2023<br>£'000 | 2022<br>£'000 |
| Grants to ActionAid International                                                                                                                                     | 21,308        | 22,047        |
| Grants direct to ActionAid Federation members                                                                                                                         | 12,517        | 15,880        |
|                                                                                                                                                                       |               |               |
|                                                                                                                                                                       | 33,825        | 37,927        |

See note 7 for details of grants to ActionAid International.

See note 13 for creditor balances owed to ActionAid International at the balance sheet date.

As noted in the constitution and governance section of the report of the board of Trustees, ActionAid International is entitled to appoint one trustee to ActionAid's board. This designated trustee was Shantha Sinha, who is a member of the Board of ActionAid India, until she resigned in March 2023. Since her resignation, there has not been a replacement appointed by ActionAid International. During 2023, a total of £938,500 (2022: £1,079,164) was granted to ActionAid India. All of these grants were in line with the normal course of our charitable activities. She received no remuneration for her work as trustee of ActionAid.

Halima Begum was a Trustee of the Disaster Emergencies Committee (DEC). During the course of the year, ActionAid received and recognised income from DEC as set out in Note 2a.

No donations from trustees received during the course of the year had restrictions that were outside of our normal charitable activities.



## 19. Subsidiary undertakings

ActionAid has one subsidiary undertaking:

ActionAid Enterprises Limited

A wholly owned subsidiary incorporated in the United Kingdom (No. 5011412).

The total investment in the subsidiary is £1 (2022: £1).

There was no activity undertaken in the subsidiary in 2023 or 2022.

## 20. Obligations under operating leases

|                                                                                                                                | 2023  | 2022  |
|--------------------------------------------------------------------------------------------------------------------------------|-------|-------|
|                                                                                                                                | £'000 | £'000 |
| The charity had non-cancellable commitments at the year end under operating leases for land and buildings expiring as follows: |       |       |
| Within one year                                                                                                                | 1,105 | 1,105 |
| In two to five years                                                                                                           | 572   | 1,677 |
|                                                                                                                                | 1,677 | 2,782 |

## 21. Future income under operating leases

In late 2021, the charity sub-let the second floor of its rented premises in Bowling Green Lane, London.

In 2018, the charity sub-let the ground floor of its rented premises in Bowling Green Lane, London.

The future minimum lease payments under non-cancellable operating leases are:

|                      | 2023  | 2022  |
|----------------------|-------|-------|
|                      | £'000 | £'000 |
| Within one year      | 218   | 315   |
| In two to five years | 72    | 510   |
|                      | 290   | 825   |

## 22. Contingent assets and liabilities

ActionAid originally set up most of ActionAid International's Country Programmes and as such may still legally own some of the assets of those entities that have not subsequently become affiliates. Country programmes are now managed by ActionAid International rather than ActionAid. ActionAid is currently in the process of transferring the country programmes that it

legally owns to ActionAid International. It is expected that these transfers will start to take place in 2024.

Country Programme assets are no longer included in the accounts of ActionAid (since 2007). However, ActionAid retains the legal right to take back management of its Country Programmes from AAI under a termination clause incorporated into the legal agreements in place over management of Country Programmes. Therefore ActionAid has contingent assets in the form of the assets held by those Country Programmes which were originally set up by ActionAid.

No situation exists, or is anticipated to occur, whereby ActionAid would exercise its right to terminate the agreements with ActionAid International, however the legal position is stated here to give a full picture of the assets of ActionAid. It is not practical to estimate the value of assets which would revert to ActionAid control and would be included in the accounts. For accounting purposes the depreciated value of these assets is nil (2022: nil).

There also exist potential contingent liabilities for ActionAid relating to the country programmes which are legally owned by ActionAid. Such a liability would only impact ActionAid if ActionAid International had insufficient funds in hand to discharge the obligations of a country programme. ActionAid believes such a circumstance is improbable and any notional exposure cannot be reasonably estimated.

As at the year end there were a number of projects on which funds are outstanding from the donor pending finalisation of donor audits. Amounts disallowed are generally insignificant as a proportion of overall project budgets and in any event these amounts are considered to be fully recoverable as they are covered by ActionAid International.

### **Residual legacies:**

At the end of the year, we have been notified that we are entitled to funds from a total of 37 (2022:30) residual legacies. However, as at 31 December 2023, we have not been notified as to the value of our entitlement or when this will be received. As such we are not able to recognise these funds in the financial statements for the year, but we include the existence of these as a contingent asset.

## Glossary

ActionAid UK is part of the ActionAid International Federation and raises funds to support the Federation's development and humanitarian work overseas, campaigns in solidarity with people affected by poverty and injustice, and builds understanding of development issues.

**ActionAid International** brings together the work of the ActionAid International Federation, coordinated by the Global Secretariat based in Johannesburg, South Africa. The Federation is made up of 45 national organisations, most of which are based in Lower Income Countries who manage their own programme delivery but are united by shared values, vision and mission.

ActionAid on pages 1-31 of this report refers to the collective work of the ActionAid International Federation. On pages 32-93 of this report, ActionAid refers to ActionAid UK, the UK-registered charity.

**Disasters Emergency Committee (DEC)** brings together 15 UK international NGOs working in times of crisis, including ActionAid UK. The DEC launches appeals to raise money to help those impacted by disaster, making sure that funds reach those who need them most.

**The Foreign, Commonwealth and Development Office (FCDO)** is a UK ministerial department which leads the UK's work to represent UK foreign policy objectives. Since 2020, it includes the UK's development and humanitarian work which should aim to reduce poverty and tackle global challenges with its international partners.

**Official Development Assistance (ODA)** is the overseas budget for countries to provide assistance to other nations.

**People's Postcode Lottery** is a subscription lottery which raises money for charities. Players' support for ActionAid UK is helping transform the lives of women and girls living in poverty.

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**ACTIONAID**

England & Wales - Charity number 274467

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# Accounts

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# Annual Report 2022

## **Our vision**

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A just, equitable and sustainable world in which every person enjoys the right to a life of dignity, freedom from poverty and all forms of oppression.

## **Our mission**

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To achieve social justice, gender equality, and poverty eradication by working with people living in poverty and exclusion, their communities, people's organisations, activists, social movements and supporters.

## **Our approach**

---

Our human rights-based approach aims to ensure that people are drivers of their own change and able to claim the rights they are entitled to. We focus on women and girls because the denial of their rights is a grave injustice and one of the underlying causes of poverty worldwide.

By working directly with communities, women's movements, groups and networks, social movements and other allies, we aim to tackle the structural causes and consequences of poverty and injustice.

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## Strategic Report

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# Welcome from the Chief Executive and Chair of Trustees

Every year brings new challenges and opportunities for women and girls around the world to advance the cause of global equality. Throughout 2022 ActionAid staff, partners and volunteers have been proud to stand alongside the women and girls who are making real and lasting change, and the pages of this Annual Report clearly show that by working together we are continuing to have a significant impact.

A number of events and issues seriously impacted our rightsholders in 2022, but looming over all of them was the Russian invasion of Ukraine in February. That act triggered a devastating war which has claimed untold numbers of lives and sent shockwaves not just throughout the entire region, but across the world.

As these pages show, ActionAid has been an active and impactful force for good, throughout the ongoing crisis in Ukraine. We are keenly aware of the disproportionate risks to women and girls during times of conflict, including increased risk of gender-based violence, unwanted pregnancies, maternal mortality, displacement related insecurity and rise in poverty, as female-led households increase. As such, much of our response has focused on working with women's rights organisations to provide safe spaces and protect the rights of women and girls who have been forced by the fighting to flee their homes.

Thanks to our long-standing partnerships in the region, we have been able to work not just within Ukraine itself, but in the countries surrounding it, who have seen a huge influx of refugees. This is one of the most serious and large-scale crises to strike Europe since the Second World War, which has necessitated a huge response. We are deeply grateful to the other organisations who join us in the Disasters Emergency Committee, and we remain committed to doing all we can for as long as the disastrous fallout from this conflict continues.

Just as the support we provide is interconnected with other humanitarian organisations and with key networks in the countries where we work, so are the issues themselves. One of the most notable effects of the war in Ukraine has been an upward spiral in the costs of grain and other essentials coming from the region. For countries experiencing severe hunger and food shortages for example in East Africa, this has only compounded an already bad situation, with a disproportionate amount of the impact being felt by women and girls who comprise the majority of farm workers.

The world is changing, whether due to relatively localised factors like the war in Ukraine or to global ones like the Covid-19 pandemic and the climate crisis. ActionAid will need to be at the forefront of the response to these changes. And, of course, not all change is negative – every single day women and girls are creating much-needed and long-lasting change that will transform the lives of many generations to come, for the better. Thanks to their work, women and girls are seeing fresh opportunities, creating their own futures, stepping into

leadership positions, making their voices heard, and building a world without gender-based violence and exploitation.

This work may never be completed, but that's not a reason to shy away from doing it. Bold, enterprising, trailblazing women and girls are very aware that there is always more that needs to be done. As they stand up and shape their destinies, ActionAid is proud to stand alongside them.

John Good, Interim Chief Executive

Dr Kendi Guantai, Chair of Trustees





## In Spotlight: Crisis response

- ActionAid has implemented **40** partnerships across Poland, Romania, Moldova, and Ukraine supporting more than **1 million** people during the Ukraine crisis
- Our generous supporters donated over **£440,000** to the East Africa food crisis appeal to tackle urgent needs caused by the ongoing drought
- We received over **£12.7 million** through our membership of the DEC for our emergency responses to crises in Afghanistan and Ukraine

### Our urgent response in Ukraine

When Russian troops moved into Ukraine on 24 February, this act marked the beginning of a truly devastating campaign that would claim tens of thousands of lives and destabilise an entire region. Heavy fighting, shelling and air strikes continue to wreak destruction within Ukraine itself, while the wider impact of the war is being felt not just in neighbouring countries but across the entire world.

The human cost of the war is impossible to fully determine. In addition to the numbers of people killed and injured, an estimated three million people – the majority of them women and children – have fled Ukraine to escape the fighting. These refugees find themselves in unfamiliar countries (mainly Poland, Hungary, Moldova and Romania) with no contacts, little money, few possessions and nowhere to go.

ActionAid's response has been significant in scope and in impact, both within Ukraine and in other countries affected by this crisis.

We ramped up our fundraising efforts, urging our supporters to donate as well as forming part of the wider Disasters Emergency Committee appeal that was launched to raise funds following the outbreak of war. ActionAid supporters gave generously in response, with the total raised reaching £2.3m.

We have implemented 40 partnerships in four countries (Poland, Romania, Moldova, and Ukraine) supporting more than a million people. Working in affected communities, we and our partners have provided humanitarian support including food, cooked meals, non-food items, period products and hygiene items, housing, legal advice, information, translation services, psychosocial care and protection support to women, children, and other vulnerable groups such as elderly people, disabled people, Roma refugees and members of the LGBTQ+ community.

Our particular focus has been on partnering with grassroots feminist organisations led by women and young people. ActionAid is extremely concerned about the impact the conflict is having on women and girls, who face an increased risk of gender-based violence, trafficking and exploitation during emergencies, especially when displaced from their homes.

This has led us to do all we can to address the needs of women refugees and survivors of gender-based violence, as well as partnering with organisations working to prevent trafficking and exploitation. We have worked closely with existing women's networks; established shelters and outreach programmes; and supported helplines and other services designed to provide support, advice and information.

At the time of writing, the fighting in Ukraine shows little sign of easing – ActionAid is resolved to remain an active presence in the region, providing a wide range of vital support for all those affected, especially women, girls and other vulnerable people.



## In Spotlight: Solidarity action

- Over **7,300** people signed our petition to scrap damaging proposals in the UK Government's Police, Crime, Sentencing and Courts Bill.
- Over **£11,200** was raised by our crowdfunder supporting a grassroots group campaigning to end violence against women and girls in Ghana.
- Nearly **3,000** people in just two weeks petitioned then-PM Liz Truss to fulfil her promise to reinstate and increase funding of sexual and reproductive health services overseas.

### Standing in solidarity with women ending violence in Ghana

When Covid-19 struck, the Oti region of Ghana saw an escalation in gender-based violence and forced marriages for thousands of women and girls.

In response, Agnes Afua Obour and her dedicated team at the Network of Communities in Development (NOCID) formed a six-month plan to bring together traditional leaders, girls' clubs and volunteers across 30 communities in Ghana. Their aim was to end violence against women and girls for good.

At ActionAid we know it is women like Agnes who are making positive change for their communities. They know best what is needed, how to create the transformation they want to see.

We also know how hard it is for smaller charities like NOCID to raise money for key projects like this. So, to support Agnes and her team, ActionAid launched a crowdfunding campaign to raise the money she needed to carry out this vital work.

We used our large platform to spread the word and ask for donations, letting our supporters know that every penny they gave would go directly to Agnes and NOCID, rather than to ActionAid. We knew that, if hundreds of us came together, we could show a different way of working. By teaming up with grassroots organisations and securing direct funding for their work, we wanted to change the status quo and help redistribute power.

The target for the crowdfunding appeal was £9,000, and our supporters did us proud. With their generosity they smashed this target, giving a total of £11,200, all of which went straight to Agnes, making it possible for her to buy the essentials she needed.

Agnes was delighted with the outcome of this appeal. "NOCID has struggled to access funding in Ghana," she said. "But now we will have enough funding to do our work. [This money] will do a lot."

Using the funds raised, Agnes and NOCID plan to turn the tide on violence with a wide range of activities. They will be able to kickstart youth-led campaigns against early forced marriage and sexual violence; bring together traditional and religious leaders to agree an action plan

to prevent sexual violence in their communities; and organise community forums for women and girls to share their experiences and ideas for action to end violence.

Agnes also aims to lead a regional Girls' Empowerment Day and run counselling training for COMBAT Squads to provide guidance and support to survivors of violence in schools.

In the long term, she will be gathering evidence of all this work's impact and advocate to local government to set up a legal aid office for survivors of violence in the Oti region.

This is just one example of how the generosity of ActionAid supporters is having a direct and transformative impact on the work of amazing women across the world.



## In Spotlight: Public giving support

- ActionAid UK's individual committed givers generously donated a total of **£27.3** million towards our work for women and girls' rights.
- ActionAid supporters in the UK raised nearly **£11.2** million to fund child sponsorship programmes across **29** countries.
- More than **12,200** new supporters in the UK signed up to give a regular monthly gift.

### Preparing for the unexpected with a fistful of rice

The impact of climate change means we are all seeing changes in our weather patterns. In the mountainous regions of Nepal, the results are extreme – with flash floods and landslides putting lives at risk, endangering livelihoods and threatening food security.

When these disasters strike, women and girls are often the hardest hit, which is why we put them at the heart of our approach in preparing for the unexpected. Thanks to the support of our child sponsors, women's groups are forming, enabling women to access vital training to help build resilience against the growing crisis.

Putali is a member of her village's women's group, who meet regularly to discuss matters related to finance and farming, which boosts members' business knowledge and confidence, as well as providing business loans. Not only is Putali's group preparing for future emergencies, but they are also supporting other families when they need it.

"Our group of 30 members has initiated a fist saving scheme," Putali explains. "Every day each group member saves a fistful of rice. We then meet once a month to pool the collected rice. Some of that rice is distributed to families in our village that we know are struggling. The remainder is sold and the money put into our emergency fund so that we have a backup in times of crisis."

With the support of child sponsorship, women's groups like Putali's are leading projects to help lessen the impact of disasters and build resilience in the face of climate change. These groups are providing a vital support to their wider communities, ensuring families can quickly re-establish their source of food, livelihoods and homes following emergencies.



## In Spotlight: Our partnerships

- In 2022 we received **£3 million** from funds raised by players of People's Postcode Lottery to support our work combatting violence against women and girls, respond to emergencies and progress our organisational strategy.
- With funds raised by People's Postcode Lottery players, we supported over **21,000** women and girls and **10,000** men and boys in Zimbabwe, Sierra Leone and Rwanda to prevent, respond to and speak out about gender-based violence.
- In partnership with Ethical Tea Partnership (ETP) and their member companies Taylors of Harrogate and Lavazza, we trained over **1,500** Rights Champions in three tea producing communities in Kenya to support smallholder farmers and informal workers' rights.

### The power of partnership: the Girl-Led Research Project

All around the world, adolescent girls living in poverty face unequal power dynamics. This imbalance impacts girls' capacity to get the support they need and to make their own decisions about all kinds of aspects of their lives.

Structural inequalities shape girls' ability to claim so many of their rights – the right to be listened to; the right to access quality education, information, support services and community spaces; the right to make decisions about their own bodies or to live free from violence. This inequality has deep roots, and the Covid-19 pandemic only served to make a bad situation worse.

In order to understand this issue more deeply and to develop effective solutions, ActionAid enlisted the girls themselves to carry out a research project – made possible thanks to players of People's Postcode Lottery – into the impact of inequality on themselves and their peers.

Designed and carried out by teams in Bangladesh, Ethiopia, Indonesia and the UK, this girl-led research provides an opportunity to shift power back to girls and express their power to make change. Participating groups of girls identified relevant research questions, themes and interview subjects, then they collected and analysed information and contributed it to the final report.

The girl-led research highlighted the economic and social impacts of the Covid-19 pandemic on the lives of adolescent girls, the ways in which their rights and support systems have been weakened or eroded, and the way inequality has increased.

The research process also gave girls an opportunity to build collective power, increasing their sense of self-confidence, providing opportunities to connect with peers, mentors and supporters, and to take action to share research results and express their power to make change. In fact, 97% of participating girls reported believing more strongly in girls' power to

make positive change in their communities and girls' greater power when they come together.

Girls around the world are creating change, disrupting systems, challenging patriarchy and putting an end to unequal power – we are proud to stand with them.

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## Working together - ActionAid UK within the ActionAid Federation

ActionAid UK is a proud member of the ActionAid International Federation. ActionAid International brings together the work of the ActionAid International Federation, co-ordinated by the Global Secretariat, based in Johannesburg, South Africa.

ActionAid is a global Federation working for a world free from poverty and injustice. The Federation is made up of 44 national organisations, most of which are based in Lower Income Countries. In the UK, our role is to raise funds to reduce poverty in the communities and countries where we work, to take action for long-term change and to act in solidarity with women and girls addressing poverty and injustice. By working in partnership with ActionAid International and member countries around the world, we are able to make a bigger global impact.

We remitted £37.9 million to the ActionAid International Federation in 2022, just over 65% of our total expenditure of £57.9 million. ActionAid UK's total income was £59.6 million, which represents 27.5% of the actual income of the entire Federation for 2022 of £217m.

The international development and humanitarian work highlighted in this report reflects the results achieved by the Federation as a whole in 2022, and the significant contribution that UK supporters made to these successes. While many of ActionAid UK's funds go towards supporting the Federation's humanitarian and development work overseas, this isn't the whole story. We also campaign in the UK in solidarity with people affected by global poverty, for example to ask the British Government to consider the potentially harmful impact of its trade policies on women and girls, particularly those in Lower Income Countries. Other areas of critical expenditure included fundraising, building understanding of development issues, governance and running costs. ActionAid International's combined financial statements can be found at [www.actionaid.org/publications](http://www.actionaid.org/publications).

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# Glossary

ActionAid UK is part of the ActionAid International Federation and raises funds to support the Federation's development and humanitarian work overseas, campaigns in solidarity with people affected by poverty and injustice, and builds understanding of development issues.

ActionAid International brings together the work of the ActionAid International Federation, coordinated by the Global Secretariat based in Johannesburg, South Africa. The Federation is made up of 44 national organisations, most of which are based in Lower Income Countries who manage their own programme delivery but are united by shared values, vision and mission.

ActionAid on pages 1-30 of this report refers to the collective work of the ActionAid International Federation. On pages 31-91 of this report, ActionAid refers to ActionAid UK, the UK-registered charity.

**Support to Africa-Led Movement to End Female Genital Mutilation (ALM-FGM)** is a UK Aid funded five-year programme working to end FGM across East and West Africa. ALM-FGM is implemented by a consortium led by Options which includes ActionAid, Amref Health Africa, Orchid Project, Africa Coordination Centre for Abandonment of Female Genital Mutilation/Cutting and University of Portsmouth.

**Disasters Emergency Committee (DEC)** brings together 15 leading UK aid charities in times of crisis, including ActionAid UK. The DEC launches appeals to raise money to help those impacted by disaster, making sure that funds reach those who need them most.

**The Foreign, Commonwealth and Development Office (FCDO)** is a ministerial department which leads the UK's work to reduce poverty and tackle global challenges with its international partners.

**Official Development Assistance (ODA)** is the FCDO's overseas aid budget to support and deliver the four strategic objectives of the UK Government's 2015 UK Aid Strategy.

**People's Postcode Lottery** created by Novamedia to provide a source of long-term, unrestricted funds for charities and good causes. Players' support for ActionAid is helping transform the lives of women and girls living in poverty.

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## Our Goals

As an organisation, ActionAid UK has three overarching goals. Our staff, partners and volunteers are working in over 45 countries worldwide to achieve the following:

### **1. Significantly reduce the risk of violence against women and girls (VAWG).**

Sadly, gender-based violence remains far too common across the world, with women and girls alike living in fear – even with their very lives under threat – which has serious impacts on their mental and physical health as well as on their independence and opportunities.

### **2. Fight for women's equal rights to economic opportunities.**

Economic inequality is a blight on the lives of too many women and girls across the globe. Women need to have equal access to secure, high-paying jobs – as well as benefitting them, this will also have positive impacts on their families and on their local and national economies.

### **3. Prioritise women and girls' rights and their leadership in humanitarian crises**

Time and again, around the world, we have seen the life-saving difference it makes when women participate in crisis response – not only in on-the-ground delivery of aid but in positions of leadership as well. ActionAid is working to ensure that women, who are often worst affected by disasters when they occur, are brought to the centre of planning and response.

In this section we provide details of our progress in these three key areas over the past year.

# Goal One: Significantly reduce the risk of violence against women and girls

ActionAid is working to end violence against women and girls. We create change by:

- supporting women and girls to learn about their rights, develop leadership skills and gain an education or vocational skills which will enable them to earn an independent livelihood;
- working with women's rights organisations, local leaders, men and boys and the media to shift social attitudes and behaviours;
- increasing the ability and commitment of governments and institutions to prevent and respond to violence against women and girls;
- providing comprehensive services, including safe spaces for women and girls, and helping survivors of violence access emotional, legal and medical support.

Violence against women and girls is not inevitable. By empowering women and girls and transforming harmful social norms we are leading long-term, sustainable change. Every day, we are making progress towards ending violence against women and girls.

Our support to women's rights organisations and women's groups has resulted in an increased understanding of and support to women and girls who have experienced violence, as well as a strengthening of mechanisms that enable them to approach their authorities in addressing these. We have also successfully influenced policies at local and national level so that the critical role of support systems to deal with cases of violence are resourced and accessible to those who need it most.

## Ending gender-based violence in Rwanda: The Speak Out project

The past year saw the close of the four-year Speak Out project, whose aim was to address sexual reproductive health rights and gender-based violence in Rwanda.

Funded by UK Aid Direct through FCDO, Speak Out was implemented by ActionAid Rwanda and its partners, using a holistic, youth-led approach, working at the individual and community level.

The goal was to collaborate with girls to build an environment in which they are empowered with knowledge, support and the ability to demand their rights, to take control over their bodies and to hold decision-makers to account. Key to creating that environment was challenging boys and men to shift social attitudes and practices alongside influencing duty bearers at all levels.

The work of Speak Out was carried out through a combination of school-based and community activities. In schools, safe spaces were created where girls could gather on

weekends and have sessions delivered by mentors – specially trained girls aged 18-25 – while other groups were led by teachers.

Community engagement activities included quarterly community awareness raising on gender-based violence and sexual and reproductive health and rights (SRHR) through parents' evening forums and community gatherings. Psychosocial support was also provided for teen mothers, violence survivors were linked with One-Stop Centres, and training was given to Male Change Agents.

One participant – Denise, who is 12 years old – said she was glad to learn about the different channels for reporting violence. "I will never keep silent if I see people violating women and girls' rights," she said.

At the close of its four years, the Speak Out project has had a significant positive impact. To highlight some of the impact in numbers:

- **5,596 girls** (against a target of 5,600) have increased willingness, confidence and ability to report and respond to cases of violence
- **12 Women's Rights Organisations** reported an increased willingness, confidence and ability to report and respond to cases of violence in four districts in Rwanda (this was against a target of 14, as not all organisations responded to the end of project survey)
- **48,186 community members**, including boys, were sensitised and mobilised to denounce and prevent violence against women and girls (our target was 48,600, which we fell slightly short of due to the impact of the pandemic and subsequent lockdown measures by the Rwandan government.)

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## Goal Two: Fight for women's equal rights to economic opportunities

Gender discrimination means that women are more likely to be in insecure, low-wage jobs, be paid less for the same work and have limited access to land and loans.

If women in Lower Income Countries were paid as much as men and had the same access to jobs as men, they could be US\$9 trillion better off.

ActionAid supports women to access secure jobs in safe working environments, free from all forms of violence. Women must be paid living wages that are equal to men's, enjoy social protection such as paid maternity leave, and the burden of unpaid care and domestic work that falls to women must be recognised, reduced, and redistributed.

This is vital in enabling women to have control over their own lives.

### Supporting women farmers as they adapt to climate change

"My life is changing little by little."

*Delencia, Mozambique*

Delencia is 22 and lives in a community in rural Mozambique with her parents and three of her brothers. Like many of their neighbours, she and her family depend on agriculture for their livelihood. She is a member of a farming association, who work together to grow and sell everything from beans and peanuts to sweet potatoes and corn.

In recent years, as the impact of climate change has made itself felt, farming in Delencia's region has become far more challenging.

The increasingly unstable climate has led to irregular rainfall patterns, with alternating droughts and flooding taking their toll on crops. Decreasing vegetable production has plunged Delencia's community into economic uncertainty and food insecurity.

ActionAid is providing vital assistance to many affected by the changing climate in Mozambique. Working with NADEC, a partner organisation in the region, we are running training sessions to help farmers build resilience and adapt in the face of climate change.

As a result of the training, the farmers develop their business plans, plans for processing agricultural products, and establish sales points. In addition, with the financing and installation of a drip irrigation system for four local agricultural associations within a one-hectare area, the associations now have access to new technologies to improve production.

Delencia was one of a group of 320 who took part in the training. “I am very happy with the project that aims to improve food security and has financed the installation of a drip irrigation system,” she says. “I was trained in sustainable agriculture, managing the drip irrigation system, which is contributing to the increase in production, saving efforts in irrigation of crops.”

In the days before the irrigation system, the work of farming was gruelling. Delencia recalls the hard work that went into water collection. “We had many difficulties. It took us a long time, since we used watering cans with a capacity of 10 litres each.”

But now, Delencia has a real feeling of progress. “My life is changing little by little and at this moment. With the sale of the produce from our farm, I was able to support my parents by putting energy into the house, connecting drinking water, supporting our diet through processed products and management of the association's money.”

Delencia and many of her neighbours have received training, seeds and crop monitoring, and she is delighted with the results. “This programme is very valuable, as it teaches us the best paths to follow so that we can guarantee the sustainability of our families. I hope the system can help us for many years to come and the production of tomatoes, cabbage, carrots, peppers and other vegetables will increase year after year.”



## Goal Three: Prioritise women and girls' rights and their leadership in humanitarian crises

Women and girls often suffer the most during humanitarian emergencies. Typically, more women than men are killed by rapid onset disasters like tsunamis and earthquakes. Violence against women and girls increases during all emergencies, especially in conflict.

There is nothing natural about the increased vulnerability that many women and girls face in emergencies. It is the direct result of the gender inequality and discrimination that women and girls experience in their daily lives.

Our approach in an emergency is to empower women to lead the response. Women-led and women's rights organisations understand best the specific needs of women and girls. They know that, in crisis, services that prevent and respond to gender-based violence, and sexual health services, aren't just important – they are lifesaving. Local, women-led responses are rooted in their communities, along with the understanding, networks, and connections to respond rapidly to crisis.

### East Africa Food Crisis: hope in the face of hunger

The ongoing food crisis in East Africa has continued to have a severe impact across several countries, with millions of people facing severe hunger. The already dire situation was further exacerbated by the outbreak of the war in Ukraine, as inflation has led to much higher prices and scarcity of food and water for people facing great uncertainty in an already vulnerable region.

Water shortages have compounded the problem. After a fifth consecutive insufficient rainy season, the lack of water is having a devastating impact. Shortage of water for drinking and pasture has led to over three million livestock deaths across Somalia and Somaliland alone, which has had knock-on effects across the entire economy. Meanwhile, farmers who rely on crops are suffering too, with some not having had a successful harvest since 2020.

Water scarcity has forced many individuals and families to migrate in search of better conditions, while for those who choose to stay put, people – often women and girls – have to walk long distances in order to collect water.

All of this instability is putting women and girls in East Africa at greater risk of harm – not only from hunger but from gender-based violence, trafficking, forced early marriage and other forms of abuse and exploitation.

The severe drought in East Africa is an ActionAid 'Red Alert' emergency and a Federation-wide priority. ActionAid have been responding to the humanitarian crisis since 2021. Our

supporters have given generously to make this work possible – in 2022 alone donating over £440,000 to our East Africa Hunger Appeal.

Our focus is on women-led interventions on a wide range of fronts. Working with organisations and partners throughout the region, we are distributing multi-purpose cash and in-kind food supplies, constructing greenhouses and solar systems, rehabilitating and building classrooms and water infrastructure, and providing livelihood support including income diversification options, cash grants and agroecology training.

In addition, we are providing cash grants to families to keep girls in school, or for women to start businesses. We are creating women's safe spaces; providing training to build women's capacity to claim their rights; raising awareness and holding community dialogues on female genital mutilation (FGM) and sexual and gender-based violence ; establishing referral pathways, women's coalitions and cooperatives; offering psychosocial support; and distributing dignity kits.

In Somaliland alone we have reached more than 30,000 households in 2022 – over 185,000 people. We have reached 15,000 people with anti-FGM messaging, as well as supporting 85 Women's Coalitions and conducted awareness raising sessions on gender-based violence to 10,000 people. We have also established 24 safe spaces for gender-based violence referrals.

Hibo, 34, is a lawyer who works with ActionAid Somaliland as a Women's Rights Officer and Protection Specialist, leading its Women's Rights Programmes. "The drought is very serious," she says. "We are losing a lot of [livestock] and a lot of people [are dying], especially vulnerable people – breastfeeding women, pregnant women, children, disabled people [and elderly] people.

'The work of safe spaces is to raise awareness, to monitor [people's] situations and to [do] prevention and response," she continues. "[We tell people that if they] fear a problem [they can] call our number. Our safe space is open 24 hours [a day], our staff [are] ready."

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# Our strategic objectives

ActionAid UK is proud to be a member of the ActionAid International Federation. We support the Federation by focusing on four specific areas in our work in the UK, as stated in our 2017-2022 strategy [‘Together, with women and girls’](#):

1. **Mobilising resources.** We will raise money through investment, adapting our approach and innovation, to fight poverty and injustice and achieve the rights of women and girls.
2. **Influencing for change.** We will work alongside women and girls living in poverty to challenge violence and exploitation, fight for women’s equal rights to economic opportunities and support women’s leadership in humanitarian crises.
3. **Supporting humanitarian action.** We will build our capacity to respond when emergencies strike working with and through local communities, focusing on women’s leadership, and on the specific threats faced by women and girls.
4. **Enabling effectiveness.** We want to deliver our goal, core focus and strategic objectives as efficiently and effectively as possible, ensuring that the maximum level of resources are dedicated to delivering impact for people living in poverty, especially women and girls.

Together, this represents the most effective contribution ActionAid UK can make to the struggle against poverty and injustice, and to the realisation of women and girls’ rights.

In this section we outline our key achievements against our four strategic objectives in 2022 – the final year of our ‘Together, with women and girls’ strategy.

## 1. Mobilising resources

**Thanks to our supporters, donors, local staff and partners, we have made great strides forward in the fight against poverty and injustice. But there is still much to be done. Our primary aim is to raise money in the UK to fight poverty and injustice and achieve the rights of women and girls. To make a lasting difference, we must raise more money through investment, adapting our approach and innovation.**

In 2022, ActionAid UK raised a total of £59.6m, against a budget of £49.2m. Driven by huge response to the Ukraine Emergency Appeal, this is the highest income total we have seen since 2016. Our public fundraising income in 2022 was £37.6m, a decrease on £39.5m in 2021.

2022 was an exceptionally busy year for emergency fundraising. We launched multiple major public appeals responding to crises and disasters worldwide. The largest one was the Ukraine Emergency Appeal, which saw incredible levels of engagement and support from our audiences. We raised a record-breaking £2.3m to enable our partners in the region to provide emergency assistance and services to thousands of people since the Russian invasion in February 2022 caused a mass displacement crisis. In addition to our own fundraising, we received £12.7m through our membership of the Disasters Emergencies Committee for our emergency responses to crises in Ukraine and Afghanistan in 2022.

The drought and associated food crisis in East Africa have also been a focus of our work, but it has proved difficult to make a significant breakthrough in raising awareness in a crowded news agenda and competing crises. Nevertheless, in 2022 we raised over £440,000 from our generous supporters to tackle urgent needs.

We made some progress on our innovation related initiatives in resource mobilisation, such as mainstreaming innovation approach across our public fundraising programme through development of new learning and training resources, and adoption of innovation tools in large cross-organisational projects, such as our strategy review.

Despite challenges with staff turnover and leadership changes, we completed the build phase of our new Customer Relationship Management system, with the core team performing exceptionally, adapting the project and providing clear communications. We have delayed our go-live to autumn 2023 to allow for recruitment of key technical posts in the project team. We have used a matrix line management approach here that has worked well to ensure appropriate involvement from both the Project Management Office and technical teams. Learnings from this project will inform other significant projects planned for 2023 and 2024.

We successfully completed a public fundraising activity review, assessing our public fundraising portfolio through a shared focus on income sustainability, supporter engagement and our core values. The outputs of this review will inform much of our public fundraising work in 2023 and beyond, as we continue to develop our fundraising programme in order to help us maximise our impact across the global ActionAid Federation.

Throughout the year, we sought to test, refine and embed fundraising messaging principles in line with our new anti-racist storytelling commitments. Reasonable progress was made in this area, with our resource mobilisation and creative teams working together to develop new materials, scripts and communications more aligned with anti-racism.

We also began to promote de-colonised and feminist finance principles in our programme funding and philanthropy teams, starting off internally with all teams operationally working to change ways of working to be more de-colonial and feminist. We continued with the many strong and long-standing partnerships with philanthropists, trusts and foundations and corporate partners we have forged over the years, as well as formed new ones.

We continued to support other ActionAid Federation members and the Global Secretariat to build a diverse portfolio of impactful programming. Working bilaterally with Federation members, we identified funding sources and provided assurance, technical and finance support directly to members and partner organisations. A significant achievement in 2022 was the restoration of funding to the Africa-Led Movement to End Female Genital Mutilation (ALM-FGM). The FCDO consider this a 'gold standard' contract and it is worth approximately £5.6m to the wider ActionAid Federation.

## 2. Influencing for change

**It's going to take some bold thinking to overturn the injustices that lock women and girls in poverty. But we're ready for that. Change is needed at all levels of society to challenge the inequality that means the world's poorest women do not receive an education, cannot own land and face multiple forms of discrimination. ActionAid cannot achieve such a huge change alone. We will work alongside local communities, women's networks, governments, institutions and multinational agencies to ensure women and girls know and can claim their rights.**

In 2022, ActionAid UK expanded our work with key influencing targets in the UK and Scottish Governments and parliaments, enabling us to access and influence technical government officials, as well as more senior decision-makers and Ministers. ActionAid UK's parliamentary reception in Speakers House marking the 16 Days of Activism to end gender-based violence was attended by a wide range of officials, decision-makers and parliamentarians, which we have used to further build strong relationships with teams designing, delivering and making decisions over women and girls' rights policy and programmes. We have furthered our partnership approach with women's rights organisations, which is central to our work on anti-racism and de-colonisation.

In summer 2022, we launched our first-ever girl-led research report 'Building power together', a research project shifting power back to girls, collaboratively designed and carried out by ActionAid teams in Bangladesh, Ethiopia, Indonesia and the UK. The research was incredibly successful and provides a blueprint for influencing work that is girl-led and from the ground up. The report was launched at a reception in ActionAid Federation Member countries, including a launch in the UK Houses of Parliament in June, and we also held a closed learning session with the Foreign, Commonwealth and Development Office, receiving positive feedback on the wide-ranging discussion as they develop their own girl-led approach. You can read a more in-depth case study of the girl-led research on pages 9-10 of this report.

We conducted new research into gendered understanding of humanitarian emergencies and responses, and launched reports on the impacts of climate change-induced loss and damage on women at risk of marginalisation in four African countries, and on the ways women's rights and women-led organisations have steered responses within humanitarian and peacebuilding initiatives. We also supported our first ever delegation to Women, Peace and Security week in New York, made up of ActionAid staff and representatives of women's rights organisations. We co-organised a successful public event, promoting our feminist approach and meeting directly with and influencing donors and decision-makers.

ActionAid UK increased our influencing work on domestic issues, acting in solidarity with women and girls and organisations working to push back on the UK Government's restrictive legislation and policies, including the Crime and Policing Bill, Nationalities and Borders Bill and immigration policy to deport asylum seekers to Rwanda. Standing in solidarity with UK women's and girls' rights organisations helps root our influencing work in the UK and is an important part of ActionAid's Human Rights Based Approach (HRBA).

Our campaigning work with our UK audiences and community campaigners saw great successes in the year. Together with grassroots women organisers in Ghana, we rolled out a

crowdfunder for Network of Communities in Development (NOCID), a grassroots group campaigning to end violence against women and girls in Ghana – you can read more about this on page 6 of this report. We continued to hold the UK Government to account on Overseas Development Assistance, launching a reproductive rights pledge at Latitude Festival in the summer and a petition calling on then-Prime Minister Liz Truss to keep her promise of restoring aid for women and girls, specifically to support access to sexual and reproductive health services. In 2023, with continued mixed signals from the Government, we will need to step up campaigning to ensure the UK fulfils its promises.

During the annual UN climate conference in November, COP27, we campaigned in the UK for the countries that are most responsible for climate change to establish a Loss & Damage fund to support those hardest hit by its impacts. This campaign supported ActionAid Federation efforts and together, along with civil society globally, we managed to secure a historic moment for climate justice with the agreement to establish a loss and damage fund.

Despite a challenging year with leadership changes and high staff turnover, ActionAid UK made significant progress in anti-racist storytelling and de-colonising our communications work in 2022. In the past year, we have developed internal Anti-Racist Storytelling guidelines and training series, and we are also working jointly with ActionAid Senegal to build an anti-racist communications hub in West Africa. We built on our commitment to use local content gathering teams whenever possible for all our own communications. We also worked to influence the approach taken by others in the sector, for example through working with colleagues in other organisations, actively participating in networks and coalitions and by helping to shape the Disasters Emergency Committee responses to humanitarian crises.

### 3. Supporting humanitarian action

**With conflict and climate-driven crises on the increase, the world is facing an unprecedented number of humanitarian emergencies. We are meeting this challenge by scaling up our humanitarian and resilience work, putting local partners and women leaders at the forefront of our response. ActionAid's humanitarian response programmes are led by local staff and partners who have a true understanding of community needs and can shift decision making closer to affected communities. Protecting women's rights and promoting their leadership during emergencies is also key to our approach.**

In 2022, we used our resources to effectively fulfil our mandate to support the global federation's humanitarian response. We are the largest fundraiser for the ActionAid Federation's humanitarian work by a significant margin and we contribute significantly to the Federation's influencing, communication and response capacity.

We worked with ActionAid Federation members and partners to respond to several significant humanitarian crises throughout the year, including Ukraine, Afghanistan, East Africa and Myanmar. We supported other federation members to secure direct funding to respond to emergencies, such as ActionAid India for flood response and ActionAid Nigeria to provide support to internally displaced people. Eleven members of staff from several different teams were deployed for short periods to provide surge capacity to support the launch of the Ukraine humanitarian response led by ActionAid Spain (Alianza por la Solidaridad).

Our influencing work promoted a gendered understanding of humanitarian emergencies and responses, for example a feminist perspective on loss and damage from climate change and leading the first ActionAid delegation to Women, Peace and Security week, as mentioned above, using it to support partners to access decision-makers and ensure that a wide range of conflicts and humanitarian emergencies were profiled at a global stage.

We further developed our public communications about ActionAid's humanitarian work, raising awareness and sharing about our approaches to protection, localisation, and women's leadership in emergencies. To highlight this work, we ran a three-month spring campaign, 'Women in Action', which showcased stories of women working on the frontline of humanitarian emergencies. This cross-organisational campaign included fundraising, communications and influencing. For International Women's Day, we organised an event focusing on women's leadership in emergency response, chaired by Sarah Champion MP. .

In 2022, the ActionAid UK Humanitarian team secured UK-held contracts worth £15.5m in total (£3.5m in 2021) and provided significant support to other members of the ActionAid Federation for contracts worth £22.5m (£8.6m in 2021).

ActionAid UK's strong performance in 2022 positions us to deliver for the wider ActionAid Federation and push for change in the broader humanitarian sector in 2023.

#### 4. Enabling Effectiveness

**We want to deliver our goal, core focus and strategic objectives as efficiently and effectively as possible, ensuring that the maximum level of resources are dedicated to delivering impact for people living in poverty, especially women and girls. We will build a strong enabling environment to deliver on our strategic objectives, centred on an agile, empowering and performance-focused culture, a 'digital first' approach to communication and enhanced accountability and transparency.**

We had aimed to build a roadmap by the end of 2022 establishing how ActionAid UK will work in post-Covid context, including travel and remote working policies. We successfully implemented a Hybrid Working project and piloted a hybrid office and remote working model, and continue to act on the project learnings in 2023 as we develop our Remote Working policies.

In 2022 we successfully delivered a planned IT Security and Infrastructure programme which allowed us to achieve Cyber Essentials Plus Certification. The best practices enabled as part of the programme are now being implemented through the remainder of our IT Infrastructure portfolio with a goal of having all our core IT Infrastructure Cloud based before the end of 2023. The safety and security of our staff is a top priority for us, and we made good progress updating and testing our crisis management processes and identifying areas of process improvement that will be implemented in 2023.

We made progress, albeit slow, on our anti-racism journey at ActionAid UK. In our public communications, we developed an action plan to implement anti-racist storytelling principles, and an Anti-Racist Storytelling Manager was appointed to deliver the plan. However, the

development and implementation of an organisational equality, diversity and inclusion programme – an anti-discrimination programme – including a detailed action plan was delayed until 2023 due to a significant turnover in both ActionAid UK's Board and senior management team. As at May 2023, work on this is well underway (you can find more details in the Year Ahead section on page 27).

ActionAid UK has made reasonable progress on our environmental commitments and improving our operations from environmental sustainability perspective. We have completed organisational carbon footprint calculations for years 2020 and 2021 and as at May 2023 are finalising our 2022 measurement. Our Environmental Policy is publicly available on our website, which outlines our policy commitments. This area of work is detailed more in the report section Annual Carbon Reporting (page 40).

In November 2022, we launched a new strategic vision for ActionAid UK following several months of cross-organisational working and consultation across the global ActionAid Federation, the ActionAid Global Secretariat, and other key partners. This new Purpose Statement articulates our mission and our role in the ActionAid Federation, and will guide ActionAid UK in the long term, for the next seven years. We then progressed to the development of a two-year 'Bridging Plan' which will enable us to operationalise the Purpose Statement over the next 2-3 years. Given the amount of change that prevented us from fully achieving our previous strategy, Together, with Women and Girls, this plan is intended to 'bridge' us from that strategy to our next operational plan. This will see us carrying forward some elements, while also incorporating new elements of the ActionAid Federation's plans, for example a far greater emphasis on the climate crisis.



# Our celebrity supporters

## Women in Action campaign

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A host of celebrities and influencers showed their support creatively on social media for ActionAid's Women in Action campaign on International Women's Day. Actresses Hayley Atwell, Erin Doherty, Golda Roshuevel, broadcaster Sonali Shah and influencers Tilly Fitzgerald, Bushra Wasty, The Constant Reader all posted bookstacks of some of their most inspiring feminist books. Disco legends Sister Sledge, broadcaster Lauren Layfield and actress Rebecca Hazlewood also created playlists of their favourite female performers.

## Support for our humanitarian work

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Many of our celebrity supporters, once again, came out in support of our humanitarian work in the face of the Ukraine crisis. We secured actor Adrian Lester to front the ITV broadcast of the DEC appeal. Over a dozen celebrities including actress Phoebe Dynevor and Aisling Bea also posted about the appeal on Instagram. The video Phoebe shared had 2.9 million views alone.

## Fundraising challenges

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We had two high profile supporters take on physical challenges to raise funds for ActionAid. Content creator Tova Leigh, along with three other influencer friends took part in the Lake District Challenge and raised over £1,000 while author, podcast host and ActionAid Ambassador Giles Paley Phillips undertook two challenges: a 60 mile walk from his hometown in East Sussex to London as well as the distance from Land's End to John O'Groats on his exercise bike raising over £2,000.

## Share A Better Period

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Broadcaster and period poverty campaigner Lauren Layfield presented a video for our annual paid social fundraising campaign Share A Better Period. Sewing influencer Holly Dennett also created a video on how to make your own sanitary pads influencer. Another sewing influencer, Lucy Brennan also created a similar video in support.

## My Body Is Mine at Latitude Festival

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Seventeen artists including comedians Alex Horne, Kemah Bob, Maisie Adam and Olga Koch, musicians Snow Patrol, Shed Seven, Mahalia, The Shires and authors Laura Bates and Mary-Ann Sieghart all performing at Latitude festival showed their support for our #MyBodyIsMine campaign. We also had visits to the ActionAid tent and tattoo parlour from influencer and author Natalie Lee, singer Rumer and comedians Luisa Omielan and Charlie George. Festival headliners Foals also agreed to a meet and greet as a competition for festival goers.

## Christmas Appeal

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Our long-term Ambassador, actress Emma Thompson, recorded a video for social media use to help to raise awareness and funds for our 2022 Christmas fundraising appeal, Shelter from violence.

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## The Year Ahead

2022 marked the final year of ActionAid UK's five-year strategy, '[Together, with women and girls](#)'. As part of the ActionAid Federation, ActionAid UK shares the vision and mission of the Federation, and supports the shared ActionAid Federation strategy, '[Action for Global Justice](#)' (2018-2028).

In November 2022, we launched a new strategic vision for ActionAid UK following consultation across the global ActionAid Federation, the ActionAid Global Secretariat and other key partners. This new Purpose Statement articulates our mission and our role in the ActionAid Federation and will guide ActionAid UK for the next seven years. We developed a 'Bridging Plan' that sets objectives for ActionAid UK for the next three years.

The pandemic disrupted the implementation of our previous strategy 'Together, with women and girls' – the Bridging Plan is intended to 'bridge' us from that strategy to our next operational plan. This will see us carrying forward elements of 'Together, with Women and Girls', while incorporating new elements from the ActionAid Federation's current Strategic Implementation Framework (2021-2024). At the end of this Bridging Plan, ActionAid UK will base its future operational plans on the ActionAid Federation's next Strategic Implementation Framework (SIF). ActionAid UK will update its operational plan 12 months after the ActionAid Federation launches a new Strategic Implementation Framework, giving ActionAid UK time to finish off work on the previous SIF and make the changes required to support the new one. This change will improve the alignment between ActionAid UK and the broader ActionAid Federation.

ActionAid UK's key objectives and focusses for the year 2023 are outlined below.

### Anti-racism and decolonialisation

Anti-racism and decolonialisation is an overarching objective for ActionAid UK and will run through all our work in 2023 and beyond. It requires a deep understanding of what needs to change and a lifetime's commitment to ensuring that we are truly accountable to women and girls in the Global South.

We will build a shared understanding of what it means to be anti-racist and decolonial to effectively support women's and girls' rights organisations and movements. We will engage in Federation-wide discussion to agree what decolonisation means within the ActionAid Federation.

We will develop and organisational anti-racism working plan and embed it into all teams' work by the end of the year. We will work to make sure that our identity, voice and storytelling are feminist, anti-racist and evidence-based, and in 2023 we will develop and roll out anti-racist storytelling training workshops to all ActionAid UK staff. We will also develop and roll out anti-racist storytelling and story gathering standards and guidance, alongside devising critical success factors for our anti-racist identity against which to measure our progress.



As at May 2023, we are on track to publish internal digital guidance and learning materials on anti-racist storytelling from Q2 onwards for all staff, and roll out face-to-face training in Q3. We have also recruited and appointed an Anti-Racist Storytelling Manager and an Anti-Racist Storytelling Educator and Facilitator, who will continue to develop our anti-racist storytelling curriculum.

In early 2023, our staff began to undertake a decolonisation learning series, with attendance and completion mandatory for all. Part one was completed in April, with part two being rolled out in late May. As we continue to define the broader working plan, we have also established an anti-racist and decolonial small projects fund for smaller pieces of work that will help progress our commitments in individual teams and departments. Towards the end of 2023, we are also establishing an Anti-Racism and Decolonisation Hub with a dedicated Director, as well as a steering group to ensure we meet the organisational commitments we have made.

## Income

Our primary contribution to our shared global ActionAid strategy is supporting the ActionAid Federation to generate the financial resources it needs.

In 2023, ActionAid UK's aim is to generate £46.6m in income through a diverse pool of income streams including individual giving, philanthropy, trust & corporate partnerships, community events and community engagement, legacies and institutional funding. We will also update our voluntary income fundraising strategy by end of 2023.

We will continue to develop a more robust approach to emergency response in ActionAid UK with sufficient resource, relevant propositions and processes, enabling us to respond to the growing number of emergencies and humanitarian crises occurring around the world. We will use more innovation and insight to explore approaches to income generation that are consistent with our commitments to decolonisation, feminism, anti-discrimination, sustainability and climate justice.

We will begin the development of a new public fundraising product, working together with the ActionAid Federation members and the Global Secretariat. We will pursue our strategy of institutional funding diversification, for both development and humanitarian programming and research, to generate the maximum level of income for the ActionAid Federation both through ActionAid UK and direct to ActionAid Federation members, in line with our priorities for women and girls.

We will also continue to develop our work with the ActionAid Federation on securing and managing commercial contracts. Importantly, we will carry on our work to influence funders and decision makers within the international development sector to apply more feminist and decolonial approaches to their funding models, and increase the levels of funding and research grants available to frontline women's rights organisations in the countries ActionAid works in.

## Influencing for change

We will influence the UK Government, parliament, public and key stakeholders to prioritise women and girls' rights in environmental, humanitarian and development policy and programmes. Our approach will be decolonial, feminist, anti-discriminatory, sustainable and climate-just approach to influencing; one that opens space for women and girls from the global south to influence stakeholders directly. We will deliver public engagement activities that increase the public's engagement and support for women and girl's rights in the context of development.

Our work on building and developing new influencing targets in the UK and devolved governments, parliaments, public, media, academia and other key stakeholders will continue. Areas of specific focus include the environment, women's economic rights, humanitarian, violence against women and girls, Official Development Assistance (ODA), and women's rights organisations. We will engage with the UK Government and influence their work on the rights of women and girls, in particular focussing on the FCDO's newly launched Women and Girls Strategy. Women's economic rights is an important part of the global ActionAid Federation's work, and AAUK will host an event on the topic during the 67<sup>th</sup> session of the Commission for Status of Women at the UN.

Building on our successful grassroots campaign work in 2022, we will broaden our community campaigner base and support campaigners to develop agency, campaigning and organising skills that will enable them to run decentralised and distributed campaigns on issues relevant to ActionAid. We will mobilise in the UK to support the ActionAid Federation's climate justice campaign, launching in the autumn.

## Humanitarian

ActionAid UK will continue our work to support the delivery of humanitarian work by the ActionAid Federation and the promotion of the Federation's humanitarian signature (accountability, localisation and women's leadership).

We will advocate on the scale of response the East Africa food crisis, and for UK to provide funding and women-led organisations and recognise leadership role of women in emergencies. We will prioritise fundraising for Red and Orange Alerts through our own supporter appeals and participation in DEC appeals. We will recruit, train and manage the Rapid Action Communications in Emergencies (RACE) roster in support of ActionAid Federation-wide humanitarian appeals.

We will support ActionAid Federation members and global ActionAid humanitarian programming and response with resource mobilisation for institutional donors, both UK managed and in-country, through technical inputs, programme quality and accountability support.

Working together with the ActionAid Federation, we will deliver strong ActionAid UK-supported programmes and influencing activities that use and promote gender-

transformative approaches to building climate resilience. We will be part of the UK contribution to the global ActionAid climate campaign.

## Operational effectiveness and sustainability

Improving our organisational, financial, environmental, and technological sustainability remains core to our internal work.

In 2023, we will implement our new Customer Relationship Management system as well as seek to further improve the flexibility and efficiency of our core IT infrastructure and business processes, including having all our core IT Infrastructure cloud-based before the end of 2023.

We will continue to progress our environmental commitments as laid out in our Environmental Policy (available on our website), including exploring the environmental impact of some of our core business activities, reviewing our partnership screening processes, minimising international travel, and continuing with the annual measurement and publication of our carbon footprint. Our anti-discrimination programme, accompanied by a detailed action plan, will be developed before the year end.

Our organisational policy work will focus on revising policies to ensure efficient and effective governance systems are in place and the content of our internal policies is in line with our values. We will continue to build and review our assurance frameworks with the ActionAid Global Secretariat to ensure that our legal obligations as a charity are met.



# Statutory Report and Financial Statements

ActionAid is a company limited by guarantee and registered in England and Wales under company number 01295174. ActionAid is registered as a charity with the Charity Commission for England and Wales under charity number 274467, and with the Office of the Scottish Charity Regulator under charity number SC045476.

In this section of the Annual Report 2022, 'ActionAid' refers to the UK-registered charitable company. The Trustees present their statutory report with the financial statements of ActionAid for the year 2022. The Trustees' report has been prepared in compliance with the Charities Act 2011, the Charities and Social Investment Act 2016 and is also a Directors' Report as required by Section 415 of the Companies Act 2006.

# Fundraising Statement

2022 was another year of incredible generosity from our supporters and members of the public. Our fundraising is dependent on building effective and long-lasting relationships with our supporters, guided by our Every Supporter Matters ethos and ActionAid values. This support enables us to continue our work to support women and girls in poverty to change their lives and communities for good.

## How we fundraise

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We work with supporters in a variety of ways. Child Sponsorship remains key for us, with our dedicated supporters building a personal connection to the communities in which we work through their generous, long-term giving. Our Individual Giving programme also supports our donors to make either stand-alone or regular gifts and inspires our supporters and members of the public through direct mail, print, television, outdoor and digital updates and advertising. Our trading products remain popular and enable support via entry into our ActionAid Lottery, or through purchase of Christmas cards or virtual products.

We also inspire supporters to carry out their own fundraising in their own communities, supported by our Events & Community Engagement team. Some of this fundraising is related to participation in challenges or events, often sporting related, and whilst virtual events featured across 2022, we continued to see a return to in-person activity like the London Marathon back to its traditional point in the year, April. We worked very closely with our First-Hand Experience trip participants, who carry out fundraising in advance of their trips overseas to support specific projects and completed trips to Rwanda and Cambodia this year. These supporters sign a Fundraising Agreement with us to ensure that they are compliant with all relevant aspects of the Fundraising Code of Practice, and we monitor this through our close relationships with them. A further trip to Cambodia is planned in 2023.

We are so grateful to have received over 130 legacy gifts in 2022, totalling £2.7m, from generous supporters who chose to leave us a gift in their Will. We remain a part of the Will Aid network, which connects individuals looking to write their Will with a participating solicitor who can support them through the process and do not charge for their service. We do ask those who participate in the scheme to consider donating the cost of the Will to share between the partner charities, however there is no obligation to leave a gift to ActionAid, nor to donate to us when using the service. We are grateful to those supporters who chose to donate to us.

Our Philanthropy & Partnerships team works with individuals and organisations able to give at a high level, including businesses, trusts, grant-making organisations and our ActionAid Ambassadors. We are incredibly grateful to them all.

We are also proud to have continued to benefit from funds raised by players of People's Postcode Lottery. In 2022, we received £3 million thanks to funds raised by players of Postcode Lottery and awarded by the International Postcode Trust, which is supporting a range of vital programmatic work and emergency appeals.

We work in close contact with any commercial participator to ensure that agreed messaging is used and that any feedback is discussed and swiftly addressed. Our commercial participation agreements cover the requirements from the Fundraising Regulator and Charity Commission to ensure that consumers and the general public are informed and protected.

### **Maintaining high standards**

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At ActionAid we firmly believe that Every Supporter Matters and so we always set high standards across fundraising, not simply to meet our compliance obligations, but because it is the right thing to do: our supporters and values are central in our decision-making. We maintain registration with the Fundraising Regulator, work to the Code of Fundraising Practice and can confirm that we have not been the subject of any investigations by the Fundraising Regulator. We regularly participate in best practice discussion groups across the sector, networks of other fundraising compliance professionals and the Data & Marketing Association.

We regularly assess our fundraising activity against the code of fundraising practice and maintain a programme of training on fundraising compliance, including an induction for all new staff with our head of team, and specialist training on data protection. All staff in the organisation receive a copy of our Compliance Handbook upon joining, which outlines our standards including template solicitation statements and our approach to marketing consent.

### **Monitoring activity, carried out on our behalf**

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Our fundraising activity continues to be supported by specialist agencies who can provide telephone or face-to-face services. This is often seasonal work, and so it becomes cost-effective to work in partnership with industry experts who can also share best practice from across the sector. Any new agency is brought on board through our diligent procurement process, and we then maintain monitoring in line with our Working with Agencies Framework.

We work closely with our agency partners on training, monitoring and continuous improvement, to ensure that they consistently operate at a high standard. In 2022 we continued face-to-face fundraising activities and for these campaigns we undertook mystery shopping. We also carry out call listening of our telephone agencies, with this increased for new suppliers, new campaigns or in the event of any concerns. The result of this monitoring is discussed regularly with our partner agencies, with actions agreed and tracked to completion. This is overseen by our Head of Fundraising Compliance, with quarterly reporting to our Board of Trustees.

Our Events & Community Engagement supporters work 'In Aid Of' rather than 'On Behalf Of' ActionAid, but we provide them with a Stay Safe & Legal guide to highlight the relevant aspects of the Fundraising Code.

### **Our approach during the pandemic**

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In 2022 we have continued to implement robust risk assessments referencing COVID requirements of public fundraising, we continue to act cautiously and look to balance our public fundraising with maintaining high standards, safety and comfort for our staff and the public.

## Complaints & Feedback

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Embracing respectful feedback and learning from mistakes are key to our feminist leadership approach and so we always welcome feedback from our supporters and the public. We sincerely believe that complaints present an opportunity to learn and improve.

Our complaints process is readily available [on our website](#) or by post on request, outlining how we address feedback and what a complainant can expect from us, including our timelines for investigation. We always encourage a complainant to get in touch with us so that we can address their concerns directly, but we also provide information on how they can escalate any issue to the Fundraising Regulator if they are unsatisfied with our approach or response. We are gratified that as with previous years, no complainant has chosen this route of escalation in 2022.

We received a total of 83 complaints about our fundraising work in 2022 and are pleased to note this is a 32% decrease from the previous year. All of these were resolved; all our fundraising complaints are resolved within 10 days of receipt. All complaints are classified according to severity and then swiftly addressed in line with our policy, giving a full and open response to the complainant. Should we receive a complaint relating to the work of one of our partner agencies, we discuss this with them as a matter of urgency, and we hold all partner agencies to a contractual obligation to supply us with prompt and thorough investigation results and monitored action plans if appropriate. Our Board of Trustees are given quarterly reporting on our complaints including volumes, themes of feedback and actions taken to ensure that they have a good overview of how our work is received by and impacts supporters and the public. We also track positive feedback, and any individual contacting us via email is given the chance to complete a quick survey on their experience. We are delighted that 89% of respondents in 2022 rated they were 'Satisfied' or 'Very Satisfied' with their supporter contact experience.

## Protecting our supporters and the general public

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We want to ensure that supporting ActionAid is a positive experience for everyone, and we strive to ensure that any interaction is conducted with respect, dignity, and fairness. Our Treating Supporters Fairly policy guides this, ensuring that supporters and members of the public are treated fairly, and that anyone in potentially vulnerable circumstances is protected. We reviewed this policy in 2022 to ensure that it is in line with industry best practice. All new staff are introduced to this policy via the Compliance Handbook, and we also include it in our training and contracts with partner agencies.

We have a cross-team Supporter Communications group, who meet regularly to ensure that we have a full picture of how and how often we communicate with our supporters. This helps us to manage the number and frequency of communications that any supporter receives. We also offer multiple ways for our supporters to manage their communication preferences, and any requests received via the Fundraising Preference Service (FPS) are swiftly acted upon, usually within three working days.

We are grateful for the generous support that we have seen in 2022, and to every individual who has engaged with us, be that financially, through support for our campaigns, or by giving us feedback to enable us to improve our work.

## Keeping People Safe

As an organisation that works with women and girls living in poverty, we take the risk of harm happening within our organisation very seriously. ActionAid is committed to preventing any form of sexual harassment, exploitation and abuse (SHEA, which includes child abuse and adult at-risk abuse) and responding robustly when these harms take place.

ActionAid has a zero-tolerance approach to sexual harassment, exploitation and abuse and other harmful behaviours and demonstrates this by ensuring that all allegations of sexual harassment, exploitation and abuse and other Safeguarding concerns are responded to in a timely, robust, and survivor-centred manner.

At ActionAid we ensure that we embed our SHEA and Safeguarding approach into every aspect of our work, from how we recruit, to how we build capacity, to how our programmes are designed, so that we uphold the rights of all to live and work with integrity, free from violence and harm.

The best way to prevent such harm is to be survivor-centred and to give survivors the confidence to come forward in the knowledge that they will be listened to, heard and believed. At ActionAid, we ensure that our approach to SHEA and Safeguarding is survivor-centred; that is, that we are committed to upholding the power and dignity of survivors by respecting their confidentiality and their right to make decisions over what happens to them, where it is safe and appropriate for them to do so. We work with survivors to ensure they are central to any response, are not further harmed or disempowered by any processes, and receive support throughout. We are committed to ensuring that our safeguarding work continuously learns from the voice and experience of marginalised and oppressed groups and challenges destructive systems of power, in line with ActionAid's intersectional feminist approach.

Globally, our structure is that safeguarding policies and standards are set, and performance against them monitored, by the staff of ActionAid International, known as the Global Secretariat (GS). Adherence to these policies is reviewed through ActionAid's internal assurance and auditing mechanisms.

Where a safeguarding incident occurs in the UK, it is for ActionAid in the UK to investigate and handle the matter, but since the majority of our work is undertaken overseas, it is often in other countries that safeguarding reports are received. Where this is the case, it is the responsibility of that country member of the ActionAid Federation to investigate in line with the policies, processes and procedures upheld across the Federation. If UK funded projects are involved, ActionAid seeks regular assurances from the GS (Global) Safeguarding team about the progress of the investigation and monitors its outcome. The GS Safeguarding Team has oversight of all country investigations to ensure that these are handled properly and that lessons learned from cases are implemented. In some cases, the GS Safeguarding team may themselves carry out the investigation.



ActionAid Trustees have a duty to ensure that we do not cause harm to those we seek to support, employ, or work with. This means assuring themselves that there is a zero-tolerance approach to safeguarding violations wherever UK funds are being spent overseas or within the organisation itself. As a result, every concern is investigated, irrespective of whom the person of concern is. To enable the Board to maintain oversight of safeguarding matters both in the UK and overseas, Trustees receive a quarterly report of all cases within the UK organisation, and where UK funding is involved, as well as a more general update on progress with implementing the safeguarding strategy in ActionAid and its legal branches.

One member of the Board acts as a designated Board Safeguarding Focal Person, who receives more regular updates and additional information on the progress of individual cases. Since December 2021, this has been Caleb Stevens.

If Trustees have concerns about the way that safeguarding standards are being implemented in a member country, they would support that country to improve, working with the Global Safeguarding Team. Ultimately if there is an ongoing risk to those we work with and the assurances received are not robust enough, then they will consider whether to continue funding that member.

In this way, the Trustees of ActionAid maintain oversight of safeguarding across any work carried out around the world using funds raised in the UK, or within the UK organisation, and work to fulfil their responsibility to protect those we seek to support through our programmes and those who have committed to work for us.

At ActionAid, we consider it essential that we prioritise creating an environment in which people feel safe to report incidents that make them feel uncomfortable or threatened in any way. We do this by creating a safe working culture that upholds the rights and dignity of all, founded on our mission, our human rights-based approach, and as outlined in our Code of Conduct, and our Feminist Leadership Principles. Staff, other representatives working with ActionAid, Rights Holders and community members need to feel confident that our safeguarding policies will protect and support keeping people safe. ActionAid's Code of Conduct states that it is the duty and the responsibility of all staff and other representatives to report any suspicions or incidences of sexual harassment, exploitation and abuse. If a staff member or other ActionAid representative does not report an incident or suspicion, they will be in breach of the safeguarding policy and may face disciplinary proceedings. This does not apply to survivors who can decide if, when and how to report.

We have a Sexual Harassment, Exploitation, and Abuse (SHEA) at Work Policy the purpose of which is to ensure that ActionAid provides a safe working environment and that procedures are in place to protect staff and other representatives from any form of sexual harassment, exploitation, and abuse carried out by any member of the ActionAid Federation or other representative.

ActionAid's Child Safeguarding Policy ensures that procedures are in place to protect all children from deliberate or unintended actions that place them at risk of abuse or exploitation carried out by any member of the ActionAid Federation or other representative; and our Protection from Sexual Exploitation and Abuse (PSEA) Policy ensures that procedures are in

place to protect the rights holders and communities we work with, including adults at-risk, from sexual abuse or exploitation carried out by any member of the ActionAid Federation or other representative

In 2022 ActionAid took several steps to further strengthen safeguarding across the organisation including:

- Formally incorporating the signing of the ActionAid Code of Conduct as part of the onboarding process.
- Drafting a 2-year SHEA and Safeguarding Strategy. This strategy sets out to explain how ActionAid UK will further strengthen its SHEA and Safeguarding approach, in-line with our vision, to ensure that we are upholding the rights and dignity of everyone who comes into contact with our work both internally (within the organisation) and externally.
- Following approval at the General Assembly meeting, the suite of new SHEA and Safeguarding Policies were circulated across the ActionAid Federation in January 2022. ActionAid policies were reviewed and updated accordingly and approved in March 2022.
- Further strengthening our work on safeguarding and data protection to support handling data around safeguarding.
- Reviewing the content and delivery of ActionAid's mandatory safeguarding induction training for all new starters.
- Rolling-out mandatory safeguarding refresher training, using an e-learning course offering certificated training, valid for 2 years.
- Creating an Action Aid Safeguarding SharePoint Hub which includes information about ActionAid's approach to Safeguarding, our safeguarding policies, guidance on reporting Sexual Harassment Exploitation Abuse (SHEA) and safeguarding concerns and access to safeguarding resources.
- Creating systems and processes to work with ActionAid Branches to seek assurance in relation to safeguarding.
- Providing safeguarding advice and support. This included post-travel debriefs, to further strengthen ActionAid's travel protocol, and preparing for the introduction of a Disclosure and Barring Service (DBS) checking for relevant staff which will commence in 2023.

### Safeguarding Statistics for 2022

Although we are deeply saddened that anyone associated with us has experienced any form of harassment, exploitation or abuse, or has concerns, we are very grateful to those who have come forward over the past year. Thanks to them, we have continued to improve our practices around safeguarding to ensure that we are and continue to be survivor centred.

The following tables set out the cases that ActionAid responded to in 2022, and the outcomes of these cases. It is important to note that these figures do not relate to the entire ActionAid Federation, but rather cases relevant to ActionAid (the England and Wales-registered charity). This includes any incident where the complainant and/or the person of concern is an ActionAid staff member, or other individuals acting as representatives of

ActionAid. These figures also include cases in countries where any work is funded from the UK.

In the interests of transparency, we have included data since 2019. The incidents included in the figures range from breaches of policy and verbal sexual harassment to sexual and non-sexual assault. We have set out the figures so that it is possible to see how we are dealing with the complaints/reports we receive; however, it is important to note that a report can result in a range of outcomes. For example, an investigation or other process is upheld when it finds in favour of the complainant. When an investigation or other process is not upheld it finds that there is insufficient evidence to confirm that the alleged inappropriate behaviour did take place or that, on the balance of probability, it is most likely that the behaviour did not take place. In some cases, a complaint may be partially upheld; this is when it may not be possible to uphold all parts of a complaint, but some aspects of the complaint may be upheld.

Our safeguarding policies make clear that when incidents take place they should always be responded to swiftly, robustly and, where possible, with an investigation. However, in a few cases, this is simply not possible; for example, where the survivor does not name the person of concern. Where we cannot carry out a full investigation, we will always look at ways of using the complaint to identify areas of focus, including changing behaviours, culture and abuse of power through training and awareness-raising, improvements to policies and procedures and enhancing the way in which we support survivors.

In the tables below, Figure 1 relates to cases concerning survivors who are adult programme participants, Figure 2 relates to cases concerning survivors who are child programme participants, and Figure 3 refers to staff and/or associated personnel (including partners and third parties) who are either the subjects of concern or survivors.

| Figure 1: Adult programme participants (incl. community members)                                     | 2020 | 2021 | 2022           |
|------------------------------------------------------------------------------------------------------|------|------|----------------|
| Number of reports received                                                                           | 1    | 0    | 2              |
| At the end of year respectively, how many open reports were carried forward into the following year? | 1    | 1    | 2              |
| How many reports were not investigated and are now closed?                                           | 0    | 0    | 1 <sup>1</sup> |
| How many reports were investigated and are now closed?                                               | 1    | 0    | 0              |
| Out of the reports substantiated, how many resulted in dismissals?                                   | 0    | 0    | 0              |
| Out of the reports substantiated, how many resulted in other disciplinary action?                    | 0    | 0    | 0              |

| Figure 2: Child programme participants (incl. community members)                                     | 2020 | 2021 | 2022 |
|------------------------------------------------------------------------------------------------------|------|------|------|
| Number of reports received                                                                           | 5    | 2    | 3    |
| At the end of year respectively, how many open reports were carried forward into the following year? | 3    | 1    | 2    |

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<sup>1</sup> ActionAid was unable to complete an investigation as the Person of Concern was unknown, but wider actions were taken in relation to this concern.

|                                                                            |   |   |   |
|----------------------------------------------------------------------------|---|---|---|
| How many reports were not investigated and are now closed?                 | 0 | 0 | 0 |
| How many reports were investigated and are now closed?                     | 4 | 4 | 3 |
| Out of the reports upheld, how many resulted in dismissals?                | 0 | 0 | 0 |
| Out of the reports upheld, how many resulted in other disciplinary action? | 1 | 0 | 0 |

| Figure 3: AA Staff/Other Representatives (incl. relatives/partners/other NGO staff)                  | 2020 | 2021           | 2022           |
|------------------------------------------------------------------------------------------------------|------|----------------|----------------|
| Number of reports received                                                                           | 14   | 9              | 12             |
| At the end of year respectively, how many open reports were carried forward into the following year? | 8    | 8              | 12             |
| How many reports were not investigated and are now closed?                                           | 1    | 1 <sup>2</sup> | 1 <sup>3</sup> |
| How many reports were investigated and are now closed?                                               | 14   | 8              | 7              |
| Out of the reports upheld, how many resulted in dismissals?                                          | 1    | 1              | 3              |
| Out of the reports upheld, how many resulted in other disciplinary action?                           | 4    | 1              | 1              |

Of the cases above reported in 2022, 8 relate to someone directly employed by an ActionAid entity. 1 of these was a member of ActionAid staff in the UK.

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<sup>2</sup> In line with our Survivor-centred approach this case was not investigated at the request of the survivor. Other follow up work was carried out as a result of the concern being raised.

<sup>3</sup> In line with our Survivor-centred approach this case was not investigated at the request of the survivor. Other follow up work was carried out as a result of the concern being raised.

# Carbon reduction and energy reporting

The Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018 ("the 2018 Regulations") implement the UK Government's policy on Streamlined Energy and Carbon Reporting (SECR). ActionAid falls within the scope of the SECR as a large unquoted company. Below reporting includes the mandatory elements ActionAid are required to report.

## UK energy use disclosure

| Unit                                                          | Metric                                                                                                       | 2020            | 2021              | 2022              |
|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------|-------------------|-------------------|
| <i>Kilowatt-hours (kWh)</i>                                   | <b>Electricity<sup>4</sup></b>                                                                               | 218,933         | 216,157           | 261,850           |
|                                                               | <b>Gas combustion<sup>5</sup></b>                                                                            | 23,909          | 27,623            | 27,119            |
|                                                               | <b>Travel/Transport</b><br>(purchased fuel inc. company fleet and employee-owned vehicles i.e. 'grey fleet') | 171             | 569               | 3,134             |
| <i>Carbon dioxide equivalent in tonnes (tCO<sub>2</sub>e)</i> | <b>Electricity<sup>6</sup></b>                                                                               | 55.4            | 49.9              | 55.3              |
|                                                               | <b>Gas combustion</b>                                                                                        | 4.4             | 5.0               | 4.9               |
|                                                               | <b>Travel/Transport</b><br>(purchased fuel inc. company fleet and employee-owned vehicles i.e. 'grey fleet') | 0.04<br>(41 kg) | 0.136<br>(136 kg) | 0.757<br>(757 kg) |
|                                                               | <b>Business Travel<sup>7</sup></b><br>(voluntary under SECR)                                                 | 104.3           | 2.7               | 134.8             |

## Carbon disclosure and intensity ratio

|                                                     | Metric                       | 2020                    | 2021                    | 2022                    |
|-----------------------------------------------------|------------------------------|-------------------------|-------------------------|-------------------------|
| <i>Carbon dioxide equivalent (tCO<sub>2</sub>e)</i> | <b>Full carbon footprint</b> | 2,683                   | 1,792                   | 2,075                   |
| <i>£million funds raised</i>                        | <b>ActionAid UK income</b>   | £50.3 m                 | £49.6m                  | £59.6m                  |
| <i>Grams of carbon per £1 raised</i>                | <b>Carbon intensity</b>      | 53.3 gCO <sub>2</sub> e | 36.2 gCO <sub>2</sub> e | 34.8 gCO <sub>2</sub> e |

<sup>4</sup> The purchase of electricity by the company for its own use, including for the purposes of transport.

<sup>5</sup> Natural gas for property heating: standard natural gas received through the gas mains grid network in the UK.

<sup>6</sup> Emissions include electricity transmission and distribution losses.

<sup>7</sup> Includes organisational travel for business purposes (air, rail, car) and hotels. Excludes employee commuting.

## How our carbon footprint and energy consumption are calculated

We use the Greenhouse Gas (GHG) Protocol as the methodology for measuring our carbon emissions, applying UK Government-approved greenhouse gas conversion factors. For certain elements of the full carbon footprint calculation, we use operational data (energy bills, travel records etc.) whereas for some elements we have used spend levels as the data point for the calculation. We have measured our carbon footprint with support from the company Positive Planet Ltd for 2020, 2021 and 2022.

When calculating energy consumption from transport activities, as reported in the UK energy use disclosure above, we use data available from employee expense and mileage claims for private car use. We then use the relevant GHG emission factors to calculate energy consumption in kWh and carbon emissions in CO<sub>2</sub>e, respectively.

We report using an operational control approach to define our organisational boundary, reporting on sources of environmental impact over which we have operational control and have the authority to introduce and implement operating policies.

## Carbon reduction and energy efficiency actions

ActionAid acknowledges that our own operations, especially the use of renewable and non-renewable resources, the use of goods and services, and our international and domestic travel, directly and indirectly, impact the environment. We are therefore committed to being an environmentally responsible organisation and to becoming sustainable in our operations.

We completed our first-ever organisational carbon footprint measurement for the year 2020. That year was heavily impacted by the Covid-19 pandemic and normal operations were disrupted, so we acknowledge the challenge of using 2020 figures as a meaningful baseline.

The area with most visible changes in emissions year on year have been in organisational travel, particularly overseas air travel. In 2020, our footprint from business travel was 104 tonnes CO<sub>2</sub>e, with most of this occurring in the first quarter before the UK lockdown was introduced in late March. In 2021, a year heavily marked by various lockdowns and travel restrictions, our business travel emissions dropped to under three tonnes CO<sub>2</sub>e. This also greatly impacted the overall drop in our carbon footprint between 2020 and 2021, with other contributing factors including a slight reduction in waste, reduction in electricity usage (with our London office electricity supplier providing renewable energy), and a drop in purchased goods and services.

In 2022, as international air travel opened up again, our travel-related emissions increased, which also pushed up our overall footprint. Our 2022 business travel emissions were just under 135 tonnes CO<sub>2</sub>e. This is still a significant reduction compared to pre-pandemic 'business as usual' organisational travel however, as our 2019 business travel emissions are estimated to have been closer to 400 tonnes CO<sub>2</sub>e.

Below are actions and initiatives ActionAid has taken in the past two years to progress greening our operations.

- We review and update our organisational-wide Environmental Policy annually. The policy is available on our website.
- We began measuring our organisational CO2e footprint, starting with 2020 data, and we will continue to do this exercise annually to track our emissions. ActionAid is committed to reaching net zero by 2040.
- We have issued Sustainable Travel Guidance to all staff which includes parameters around international travel, and how we can reduce our emissions from air travel. Pre-pandemic in 2019, travel would have been our second-largest source of emissions.
- We have a dedicated staff group of 'green champions', called the Green Task Force, who support the implementation of the company Environmental Policy and seek to innovate, trial and champion green initiatives across the organisation.
- We have embedded environmental considerations into our current company strategy, and during annual team planning cycles we issue staff an environmental checklist to guide their planning process.
- We have developed new product development principles for the innovation of new products, so that teams consider green principles in product design, alongside anti-racism, diversity, and inclusion.
- We have switched to vegetarian and plant-based catering in all our company events, as we know plant-based food has a lesser impact on the environment than the cattle and dairy industries.
- We have included environmental sustainability as one of the screening criteria in our company procurement process when we assess potential new business suppliers.
- Our office is fitted with motion-censor lighting to save electricity, we only provide unbleached paper for our office printers, and we avoid purchasing single-used plastics for any staff or company events.
- We are planning to set a formal cap on international travel from 2024 onwards to help further drive down our air travel related emissions. Since the pandemic, we have already drastically reduced our air travel mileage when compared to 2019 levels.
- We have developed tools and risk assessments to ensure we are not harming the environment through our work in programmes, by including considerations around environmentally friendly procurement, transport and partnerships options in our project design process.



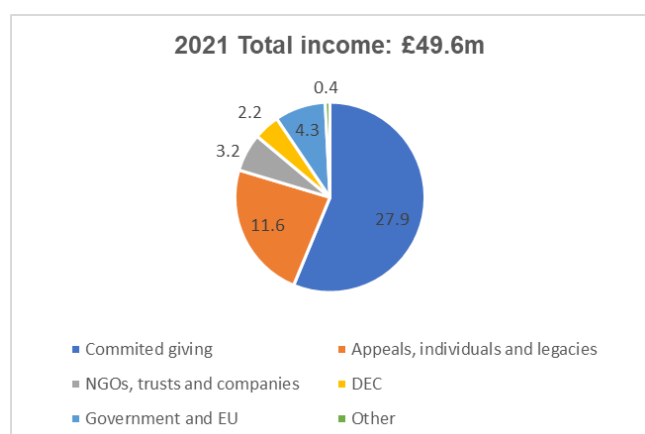
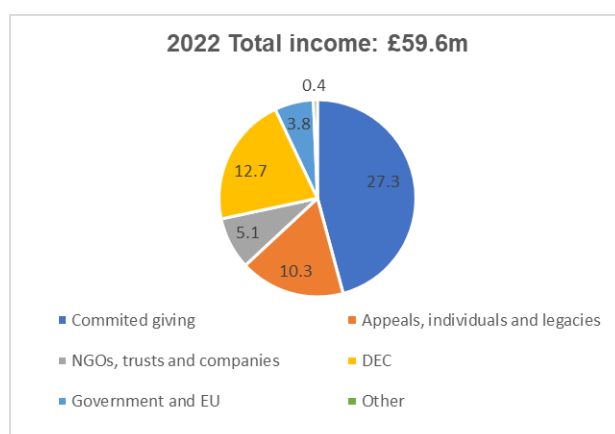
# Financial review

## Income

In 2022, income of ActionAid increased significantly by 20.3% from £49.6million to £59.6 million, following a decrease of 1.5% in 2021. The increase in income was primarily a result of the income raised to the Ukraine appeals in 2022.

Despite the impact of the cost of living crisis in the UK, our supporters continued to show their incredible generosity as we raised over £3.0m on the emergency appeals that we ran during the year for humanitarian crises in Ukraine, Afghanistan, East Africa and Pakistan. During 2022, the Disasters Emergency Committee (DEC) appeal for Ukraine raised more than £200m, and by the end of 2022 we had been allocated just over £11.5m. In addition, we received a further allocation from the DEC for the Afghanistan appeal of just under £1.1m. The DEC also ran an appeal for the Pakistan Floods in September and whilst we no longer work in the country, we were able to pass on over £100k raised by our supporters to this appeal. Supporting and fundraising for humanitarian crises continues to be a key part of our strategy.

In line with previous years, the majority of our income, more than 84% (2021: 84%), was in the form of donations and legacies. We continue to be immensely thankful of the growing commitment and loyalty of our financial supporters, especially with the current cost of living crisis and rising prices. However, the impact of this crisis saw income from committed giving, donations, appeals and legacies fall from £39.4m in 2021 to £37.6m in 2022. Committed giving income fell from £27.9m to £27.3m following a strong start to 2022. Whilst we still achieved net gains in regular giving supporters, the drop in our child sponsorship supporters was larger than we had seen since before the Covid-19 pandemic.



As part of our institutional funding work in 2022, we were again pleased to collaborate with many key donors and partners including UK Aid, the Belgian Government, Disasters Emergency Committee, Start Network, People's Postcode Lottery, Hewlett Foundation, and Options.

Our grant income increased by £1.1m for the year to £8.3m (2021: £7.2m), in large part due to emergency and humanitarian response grants of £2.9m (2021: £1.2m), and income from



the Africa-Led Movement to end Female Genital Mutilation (ALM-FGM) contract increased to £0.6m (2021: 0.2m). We commenced two large humanitarian grants, funded by the Belgium government and the United Nations Peacebuilding Fund (UNPBF) in Mozambique (£0.6m) and Liberia (£0.7m) respectively. These added to our continued success with Start Fund application submissions of £1.1m (2021: £1.3m), where we received funding for humanitarian projects in the DRC, Somaliland, India and Ethiopia, among others.

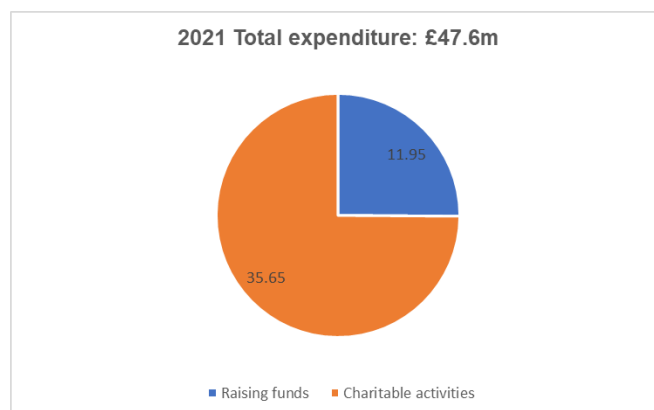
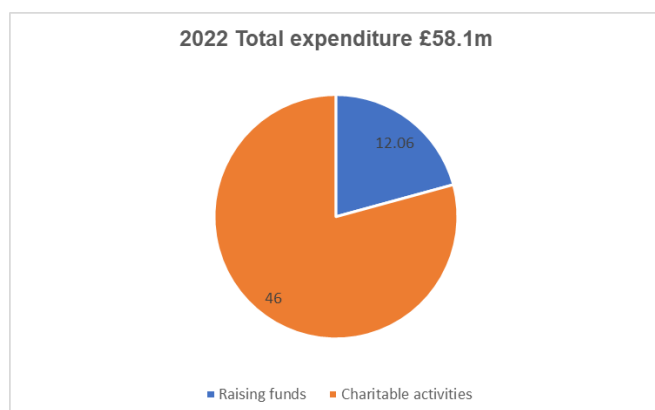
Grants received from People's Postcode Lottery International Trust increased by £0.4m to £3.0m (2021: £2.6m), and we chose to allocate these funds to development programmes being implemented in Jordan and Zimbabwe, and humanitarian projects being implemented across the ActionAid Federation. These included projects supporting access to quality education, and responding to over 20 emergencies over the world. Through the support from the players of the People's Postcode Lottery, we were also able to start work in three new locations; Syria, Cabo Delgado in Mozambique, and South Central Somalia. In addition, we have been able to progress work in expanding our presence across Zimbabwe and Somalia to build resilience to climate induced emergencies.

In addition, grant funding for our campaigns and policy work increased by £0.5m to £1.0m (2021: £0.5m), largely due to funding from the William and Flora Hewlett Foundation for the Bretton Woods Project, which is hosted by ActionAid.

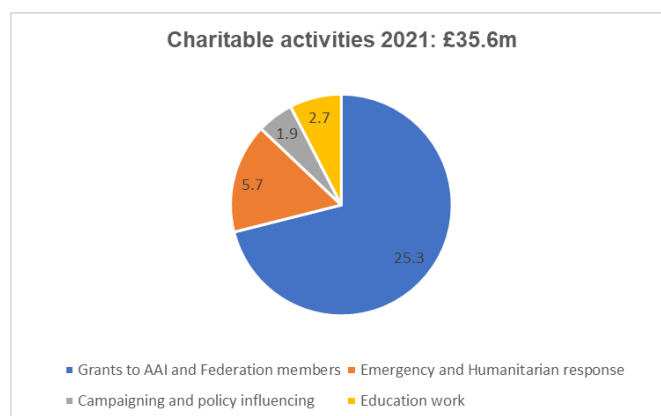
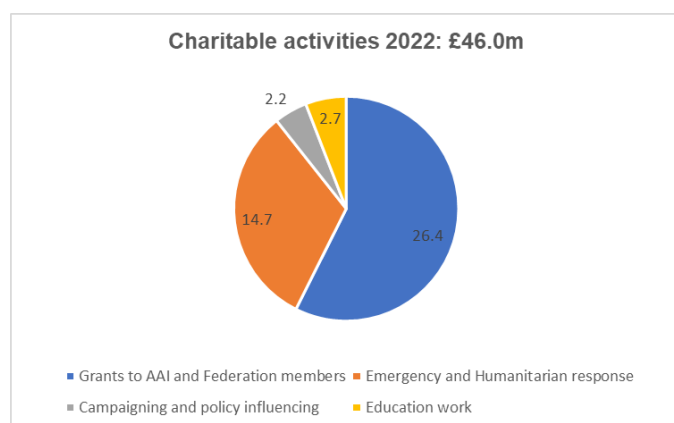
These increases were offset by a reduction in grants funded by the UK Government's Foreign, Commonwealth and Development Office (FCDO) of £1.3m, where grants being implemented in 2021 came to an end and no new grants funded by the FCDO started in 2022. ActionAid is also the grant signatory for European Commission grants implemented by some members of the ActionAid Federation, and these decreased by £0.3m in 2022.

## Expenditure

Just as the increase in income was driven by the Ukraine appeals, a similar impact also occurred on expenditure in 2022. Overall, expenditure increased in 2022 to £58.1m from £47.6m as a result of an increase in grants remitted to the Federation of £9.4m to £37.9m, of which £9.6m were to help with the humanitarian and resilience programme supporting those affected by the Russian invasion of Ukraine.



As a result of the increase in grants being remitted, expenditure on ActionAid's charitable activities rose from £35.6m in 2021 to £46.0m in 2022. This represented over 79% of our total expenditure (2021: 75%). Our charitable activities include grants to the ActionAid Federation, emergency and humanitarian work, campaigning and policy influencing in the UK and overseas and education work in the UK on our charitable objectives. The focus of these activities is to enable people living in poverty to hold governments and companies to account, to improve the quality of public education, respond to emergencies and to promote the rights of women and girls.



With the ending of our current strategy, total fundraising expenditure remained at similar levels to the prior year at £12.1m (2021: £11.9m), including an allocation of £3.1m of support and governance costs, up from £2.7m in 2021. Not included in these figures is £1.1m of costs relating to the development of the new Customer Relationship Management system, which have been capitalised and will be released once the new system goes live later in 2023. Whilst this demonstrates our commitment to invest in fundraising, we are also carefully monitoring the long-term effectiveness and income returns of these investments to ensure that they offer best value to maximise income for ActionAid and the wider ActionAid Federation.

Support and governance costs are allocated to fundraising and charitable activity expenditure based on the number of staff employed working in each of these areas. Support and governance costs have increased from £5.1m in 2021 to £6.0m due to an increase in legal and professional fees as a result of the project to transfer the country programmes to ActionAid International and in increase in recruitment fees due to a high turnover of trustees and senior management during the year. It is also reflective of increased electricity and utility prices at our London offices and the fact that no grant in-kind was made to the ActionAid Global Secretariat (GS) following the reimagination of the GS which significantly reduced the numbers of staff based in the UK.

## Reserves

Reserves are funds that we are yet to spend. Our supporters and donors expect that the money will help us to realise our vision in an appropriate timeframe and for this reason we do not desire to hold excessive reserves. Our restricted reserves represent funds received for specific project work.

Our restricted reserves increased from £6.3m in 2021 to £9.1m in 2022. The drivers for this were the receipt of significant allocations of funds from the DEC for the Ukraine and Afghanistan appeals, which will be spent over the next 18 months in line with our programme of work in those regions. In addition, the change in the way we receive funds from People's Postcode Lottery from 2021 onwards is likely to increase our minimum holding of restricted reserves at any one time. We are committed to reducing the level of restricted reserves down to much lower levels in the future and ensure that all restricted committed giving is remitted to the ActionAid Federation within a month of it being received.

Our policy for general fund reserves is to retain a minimum of 2.6 months of planned annual expenditure (equivalent to £4.5million). Our Trustees believe that this balances the need to apply funds to our mission whilst at the same time ensuring there are sufficient funds to run our day-to-day business, to pre-finance some projects and to protect us from unanticipated shocks. Our general reserves fell to £7.81m at the end of 2022 (£9.3m in 2021), which represents 4.5 months of planned annual expenditure (5.4 months in 2021). We believe this is an acceptable level due to uncertainty about the impact of the rising cost of living, high inflation and the war in Ukraine on the future economy. It will also allow us to finish the CRM project and make planned investments over the next three years to 2026 in line with our Bridging Plan. Whilst we expect to make an unrestricted deficit in 2023, we are working to break even in 2024 and beyond. Our current forecasts show that the general reserve will fall in 2023 but will remain above the policy level. During this time, funds will continue to be invested in new systems, anti-racism and decolonisation activities and fundraising investments required to deliver the Bridging Plan.

ActionAid Trustees have established designated reserves that relate to our holding of tangible fixed assets £0.242m; Intangible fixed assets £1.195m, Emergency & Humanitarian Fund £50k; Exchange rate movement fund £0.3m; and FGM-ALM Contract £22k. During the year, the People's Postcode Lottery funds for overseas programmes and Strategic Investment Pot (SIP) designated funds were fully utilized and subsequently closed. We expect these funds to be actively utilized during 2023.

### **Grant-making policy**

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We grant our funds to ActionAid International (Global Secretariat) for wider disbursement to the Federation's country programmes and their partners, according to the management agreement that exists between ActionAid and ActionAid International. We also grant funds directly and bilaterally to other ActionAid Federation members. On occasions we make grants to other carefully selected charities where it is deemed that this is the most effective way of delivering our charitable aims. In 2022 (and in 2023), we signed bilateral agreements with each Federation member to which we remit committed giving and institutional grants.

### **ActionAid International's Finances**

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These accounts reflect the performance of the UK charity which is a member of the ActionAid International Federation. To find out more about ActionAid International's work or finances, please visit [www.actionaid.org](http://www.actionaid.org).

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## Principal Risks and uncertainties

ActionAid operates in a rapidly changing environment where it is critical to identify and mitigate the principal risks faced by the organisation. The Board of Trustees has ultimate responsibility for risk management within ActionAid, including risks related to the use of funds in ActionAid countries in receipt of UK funds. Operational responsibility for managing risks on a day-to-day basis is delegated to the Chief Executive and the UK Leadership Team.

Trustees are satisfied that appropriate internal control systems are in place within ActionAid to manage the key strategic and operational risks that are identified. The following framework provides the Trustees with assurance that systems are in place to manage risks:

- The Board of Trustees receives regular reports on performance against the board-approved strategy and annual plans and budgets. Trustees also review the work of its respective committees and the UK Leadership Team on the oversight and management of significant risks and consider the adequacy and effectiveness of mitigating actions to reduce the impact of identified risks.
- The Board of Trustees has oversight of our public communications strategy. It ensures that we are fundraising in a manner which is in line with both our legal obligations and public expectations of charities, and that associated risks are identified and managed appropriately.
- The Performance, Risk and Audit Committee has oversight of organisational risks and the internal controls framework within which we operate. The committee approves the ActionAid risk-based internal audit plan, the UK Leadership Team reviews the significant organisational risks on a regular basis and ensures that the internal control system within which ActionAid operates is effective in managing identified risks. The UK Leadership Team considers new and emerging risks, reviews internal audit and risk management reports, and assesses progress on implementing mitigating actions.
- We recognise both our legal obligation and moral duty to safeguard funds entrusted to us and have zero tolerance towards fraud, bribery, corruption and terrorist financing. In addition to policies and procedures for raising complaints and grievances, there is also a whistleblowing policy whereby members of staff or volunteers can raise suspicions of wrongdoing, risk or malpractice within the organisation.
- There are operational, communication and reputation management plans in place to help ensure effective and timely management of risks associated with the increasing scrutiny of the charity sector, including fundraising practices and the efficient use of resources. Our most significant risks and mitigating actions, covering our work in the UK and our work in support of ActionAid International, are reviewed on an annual basis by senior management and our Trustees. These are set out in the following table.

| Risks and Uncertainties                                                                                                                                                                                                                                                                              | Mitigating actions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Operational</b>                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p><b>Safeguarding rightsholders:</b> We fund programmes that work with vulnerable adults and children. A failure in our safeguarding practice could contribute to harm to vulnerable adults or children.</p> <p>We continue to focus on safeguarding and build it into all aspects of our work.</p> | <p>ActionAid receives assurances from the Global Secretariat through annual attestations from ActionAid Federation members on their safeguarding practices and procedures. Mitigating actions to improve controls are identified and followed up through the Global Secretariat and directly with branches.</p> <p>A global safeguarding lead coordinates the ActionAid Federation's work on safeguarding including its policies, systems, processes and training. Across ActionAid countries there are staff who act as safeguarding focal points.</p> <p>Please review the 'Keeping People Safe' section (page 35) for a fuller explanation of ActionAid's safeguarding approach.</p>                                                                                                                                                                |
| <p><b>Safety and Security:</b> Harm could occur to a staff member, volunteer, trustee or other person formally associated with ActionAid UK in the course of work-related international travel.</p>                                                                                                  | <p>Continue to supplement ActionAid's internal security management skills with specialist advice from the Global Secretariat and travel safety advisory specialists.</p> <p>Provide specialist advice and training to Board Members, staff, consultants and volunteers travelling on behalf of ActionAid.</p> <p>Seek assurance from the Global Secretariat on cross-ActionAid Federation compliance with key policies on security, health and safety and staff conduct.</p> <p>Monitor compliance with key domestic policies related to travel and safeguarding.</p>                                                                                                                                                                                                                                                                                  |
| <p><b>Anti-Racism:</b> ActionAid's progress towards being an anti-racist organisation has been slow. This creates a risk of harm to staff, increased staff turnover, reputational damage, and damage to the relationship between the UK Board, Leadership and Management.</p>                        | <p>In 2022 ActionAid worked to mitigate the impact on staff engaging specialist staff wellbeing services, undertaking a roundtable progress to promote reconciliation, and developing an action plan. ActionAid is rebuilding trust between the UK Board, Leadership Team, and staff.</p> <p>Unfortunately, the development and implementation of an organisational equality, diversity, and inclusion programme; an anti-discrimination programme was delayed from 2022 to 2023, this will include a detailed action plan. The delay was caused by significant turnover in both ActionAid's Board and senior management team. Work in this area has seen good progress during the first half of 2023 (see more on page 27.) The work so far includes launching a Decolonisation Learning Series mandatory for all ActionAid staff; recruitment of</p> |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                                                                                          | <p>roles to begin formation of a dedicated Anti-Racism and Decolonisation Hub; and development of anti-racist storytelling curriculum including guidance to be applied in all ActionAid communications.</p>                                                                                                                                                                                                                                                                                |
| <p><b>IT:</b> ActionAid currently relies on a number on premises servers that are no longer supported. If one of these servers fails, parts of our operation could be disrupted.</p>                                                                                                                                                                                                                                     | <p>ActionAid is migrating servers to the cloud or replacing the servers with Software as a Service (SaaS).</p> <p>We aim to have all our core IT Infrastructure, cloud based before the end of 2023.</p> <p>Our Cyber Essentials Plus Certification provides a more rigorous test of the organisation's cyber security systems, where cyber security experts carry out vulnerability tests to make sure that the organisation is protected against basic hacking and phishing attacks.</p> |
| <p><b>Customer Relationship Management (CRM):</b> ActionAid is developing a new CRM to replace our legacy system. We hoped to implement the new system in 2022. However, staff turnover delayed the project.</p> <p>The current CRM is outdated, and there is limited knowledge in the organisation to maintain it, this increases the risk of disruption to our operations, financial loss and reputational damage.</p> | <p>We are working with former staff members on a consultancy basis to maintain the current CRM system.</p> <p>A new data warehouse is in place.</p> <p>We hope to implement the CRM in Q3 2023.</p>                                                                                                                                                                                                                                                                                        |
| <p><b>Cyber Attack:</b> ActionAid may be subject to a cyber-attack. This could disrupt our operations, lead to financial loss, data theft and reputational damage.</p>                                                                                                                                                                                                                                                   | <p>ActionAid operates on MS Office 365 which includes a high degree of cyber security, and we purchase additional screening services.</p> <p>We aim to have all our core IT Infrastructure cloud-based before the end of 2023.</p> <p>ActionAid is migrating all systems to secure cloud services.</p> <p>We have achieved Cyber Essentials Plus Certification</p> <p>Cyber security training is mandatory for everyone in ActionAid.</p>                                                  |
| <p><b>Data Breach:</b> A data breach or leak of information relating to supporters, partners or rightsholders caused by either cyber-attack or staff negligence could cause harm to those affected, reputational damage to ActionAid, regulatory action against ActionAid and financial loss.</p>                                                                                                                        | <p>Information Security Policy outlines how information that we hold for others and ourselves must be classified, controlled and protected.</p> <p>Data Protection Policy – outlines how we remain compliant with regulation and legislation. Data</p>                                                                                                                                                                                                                                     |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>Breach Policy – outlines what we do in the event of a breach.</p> <p>ActionAid operates on MS Office 365 which includes a high degree of cyber security and we purchase additional screening services.</p> <p>Cyber security training is mandatory for everyone in ActionAid.</p>                                                                                                                                                            |
| <b>Environmental / External</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p><b>Increased cost of living:</b> UK household living standards have fallen and the amount of disposable income available has dropped. This may affect our public fundraising.</p> <p>ActionAid is primary source of public fundraising income to the ActionAid Federation and a significant fall will cause challenges in the wider Federation as well as the UK.</p>                                                                                                                                                                                                                       | <p>We have a diverse fundraising portfolio and will work to target income sources that are less affected by current challenges.</p> <p>We continue to innovate to identify new income sources.</p>                                                                                                                                                                                                                                              |
| <p><b>Innovating in a challenging environment:</b> Over the next 2-3 years we want to develop an anti-racist, decolonial, feminist, sustainable and climate-just fundraising model and approach. We want to develop this while continuing to provide a sufficient level of income to our ActionAid Federation.</p> <p>The pressures caused by our operating context (falling UK living standards, high turnover in our organisation) may impact our ability to develop a new fundraising model. Failure to develop a new model will impact our reputation, staff morale and future income.</p> | <p>We are reviewing our fundraising products and scaling back or pausing some activities to free capacity for innovation.</p>                                                                                                                                                                                                                                                                                                                   |
| <p><b>Official Development Assistance (ODA):</b> Political uncertainty may cause further delays and changes in the allocation and disbursement of ODA. This could result in removal of funds from gender equality or delays in the releasing funding opportunities of funding or both.</p> <p>Delays in the releasing of funds and reduction in funds for gender equity may lead to fewer resources for ActionAid Federation programming.</p>                                                                                                                                                  | <p>We continue to advocate for a return to 0.7%.</p> <p>We continue to advocate for the UK Government to increase its prioritisation of women and girls' rights in its FCDO policies and programmes, including making practical recommendations for how this can be done.</p> <p>We have a diversified ODA portfolio including donors beyond the UK.</p> <p>We support members of our ActionAid Federation to develop relationships with UK</p> |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p>High Commissions and Embassies to access locally managed ODA.</p> <p>We are investing in commercial contracting.</p>                                                                                                                                                                                                                                                                                                                                                    |
| <p><b>Polarisation:</b> ActionAid takes stances on potentially divisive issues related to our values and work. ActionAid may experience negative responses to its stances. This could lead to financial loss, reputational damage and harm to staff answering to hostile responses.</p>                                                                                                                                                                                                                               | <p>Crisis management approach developed, and roles and responsibilities assigned.</p> <p>Media lines and messages related to potentially divisive issues are regularly reviewed and updated.</p> <p>If negative feedback on social media is likely to cause harm to our staff or others, we turn off the 'comments' facility.</p> <p>Complaints procedure updated to better support internal resolution of complaints arising from value positions taken by ActionAid.</p> |
| <b>Law and Regulation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p><b>Assurances on Federation Systems:</b> ActionAid relies on the Federation's Global Secretariat (GS) for cross Federation assurance on compliance to policy and regulation.</p> <p>The Global Secretariat underwent a major restructure in the opening months of 2022. The Global Secretariat retained an internal audit team and an assurance team however, these teams had less capacity than before the restructure. The Global Secretariat may not be able to deliver the assurance that ActionAid needs.</p> | <p>ActionAid provides additional capacity to support the Global Secretariat's assurance and internal audit teams.</p> <p>ActionAid has put in place bilateral agreements with all the ActionAid Federation members that it provides funds to. Monitoring of these agreements is undertaken by a team in ActionAid and our Trustees receive quarterly updates on performance against these agreements.</p>                                                                  |
| <b>Governance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p><b>Turnover of senior staff and trustees:</b> A significant number of senior staff and trustees left ActionAid in 2022. We have many interim appointments in senior leadership and lots of new trustees.</p> <p>This may lead to delay in decision making, a loss of institutional knowledge and loss of confidence among staff.</p>                                                                                                                                                                               | <p>We have reviewed and updated the recruitment process for both trustees and senior staff.</p> <p>We have an induction process for trustees with handovers from their predecessors.</p> <p>We are refreshing our induction process for senior staff (Director and above).</p> <p>We have defined roles and responsibilities for Board members, CEO and senior leaders.</p> <p>We have agreed notice periods and staff who are leaving prepare handovers.</p>              |

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# Directors' duties

How ActionAid Directors have complied with their duties in regard to the following:

## **The likely consequences of any decision in the long term.**

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All key decisions that will have an impact on the long-term future of the charity are discussed at the relevant sub-committee and board. For major and long running projects, the board receives regular updates to ensure that there is appropriate oversight and that appropriate action is taken where necessary.

## **The interest of the company's employees.**

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The impact of major decisions on staff are discussed by the board who also receive regular updates on staff pay; health and safety; and safeguarding.

The board receives a summary of the annual engagement survey which highlights both strengths and areas for potential improvement on employment matters and how these will be mitigated through specific actions.

## **The need to foster the company's business relationships with suppliers, customers and others.**

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The board receives regular updates on supporters' complaint levels and any underlying themes. In addition, a survey is undertaken with key partners annually, feedback from which is shared with the board. The board regularly discusses the nature of the relationships it wants with key stakeholders and there are clear processes for engagement with suppliers and donors.

## **The impact of the company's operations on the community and the environment.**

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ActionAid's key objective is to have an impact on the lives of women and girls living in poverty. The board receives regular updates on the work that funds raised in the UK are being used for, to ensure funds are used efficiently and effectively. In addition, an assurance framework is in place with the rest of the ActionAid Federation to ensure compliance requirements for funding are met and the expected impact is delivered.

## **The desirability of the company maintaining a reputation for high standards of business conduct.**

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The nature of ActionAid's work as a charity makes the maintenance of its reputation for keeping high standards of particular importance. Appropriate systems and processes are in place to ensure the highest standards in business conduct. The senior leadership team will also update the board with any matters that may have given rise to a reputational risk including any mitigating actions being taken.

## **The need to act fairly between members of the ActionAid Federation.**

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While an independent entity, ActionAid is a member of an International Federation and as such has a common strategy with fellow members. ActionAid board members work to ensure the work of ActionAid is well aligned with the rest of the ActionAid Federation and its work is influenced by its fellow members working in the global south.

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# Governance, leadership and Trustee declaration

Our accountability is to people living in poverty and injustice, and to our supporters here in the UK, to ensure that they have confidence in how we use our resources.

ActionAid is a full affiliate member of ActionAid International (AAI), an association registered in The Hague (Netherlands), and with its global secretariat and head office in Johannesburg, South Africa.

Financial statements have been prepared in accordance with the accounting policies and comply with the charitable company's Memorandum and Articles of Association, applicable laws and requirements of Accounting and Reporting by Charities: Statement of Recommended Practice (Charities SORP FRS102).

ActionAid is an England & Wales and Scotland-registered charity and a company limited by guarantee. We are governed by a Board of Trustees who are also considered directors under company law.

ActionAid has a wholly-owned subsidiary – ActionAid Enterprises Limited (company number 05011412). The company did not trade in the year ending 31 December 2022.

## **Public benefit**

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Full details of how ActionAid provides a benefit to a sufficient section of the public in line with our charitable purposes is set out in the Strategic Review section of this report. ActionAid has made grants of just under £38 million to the ActionAid Federation in 2022 to assist country programmes to deliver against our ambitious strategy and strengthen our Federation. Please refer to note 7 in the accounts for the detail.

The Trustees confirm that in setting objectives and planning activities for 2022, having given consideration to the Charity Commission's public benefit guidance.

## **The ActionAid Board of Trustees**

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ActionAid's Board of Trustees is charged with ensuring a sharp focus on our mission and values. We set the strategic direction, ensure that we are financially sound and answerable to people living in poverty and injustice around the world and to our supporters in the UK, and make certain that we are compliant with all the relevant laws and regulations. We take seriously our responsibility to safeguard funds entrusted and have a zero-tolerance policy on fraud, bribery and corruption.

The Board delegates day-to-day decision-making and operations to the Chief Executive and the Senior Leadership Team. The Board meets formally four times a year and holds an annual away-day to consider ActionAid's strategic direction given the changing context in which international development charities operate.

There are four committees of the Board:

**The Performance, Risk and Audit Committee** is responsible for assurance oversight of the highest standards of integrity, financial reporting and internal control. In addition to reviewing organisational performance and results against the Annual Plan, the committee also makes certain that ActionAid's systems of financial control comply with legal requirements and provide reasonable assurance against material misstatement or loss. It also has oversight of safeguarding across our organisation.

**The Governance and Relationships Committee** has responsibility for good governance across the organisation including overseeing governance reviews and managing the Board Development Plan, which sets clear objectives for the Board's work plan and development. It acts as a nominations committee for appointments to the Board's committees, as well as having oversight of the recruitment and induction of new Trustees. The Governance and Relationships Committee also focuses on the relationships between ActionAid, ActionAid International and other countries within the ActionAid Federation, as well as leading our input into international policy, principles and governance structures, especially the General Assembly of AAI. Lastly, the Committee has oversight of remuneration, setting overall salary policy for ActionAid and making recommendations to the Board regarding the salary of the Chief Executive.

In addition to these formally constituted Committees, there is also the **Insight and Foresight Group**, which meets two to three times a year. This Group has no set membership, though Trustees are asked to attend at least one meeting per year. The Group has a roving brief to look in depth at the major strategic matters affecting ActionAid in a generative way.

Lastly, a new **Anti-Discrimination Committee** was established in 2023 to oversee the implementation of recommendations from the anti-racism work being done by the organisation. As at May 2023, the Terms of Reference are being drafted and the proposed membership is being finalised. The Committee will be chaired by Trustee Amina Folarin, a HR professional with extensive experience in diversity, equality and inclusion at global scale.

The Board and the Committee chairs meet regularly at an informal meeting known as the Chairs' Group to provide strong cohesive leadership and effective coordination.

The ActionAid Board plays an active role in the ActionAid International General Assembly, the top-level decision-making body within the ActionAid Federation.

Trustees, including the Chair, are recruited by open selection and are appointed for a four-year term, renewable for a further four years. Following the end of term of office of David Todd and Joanna Maycock and the resignation of Srabani Sen, Nasima Kahun and Felicia Willow as trustees, we conducted extensive Trustee recruitment in 2022 including for a replacement Chair. The process was successful, and we appointed a new Chair, Dr Kendi Guantai and new Treasurer, Anne Tutt in September 2022. In addition, we appointed Rajiv Vyas, Fik Woldegiorgis and Amina Folarin in December 2022 and Stella Abani in March 2023. All new Trustees will receive a tailored induction through 2023. The Board took part in

additional training throughout 2022 to ensure they continue to develop their skills as Trustees and are aware of relevant legislative changes.

Skills audits allow us to maintain Board diversity and skills that are appropriate to current and future challenges. Annual Trustee appraisals ensure that Trustees receive the information and development opportunities they need to make an effective contribution to ActionAid's governance. AAI and ActionAid together pay for Trustee Indemnity Insurance for the ActionAid Trustees.

### **Trustee responsibilities for reporting and financial statements**

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The Trustees (who are also directors of ActionAid for the purposes of company law) are responsible for preparing the report of the Trustees including the Strategic Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. These statements must give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware there is no relevant audit information of which the charitable company's auditor are unaware; the Trustees have taken all steps that they ought reasonably to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

## **Internal control**

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The Trustees have overall responsibility for ActionAid's systems of internal control. Trustees recognise that systems of control can only provide a reasonable and not complete assurance against inappropriate or ineffective use of resources, or against the risk of errors or fraud.

Trustees remain satisfied that ActionAid's systems provide reasonable assurance that the charity operates efficiently and effectively, safeguards its assets, maintains proper records and complies with relevant laws and regulations.

ActionAid operates a comprehensive accountability system. This includes an annual plan and budget, both of which are approved by the Board. Trustees consider actual results compared with plans and forecasts, and non-financial performance data. Other controls include delegation of authority and segregation of duties. The internal audit function reviews the effectiveness of internal controls and submits reports to the Performance, Finance and Audit Committee.

## **Members' guarantee**

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Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 December 2022 was 11 (2021: 16).

## **Auditor**

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Sayer Vincent LLP was reappointed as the charitable company's auditor during the year. The firm is willing to continue in this capacity but is aware that ActionAid will be tendering for external audit services in 2023 in line with its procurement policy and procedures.

The report of the Trustees including the Strategic Report was approved by the Trustees on 16 June 2023 and signed on their behalf by:

**Anne Tutt**  
(Treasurer)

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# Corporate Directory

## Board of Trustees

| Name              | Office                                 | Date of Appointment / End of Term / Resignation                                                              |
|-------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Dr Kendi Guantai  | Chair                                  | Appointed on 16 September 2022                                                                               |
| Anne Tutt         | Honorary Treasurer                     | Appointed on 16 September 2022                                                                               |
| David Todd        | Honorary Treasurer                     | Appointed 19 October 2014<br><br>Stepped down at the end of term of office as a Trustee on 16 September 2022 |
| Shantha Sinha     | ActionAid International Representative | Appointed 14 June 2019<br><br>Resigned as a Trustee on 23 March 2023                                         |
| Kath Abrahams     |                                        | Appointed 13 December 2018<br><br>Stepped down at the end of term of office as a Trustee on 18 December 2022 |
| Catharine Brown   |                                        | Appointed 12 March 2015<br><br>Stepped down at the end of term of office as a Trustee on 31 January 2023     |
| Sophie Healy-Thow |                                        | Appointed 10 March 2016                                                                                      |
| Joanna Maycock    |                                        | Appointed 04 December 2014<br><br>Stepped down at the end of term of office as a Trustee 31 December 2022    |
| Paul George       |                                        | Appointed 24 March 2020<br><br>Resigned as a Trustee on 31 March 2023                                        |
| Abdul Shiil       |                                        | Appointed 24 March 2020                                                                                      |
| Caleb Stevens     |                                        | Appointed 23 September 2021                                                                                  |
| Rajiv Vyas        | Vice Chair                             | Appointed on 08 December 2022<br>Appointed as Vice Chair from 31 March 2023                                  |

|                  |  |                               |
|------------------|--|-------------------------------|
| Amina Folarin    |  | Appointed on 08 December 2022 |
| Fik Woldegiorgis |  | Appointed on 08 December 2022 |
| Stella Abani     |  | Appointed on 23 March 2023    |

### Governance and Relationships Committee

| Name              | Office | Date of Appointment / End of Term / Resignation                                                         |
|-------------------|--------|---------------------------------------------------------------------------------------------------------|
| Caleb Stevens     | Chair  | Appointed as Member and Chair 24 May 2022<br>Resigned as Chair of GRC on 20 May 2023                    |
| Rajiv Vyas        |        | Appointed as Member and Chair on 30 May 2023                                                            |
| Shantha Sinha     |        | Appointed 14 June 2019<br>Resigned as a Trustee on 23 March 2023                                        |
| Joanna Maycock    |        | Appointed 01 January 2018<br>Stepped down at the end of term of office as a Trustee on 31 December 2022 |
| Sophie Healy-Thow |        | Appointed 01 January 2018                                                                               |
| Abdul Shiil       |        | Appointed 03 September 2020                                                                             |

### Performance, Risk and Audit Committee

| Name            | Office | Date of Appointment / End of Term / Resignation                                                                            |
|-----------------|--------|----------------------------------------------------------------------------------------------------------------------------|
| David Todd      | Chair  | Appointed as member and Chair 09 October 2014<br>Stepped down at the end of term of office as Trustee on 16 September 2022 |
| Anne Tutt       | Chair  | Appointed as Chair from 16 September 2022                                                                                  |
| Catharine Brown |        | Appointed 24 September 2015<br>Stepped down at the end of term of office as a Trustee on 08 December 2022                  |
| Kath Abrahams   |        | Appointed 12 March 2019<br>Stepped down at the end of term of office as Trustee on 31 December 2022                        |
| Paul George     |        | Appointed 14 September 2020                                                                                                |

|               |  |                                   |
|---------------|--|-----------------------------------|
|               |  | Resigned as Trustee 31 March 2023 |
| Caleb Stevens |  | Appointed 23 September 2021       |
| Amina Folarin |  | Appointed 08 December 2022        |
| Rajiv Vyas    |  | Appointed on 08 December 2022     |

Further information about the Trustees is available on the ActionAid website:

[www.actionaid.org.uk/about-us/our-trustees-and-directors](http://www.actionaid.org.uk/about-us/our-trustees-and-directors)

### Senior Leadership Team

- John Good, Interim Chief Executive (appointed effective from 30 June 2022)
- Orla Fee, Director of Communications and Public Engagement
- Edward Tait, Director of Fundraising (resigned effective from 21 July 2022)
- Elizabeth Mickel, Interim Co-Director of Fundraising (appointed 25 January 2023)
- Susan Wilders, Interim Co-Director of Fundraising (appointed 25 January 2023)
- Martha Adam Bushell, Interim Chief Operating Officer (appointed 12 September 2022)
- Nicola Peachey, Interim Director of Organisational Development and Transformation (appointed 01 November 2021, contract ended 08 July 2022)
- Mike Noyes, Interim Co-Director of Policy, Advocacy and Programmes (appointed 22 September 2022)
- Hannah Bond, Interim Co-Director of Policy, Advocacy and Programmes (appointed 22 September)

### Legal and Administrative Information

Auditor  
Sayer Vincent LLP  
4th Floor  
Invicta House  
108-114 Golden Lane  
London  
EC1Y 0TL

Registered Office  
33–39 Bowling Green Lane  
London  
EC1R 0BJ  
Tel: 020 3122 0561  
Email: [mail@actionaid.org](mailto:mail@actionaid.org)  
Web: [www.actionaid.org.uk](http://www.actionaid.org.uk)

Solicitors  
Bates Wells  
10 Queen Street Place  
London  
EC4R 1BE

Company Secretary  
Victoria Skinner  
(Resigned effective from 31 May 2023)

Bankers  
Lloyds Banking Group  
25 Gresham Street  
London  
EC2V 7HN



# Remuneration Statement 2022

## 1. Summary

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This is ActionAid's annual governance statement for remuneration. The Acting Chief Executive Officer confirms that the organisation has complied with its salary policy during 2022.

This year ActionAid made three ex-gratia payments to staff relating to employment or remuneration matters. These matters are now closed.

## 2. Governance Arrangements for Remuneration

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The Governance and Relations Committee is a subgroup of the Board of Trustees that oversees ActionAid's salary policy. The Committee consists of the Chair of the Board, the Treasurer and at least one other Trustee, with expertise in Human Resources issues.

The Governance and Relations Committee:

- Ensures there is a formal, transparent policy and process for setting the remuneration of staff so that ActionAid can attract, retain and motivate staff of the right quality while ensuring that salaries are affordable and comparable with other similar organisations;
- Sets the remuneration of the Chief Executive;
- Sets the remuneration for Directors' salaries, upon the recommendation of the Chief Executive;
- Sets and oversees principles and policy for staff remuneration;
- Makes recommendations to the Board on the level of annual pay increases.

## 3. Remuneration Policies (salary and benefits)

---

ActionAid begun to revise its current salary policy in 2022, which will be finalised and shared with all employees in 2023. The policy sets out the principles upon which salaries are determined and ensures that ActionAid possesses and utilises a grading and pay structure that is fit for purpose and in line with our chosen market (not-for-profit and public sectors).

In addition, at least once a year, HR will convene a special meeting of the Senior Leadership Team to discuss remuneration and salary policy; in particular reviewing external salary trends and salary related issues highlighted through recruitment processes and whether the premia policy has been applied consistently. Issues are brought to the attention of the Governance & Relations Committee.

The revised policy establishes ActionAid's commitment to equal pay for all employees and the ways in which a fair and transparent pay system, based on objective criteria and free from gender bias will be maintained; mainly by conducting annual audits, preparing gender and ethnicity pay gap reports, monitoring the job evaluation scheme and implementing a complaints procedure.

ActionAid continues to be a Living Wage Employer and a member of an International Aid Charities Pay Club which allows us to share remuneration data and benchmark salaries

against other organisations that match our work, size and demographic. In addition to independent specialists we also take data from a range of other benchmarking sources, such as XpertHR and Croners, enabling us to produce a robust picture of the market in which we and our comparators operate.

Another key reference point (although not formally encapsulated in our salary policy) is the ratio between the highest and lowest-paid employee. In 2022 this ratio was calculated as the difference between our lowest assistant salary and CEO pay and was 4.0:1. (5.8:1 in 2021)

A summary of our salary policy is available on request.

#### **4. Review of the Year**

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Remuneration is overseen by the Board's Governance and Relationships Committee, which met three times a year. It ensures that our Remuneration Policies (Salary and Benefits) are adhered to, and also that we remain compliant with the recommendations of the NCVO guidelines on senior pay.

#### **5. Senior staff pay**

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As per the NCVO guidelines this table shows the numbers of senior members of staff at each of the relevant pay bands. The amounts are different to what is quoted in Note 8 of the accounts, as they reflect the range in the salary bands, which may be lower than what each employee actually earned in 2022.

| Pay bands:           | Number of staff members in band during 2022: |
|----------------------|----------------------------------------------|
| £110,000 to £120,000 | 1                                            |
| £100,000 to £109,999 | 2                                            |
| £90,000 to £99,999   | 0                                            |
| £80,000 to £89,999   | 1                                            |
| £70,000 to £79,999   | 1                                            |
| £60,000 to £69,999   | 8                                            |

Our Interim CEO was paid £102,467 as at December 2022.

Members of our senior leadership team (excluding the Chief Executive) were paid a total of £494,388 for 2022. (This comprises of Gross salary plus Employer pension contribution). This figure does not include pension contributions, and therefore differs from the SORP report.

#### **6. Future plans**

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In 2023 we begin the preliminary work of reviewing our existing pay structure, benchmarking salaries and benefits against similar organisations in order to develop an updated framework and sustainable approach to managing pay; based on our principles of fairness, consistency and transparency. The pay review and new pay scheme will be implemented in 2024.

# Independent Auditor's Report

Independent auditor's report to the members of ActionAid

## Opinion

We have audited the financial statements of ActionAid (the 'charitable company') for the year ended 31 December 2022 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 December 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on ActionAid's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## **Other Information**

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The other information comprises the information included in the trustees' annual report, including the strategic report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## **Opinions on other matters prescribed by the Companies Act 2006**

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In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements

## **Matters on which we are required to report by exception**

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In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit

## **Responsibilities of trustees**

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As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the financial statements**

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We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

#### Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and members of the Performance, Finance and Audit Committee, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations;
  - Reporting received from ActionAid International on internal audit and local self-attestation activities undertaken in the year;
  - Monitoring of country programmes within the ActionAid Federation from the UK, particularly those identified as high-risk.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the

financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.

- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### **Use of our report**

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This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**Noelia Serrano** (Senior statutory auditor)

23 June 2023

for and on behalf of Sayer Vincent LLP, Statutory Auditor

Invicta House, 108-114 Golden Lane, London, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

# Statement of Financial Activities

for the year ended 31 December 2022 incorporating an income and expenditure account.

|                                                                                         | Notes | Restricted funds (£000) | Unrestricted funds (£000) | Total 2022 (£000) | Restricted funds (£000) | Unrestricted funds (£000) | Total 2021 (£000) |
|-----------------------------------------------------------------------------------------|-------|-------------------------|---------------------------|-------------------|-------------------------|---------------------------|-------------------|
| <b>Income</b>                                                                           |       |                         |                           |                   |                         |                           |                   |
| Income from                                                                             |       |                         |                           |                   |                         |                           |                   |
| Donations and legacies                                                                  | 2a    | 26,967                  | 23,411                    | 50,378            | 17,028                  | 24,642                    | 41,670            |
| Investment income                                                                       | 2c    | 1                       | 32                        | 33                | -                       | 38                        | 38                |
| Income from charitable activities:                                                      |       |                         |                           |                   |                         |                           |                   |
| Grants                                                                                  | 2b    | 8,305                   | -                         | 8,305             | 7,242                   | -                         | 7,242             |
| Contracts                                                                               | 2b    | -                       | 588                       | 588               | -                       | 235                       | 235               |
| Income from other trading activities                                                    | 2d    | 8                       | 323                       | 331               | 8                       | 303                       | 311               |
| Other income                                                                            | 2e    | -                       | -                         | -                 | -                       | 57                        | 57                |
| <b>Total Income</b>                                                                     |       | <b>35,281</b>           | <b>24,354</b>             | <b>59,635</b>     | <b>24,278</b>           | <b>25,275</b>             | <b>49,553</b>     |
| <b>Expenditure on:</b>                                                                  |       |                         |                           |                   |                         |                           |                   |
| Raising funds:                                                                          |       |                         |                           |                   |                         |                           |                   |
| Raising funds                                                                           | 4     | 1,299                   | 10,756                    | 12,055            | 343                     | 11,589                    | 11,932            |
| Fundraising trading: costs of goods sold and other costs                                | 4     | -                       | 7                         | 7                 | -                       | 8                         | 8                 |
| Charitable activities                                                                   | 6     | 31,152                  | 14,849                    | 46,001            | 20,716                  | 14,920                    | 35,636            |
| <b>Total Expenditure</b>                                                                |       | <b>32,451</b>           | <b>25,612</b>             | <b>58,063</b>     | <b>21,059</b>           | <b>26,517</b>             | <b>47,576</b>     |
| <b>Net income / (expenditure)</b>                                                       |       | <b>2,830</b>            | <b>(1,258)</b>            | <b>1,572</b>      | <b>3,219</b>            | <b>(1,242)</b>            | <b>1,977</b>      |
| <b>Net income / (expenditure) for the year before other recognised gains and losses</b> |       | <b>2,830</b>            | <b>(1,258)</b>            | <b>1,572</b>      | <b>3,219</b>            | <b>(1,242)</b>            | <b>1,977</b>      |
| Exchange rate (losses) / gains                                                          |       | (7)                     | 67                        | 60                | 113                     | (197)                     | (84)              |
| <b>Net movement in funds</b>                                                            |       | <b>2,823</b>            | <b>(1,191)</b>            | <b>1,632</b>      | <b>3,332</b>            | <b>(1,439)</b>            | <b>1,893</b>      |
| <b>Total funds brought forward at 1 January</b>                                         |       | <b>6,319</b>            | <b>10,807</b>             | <b>17,126</b>     | <b>2,987</b>            | <b>12,246</b>             | <b>15,233</b>     |
| <b>Total funds carried forward at 31 December</b>                                       |       | <b>9,142</b>            | <b>9,616</b>              | <b>18,758</b>     | <b>6,319</b>            | <b>10,807</b>             | <b>17,126</b>     |

The notes on pages 69-91 form part of these financial statements. There are no recognised gains and losses other than those shown above. Movements in funds are disclosed in notes 14 & 15 to the financial statements. All income and expenditure derive from continuing activities.

# Balance Sheet

as at 31 December 2022

|                                                | Notes | 2022<br>(£'000) | 2021<br>(£'000) |
|------------------------------------------------|-------|-----------------|-----------------|
| Fixed assets                                   |       |                 |                 |
| Tangible assets                                | 11a   | 242             | 309             |
| Intangible assets                              | 11b   | 1,195           | 37              |
| Total Fixed assets                             |       | 1,437           | 346             |
| Current assets                                 |       |                 |                 |
| Debtors                                        | 12    | 6,514           | 4,265           |
| Cash equivalent on deposit                     |       | 10,519          | 7,000           |
| Cash at bank                                   |       | 4,188           | 12,723          |
|                                                |       | 21,221          | 23,988          |
| Liabilities                                    |       |                 |                 |
| Creditors: amounts falling due within one year | 13    | 3,900           | 7,208           |
| Net current assets                             |       | 17,321          | 16,780          |
| Net assets                                     |       | 18,758          | 17,126          |
| Funds                                          |       |                 |                 |
| Restricted funds                               | 15    |                 |                 |
| Income funds                                   |       | 9,142           | 6,319           |
| Unrestricted funds                             |       |                 |                 |
| Designated funds                               | 14    | 1,806           | 1,467           |
| General funds                                  |       | 7,810           | 9,340           |
| Total funds                                    |       | 18,758          | 17,126          |

Approved by the Trustees and signed on their behalf by:

**Anne Tutt**  
(Treasurer)

**Dr Kendi Guantai**  
(Chair)

**Date** 16 June 2023

Registered in England and Wales – company no. 01295174



# Statement of Cash Flows

For the year ended 31 December 2022

|                                                                                         |                 |                 |
|-----------------------------------------------------------------------------------------|-----------------|-----------------|
| Cash flows from operating activities                                                    | 2022<br>(£'000) | 2021<br>(£'000) |
| Net cash (used in) / provided by operating activities                                   | (3,914)         | 6,777           |
| Cash flows from investing activities                                                    |                 |                 |
| Interest received                                                                       | 33              | 38              |
| Purchase of tangible fixed assets                                                       | (37)            | (58)            |
| Purchase of intangible fixed assets                                                     | (1,158)         | (37)            |
| Net cash (used in) / provided by investing activities                                   | (5,076)         | 6,720           |
| Change in cash and cash equivalents in the year                                         | (5,076)         | 6,720           |
| Cash and cash equivalents at the beginning of the year                                  | 19,723          | 13,087          |
| Change in cash and cash equivalents due to exchange rate movements                      | 60              | (84)            |
| Cash and cash equivalents at the end of the year                                        | 14,707          | 19,723          |
| Reconciliation of net income / (expenditure) to net cash flow from operating activities | 2022<br>(£'000) | 2021<br>(£'000) |
| Net movement in funds                                                                   | 1,632           | 1,893           |
| Depreciation                                                                            | 105             | 98              |
| (Increase) in debtors                                                                   | (2,250)         | (67)            |
| Increase / (Decrease) in creditors                                                      | (3,308)         | 4,807           |
| Interest receivable                                                                     | (33)            | (38)            |
| Exchange rate movements                                                                 | (60)            | 84              |
| Net cash (used in) / provided by operating activities                                   | (3,914)         | 6,777           |

| Analysis of cash and cash equivalents |                            |                      |                  |                             |
|---------------------------------------|----------------------------|----------------------|------------------|-----------------------------|
|                                       | January<br>2022<br>(£'000) | Cashflows<br>(£'000) | Other<br>(£'000) | December<br>2022<br>(£'000) |
| Cash at bank                          | 12,723                     | (8,595)              | 60               | 4,188                       |
| Cash Equivalent on deposit            | 7,000                      | 3,519                | -                | 10,519                      |
| Total cash and cash equivalents       | 19,723                     | (5,076)              | 60               | 14,707                      |
| Loans falling due within one year     | (63)                       | -                    | -                | (63)                        |
| Total                                 | (63)                       | -                    | -                | (63)                        |

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# Notes forming part of the financial statements

For the year ended 31 December 2022.

## 1. Accounting policies

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### Statutory Information

ActionAid is a charitable company limited by guarantee and is incorporated in the United Kingdom (England and Wales). The registered office address and principal place of business is 33 - 39 Bowling Green Lane, London EC1R 0BJ.

### Basis of accounting

These financial statements are 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 (FRS102) - (Charities SORP FRS102), the Financial reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

### Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

### Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have made this assessment for a period of at least one year from the date of approval of the financial statements. As part of their assessment the trustees have considered the impact of the current cost of living crisis. The trustees have concluded that there is a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future and continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

## 1. Accounting policies (continued)

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### Trading Subsidiary

There was no activity in the subsidiary undertaken in the year and therefore the accounts are not consolidated.

### Country Programmes

ActionAid maintains legal ownership of a number of overseas country programmes which are no longer included in these financial statements. This treatment reflects the operational organisation of the programmes as their activities, assets and liabilities are under the direction of ActionAid International and are deemed to be 'controlled' by the ActionAid International board following internationalisation. Although assets may revert to ActionAid in the highly unlikely event that the internationalisation process is halted, the economic rights and obligations connected with country programmes have been transferred to ActionAid International under the terms of various formal agreements between the entities.

### Fund accounting

All funds raised by ActionAid are used in the furtherance of its charitable objects. There are three types of funds as follows:

Restricted funds are raised on the basis of an agreement or understanding with the donors that their use will be restricted to certain specified projects, activities or areas of operation. These restricted funds are accounted for separately.

Unrestricted funds are those that are spent at the discretion of ActionAid's trustees for use on any of the charity's general charitable purposes. With the consent of the relevant donors, tax recovered through Gift Aid is generally treated as unrestricted.

Designated funds are unrestricted funds that have been set aside by the trustees for a specific purpose.

The accounting for sponsorship and other committed giving income is in accordance with the information provided to supporters. For all child sponsorships commencing after 2003 income is restricted as follows: 20% is unrestricted. Of the balance, 70% is restricted to benefit the community in which the child lives, 10% can be spent on wider activities in the same country, 10% can be applied to international activities with the remaining 10% available to cover local sponsorships administration and information gathering.

ActionAid aims to make its income more flexible by encouraging supporters to transfer from child sponsorship to less restricted forms of giving over time such as Next Step. In January 2015 Next Step income was derestricted such that 100% of income from those donors that were contacted became unrestricted. Of those not contacted, 20% of Next Step income is also unrestricted and of the balance, 90% spent within the selected country, while 10% may be applied to international activities.

## 1. Accounting policies (continued)

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### Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition has not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

Gifts in kind are recognised when they relate to something that ActionAid would have paid for had they not been received for free and for which there is particular benefit. When this is the case, if the benefit to the charity is reasonably quantifiable and measurable, the gift in kind will be credited to income and debited to expenditure on the basis of the lower of a market-price valuation or the gross value to ActionAid and the corresponding expenditure is taken to the appropriate heading on the SOFA or is capitalised.

### Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

### Expenditure

All expenditure is accounted for on an accruals basis. Costs reported under each heading in the statement of financial activities reflect the allocation of activities directly attributable to that heading and an apportionment of support and governance costs (see below). Where the costs of direct activities fall under more than one of the headings, they are apportioned on a consistent basis by senior management. The cost of raising funds represents expenditure incurred in the UK on raising funds from committed giving supporters, institutional donors, and other members of the public, as well as keeping them informed as to how their donations are being spent.

## 1. Accounting policies (continued)

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Charitable activities comprise:

- Grants from ActionAid to ActionAid International and Federation members to be spent on managing and delivering the long-term development and rehabilitation projects in ActionAid International country programmes worldwide. This includes expenditure of funds received from the European Union for projects in country programmes.
- Grants from ActionAid to ActionAid International and Federation members to be spent on managing and delivering the emergency relief and humanitarian relief projects in ActionAid International country programmes worldwide.
- Policy-influencing and campaigning work carried out in the UK and internationally.
- Education work carried out in the UK and internationally.

Governance costs are the costs associated with the governance arrangements of the charity. The costs included in this category relate to organisational administration and compliance with constitutional and statutory requirements. Costs are allocated across the categories of the costs of raising funds and charitable expenditure. The basis of the cost allocation is staff numbers.

Support costs include expenditure on general management, payroll administration, budgeting and accounting, information technology, property management, communications, human resources and financing. Costs are allocated across the categories of the costs of raising funds and charitable expenditure. The basis of the cost allocation is staff numbers.

### Grants Payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

### Indirect cost recovery

Indirect cost recovery is treated as an allocation out of unrestricted support cost expenditure to restricted support cost expenditure against the appropriate restricted Funding Source code.

### Tangible fixed assets and depreciation

Tangible fixed assets costing more than £5,000 are capitalised and included at cost, including any incidental expenses of acquisition.

## 1. Accounting policies (continued)

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Depreciation is calculated on a straight-line basis for the following categories of fixed assets

Office equipment:

|                        |                                        |
|------------------------|----------------------------------------|
| Computers              | 3 years                                |
| Other equipment        | 5 years                                |
| Leasehold improvements | 15 years / remaining life of the lease |

Intangible fixed assets and amortisation

Intangible assets are stated at cost less accumulated amortization.

Where intangible assets are internally generated, only the costs of the development phase of the asset generation are recognized as intangible assets. Costs of the research phase of the asset generation are expensed as incurred. Amortisation for internally generated assets will begin when the asset is available for use.

Amortisation for all intangible assets is calculated on a straight-line basis over their estimated useful lives as follows:

CRM system – 5 years

Investments in subsidiaries

Investments in subsidiaries are at cost.

Operating lease

Rentals applicable to operating-lease contracts, where substantially all the benefits and risks of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the lease term.

Debtors

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

Cash at bank and in hand

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

Cash equivalent on deposit

Cash equivalent on deposit includes cash held in medium term highly liquid investments with a maturity of between three months to twelve months from the date of acquisition.

## 1. Accounting policies (continued)

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### Creditors and provisions

Creditors and provisions 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 and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### Pensions

ActionAid contributes to a defined contribution pension scheme in the UK and contributions for the year are charged in the Statement of Financial Activities as they become due.

### Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of transaction. All foreign currency balances have been translated at the exchange rate prevailing at the balance sheet date. Gains and losses on translation are included in the Statement of Financial Activities.

### Taxation and irrecoverable VAT

As a registered charity, ActionAid is potentially exempt from tax on income and gains falling within Sections 466 to 493 of the Income and Corporation Taxes Act 2010 as its income is charitable and applied towards charitable purposes.

In common with many other charities, ActionAid is unable to recover the majority of VAT that is incurred on purchases of goods and services in the UK. The amount of VAT that cannot be recovered is included within the appropriate underlying cost.

### Related party disclosures

Related party transactions are detailed in note 18.

## 2. Income

| 2 (a) Donations and legacies                            | Restricted (£'000) | Unrestricted (£'000) | 2022 TOTAL (£'000) | Restricted (£'000) | Unrestricted (£'000) | 2021 TOTAL (£'000) |
|---------------------------------------------------------|--------------------|----------------------|--------------------|--------------------|----------------------|--------------------|
| Committed giving                                        | 9,759              | 17,565               | 27,324             | 10,051             | 17,860               | 27,911             |
| Appeals & Individual donors                             | 4,406              | 3,096                | 7,502              | 4,724              | 3,586                | 8,310              |
| Disasters Emergency Committee (DEC) appeals - see below | 12,740             | -                    | 12,740             | 2,236              | -                    | 2,236              |
| Legacies                                                | 62                 | 2,750                | 2,812              | 17                 | 3,196                | 3,213              |
| <b>TOTAL</b>                                            | <b>26,967</b>      | <b>23,411</b>        | <b>50,378</b>      | <b>17,028</b>      | <b>24,642</b>        | <b>41,670</b>      |
| Disasters Emergency Committee (DEC) Appeals income      |                    |                      |                    |                    |                      |                    |
| Cyclone Idai Appeal                                     | -                  | -                    | -                  | 14                 | -                    | 14                 |
| Coronavirus Appeal                                      | 133                | -                    | 133                | 1,144              | -                    | 1,144              |
| Afghanistan Appeal                                      | 1,083              | -                    | 1,083              | 1,078              | -                    | 1,078              |
| Ukraine Appeal                                          | 11,524             | -                    | 11,524             | -                  | -                    | -                  |
| <b>TOTAL</b>                                            | <b>12,740</b>      | <b>-</b>             | <b>12,740</b>      | <b>2,236</b>       | <b>-</b>             | <b>2,236</b>       |

DEC is the umbrella body for the 15 leading charities in the UK responding to major international disasters. Its aim is to raise money cost effectively in the UK from the general public. The monies raised are distributed to the charities on the basis of an agreed formula reflecting the charities' capacity and expertise.

| All Emergency / Non-emergency income by type   | Emergency income (£'000) | Non-emergency income (£'000) | 2022 TOTAL (£'000) | Emergency income (£'000) | Non-emergency income (£'000) | 2021 TOTAL (£'000) |
|------------------------------------------------|--------------------------|------------------------------|--------------------|--------------------------|------------------------------|--------------------|
| Income from:                                   |                          |                              |                    |                          |                              |                    |
| Donations and legacies                         | 16,091                   | 34,287                       | 50,378             | 4,333                    | 37,337                       | 41,670             |
| Investment income (note 2c)                    | -                        | 33                           | 33                 | -                        | 38                           | 38                 |
| Income from charitable activities:             |                          |                              |                    |                          |                              |                    |
| Grants (note 2b)                               | 1,962                    | 6,931                        | 8,893              | 1,275                    | 6,202                        | 7,477              |
| Income from other trading activities (note 2d) | -                        | 331                          | 331                | 1                        | 310                          | 311                |
| Other income (note 2e)                         | -                        | -                            | -                  | -                        | 57                           | 57                 |
|                                                | <b>18,053</b>            | <b>41,582</b>                | <b>59,635</b>      | <b>5,609</b>             | <b>43,944</b>                | <b>49,553</b>      |



**2. Income (continued)**

|                                                                            | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2022<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2021<br>(£'000) |
|----------------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| 2 (b) Income from charitable activities                                    |                       |                         |                       |                       |                         |                       |
| <i>Grants and contracts from governments and other public authorities:</i> |                       |                         |                       |                       |                         |                       |
| CHARITABLE GRANTS TO AAI & FEDERATION MEMBERS                              |                       |                         |                       |                       |                         |                       |
| UK Government (Note 17)                                                    | 22                    | 590                     | 612                   | 1,347                 | 235                     | 1,582                 |
| European Commission Directorate-General for International Partnerships     | 648                   | -                       | 648                   | 927                   | -                       | 927                   |
| Dutch Ministry of foreign affairs (Note 17)                                | -                     | -                       | -                     | 456                   | -                       | 456                   |
| Government of Guernsey                                                     | 27                    | -                       | 27                    | 48                    | -                       | 48                    |
| Foreign Service of the Faroe Islands                                       | -                     | -                       | -                     | 50                    | -                       | 50                    |
| Grants from People's Postcode Lottery                                      | 3,000                 | -                       | 3,000                 | 2,594                 | -                       | 2,594                 |
| Other grants from companies, trusts and NGOs                               | 644                   | (2)                     | 642                   | 63                    | -                       | 63                    |
|                                                                            | 4,341                 | 588                     | 4,929                 | 5,485                 | 235                     | 5,720                 |
| EMERGENCY & HUMANITARIAN RESPONSE                                          |                       |                         |                       |                       |                         |                       |
| ECHO                                                                       | 36                    | -                       | 36                    | 9                     | -                       | 9                     |
| UK Government (Note 17)                                                    | 161                   | -                       | 161                   | (59)                  | -                       | (59)                  |
| Other grants from governments and other public authorities                 | 2,361                 | -                       | 2,361                 | 1,262                 | -                       | 1,262                 |
| Other grants from companies, trusts and NGOs                               | 373                   | -                       | 373                   | 13                    | -                       | 13                    |
|                                                                            | 2,931                 | -                       | 2,931                 | 1,225                 | -                       | 1,225                 |
| CAMPAIGNS & POLICY WORK                                                    |                       |                         |                       |                       |                         |                       |
| European Commission Directorate-General for International Partnerships     | -                     | -                       | -                     | 14                    | -                       | 14                    |
| Other grants from companies, trusts and NGOs                               | 1,033                 | -                       | 1,033                 | 518                   | -                       | 518                   |
|                                                                            | 1,033                 | -                       | 1,033                 | 532                   | -                       | 532                   |
| TOTAL Grants from governments and other public authorities:                | 8,305                 | 588                     | 8,893                 | 7,242                 | 235                     | 7,477                 |
|                                                                            |                       |                         |                       |                       |                         |                       |
| 2 (c) Investment income                                                    |                       |                         |                       |                       |                         |                       |
| Interest on deposits                                                       | 1                     | 32                      | 33                    | -                     | 38                      | 38                    |
| Total investment income                                                    | 1                     | 32                      | 33                    | -                     | 38                      | 38                    |
| 2 (d) Income from other trading activities                                 |                       |                         |                       |                       |                         |                       |
| Office rental income                                                       | -                     | 312                     | 312                   | -                     | 255                     | 255                   |
| Other                                                                      | 8                     | 11                      | 19                    | 8                     | 48                      | 56                    |
| Total Income from other trading activities                                 | 8                     | 323                     | 331                   | 8                     | 303                     | 311                   |
| 2 (e) Other income                                                         |                       |                         |                       |                       |                         |                       |
| Income from Job Retention Scheme                                           | -                     | -                       | -                     | -                     | 57                      | 57                    |
| Total Other income                                                         | -                     | -                       | -                     | -                     | 57                      | 57                    |

### 3. Support costs

|                                                    | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2022<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2021<br>(£'000) |
|----------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| <i>Support costs comprise the following items:</i> |                       |                         |                       |                       |                         |                       |
| Communications                                     | -                     | 186                     | 186                   | -                     | 162                     | 162                   |
| General management                                 | 5                     | 364                     | 369                   | -                     | 349                     | 349                   |
| Finance                                            | 33                    | 539                     | 572                   | -                     | 572                     | 572                   |
| Human resources                                    | 41                    | 767                     | 808                   | -                     | 687                     | 687                   |
| Information technology                             | 125                   | 612                     | 737                   | -                     | 652                     | 652                   |
| Office administration                              | -                     | 306                     | 306                   | -                     | 233                     | 233                   |
| Performance and Accountability                     | -                     | 345                     | 345                   | -                     | 309                     | 309                   |
| Property costs                                     | -                     | 1,572                   | 1,572                 | -                     | 1,246                   | 1,246                 |
| Supporter administration                           | -                     | 599                     | 599                   | -                     | 537                     | 537                   |
| Indirect Cost Recovery                             | 1,340                 | (1,340)                 | -                     | 511                   | (511)                   | -                     |
|                                                    | 1,544                 | 3,950                   | 5,494                 | 511                   | 4,236                   | 4,747                 |

Indirect cost recovery reflects the reallocation of support costs from unrestricted funds to various restricted grants in line with budgets agreed with the respective donors in line with our policy set out in Note 1.

Support and governance costs have been allocated to the categories below on the basis of employee numbers working in each relevant area.

|                                 | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2022<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2021<br>(£'000) |
|---------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| Costs of raising funds (note 4) | 802                   | 2,052                   | 2,854                 | 274                   | 2,275                   | 2,549                 |
| Charitable activities (note 6)  | 742                   | 1,898                   | 2,640                 | 237                   | 1,961                   | 2,198                 |
|                                 | 1,544                 | 3,950                   | 5,494                 | 511                   | 4,236                   | 4,747                 |

#### 4. Costs of raising funds

|                                                   | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2022<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2021<br>(£'000) |
|---------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| Committed giving                                  | 9                     | 5,723                   | 5,732                 | -                     | 5,758                   | 5,758                 |
| Other Appeals, Legacies & Individual donors       | 388                   | 2,171                   | 2,559                 | 29                    | 2,805                   | 2,834                 |
| Grants                                            | 99                    | 540                     | 639                   | 40                    | 563                     | 603                   |
|                                                   | 496                   | 8,434                   | 8,930                 | 69                    | 9,126                   | 9,195                 |
| Support costs allocated (note 3)                  | 802                   | 2,052                   | 2,854                 | 274                   | 2,275                   | 2,549                 |
| Governance costs allocated (note 5)               | 1                     | 270                     | 271                   | -                     | 188                     | 188                   |
| Total costs of raising funds before trading costs | 1,299                 | 10,756                  | 12,055                | 343                   | 11,589                  | 11,932                |
| Trading                                           | -                     | 7                       | 7                     | -                     | 8                       | 8                     |
| Total costs of raising funds                      | 1,299                 | 10,763                  | 12,062                | 343                   | 11,597                  | 11,940                |

Based on the above information and the income in note 2, the ratio between direct fundraising costs (excluding support costs allocated) and the income generated for each major area of donated income is as follows:

|                                          | Total 2022 (%) | Total 2021 (%) |
|------------------------------------------|----------------|----------------|
| Committed giving                         | 21%            | 21%            |
| Other income from Donations & legacies   | 11%            | 21%            |
| Overall income from Donations & legacies | 16%            | 21%            |

## 5. Governance costs

|                                                                                                                                                                                                                                                                                                                                                       | Restricted (£'000) | Unrestricted (£'000) | Total 2022 (£'000) | Restricted (£'000) | Unrestricted (£'000) | Total 2021 (£'000) |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------|--------------------|--------------------|----------------------|--------------------|
| External audit fees                                                                                                                                                                                                                                                                                                                                   | -                  | 51                   | 51                 | -                  | 50                   | 50                 |
| Legal & professional fees                                                                                                                                                                                                                                                                                                                             | -                  | 172                  | 172                | -                  | 61                   | 61                 |
| Board (including trustee expenses)                                                                                                                                                                                                                                                                                                                    | -                  | 27                   | 27                 | -                  | 3                    | 3                  |
| Apportionment of staff time (including internal audit)                                                                                                                                                                                                                                                                                                | 2                  | 271                  | 273                | -                  | 237                  | 237                |
| Total governance costs                                                                                                                                                                                                                                                                                                                                | 2                  | 521                  | 523                | -                  | 350                  | 350                |
| External audit fees above include only the costs related to the external audit of ActionAid, inclusive of VAT. Full information of remittances made to our external auditors (exclusive of VAT) can be found in note 10. Governance costs have been allocated to the categories below on the basis of employee numbers working in each relevant area. |                    |                      |                    |                    |                      |                    |
|                                                                                                                                                                                                                                                                                                                                                       | Restricted (£'000) | Unrestricted (£'000) | Total 2022 (£'000) | Restricted (£'000) | Unrestricted (£'000) | Total 2021 (£'000) |
| Charitable activities (note 6)                                                                                                                                                                                                                                                                                                                        | 1                  | 251                  | 252                | -                  | 162                  | 162                |
| Costs of raising funds (note 4)                                                                                                                                                                                                                                                                                                                       | 1                  | 270                  | 271                | -                  | 188                  | 188                |
|                                                                                                                                                                                                                                                                                                                                                       | 2                  | 521                  | 523                | -                  | 350                  | 350                |

## 6. Charitable activities

|                                                                                                                                                                                                                                                                                                       | Grants (note 7) (£'000) | Direct costs (£'000) | Staff costs (£'000) | Support cost allocation (£'000) | Governance cost allocation (£'000) | Total 2022 (£'000) |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------------|---------------------|---------------------------------|------------------------------------|--------------------|
| 2022                                                                                                                                                                                                                                                                                                  |                         |                      |                     |                                 |                                    |                    |
| Grants to AAI & Federation members                                                                                                                                                                                                                                                                    | 24,635                  | 57                   | 1,045               | 599                             | 57                                 | 26,393             |
| Emergency and Humanitarian response                                                                                                                                                                                                                                                                   | 13,393                  | 214                  | 592                 | 439                             | 42                                 | 14,680             |
| Campaigns & policy work                                                                                                                                                                                                                                                                               | 226                     | 164                  | 1,089               | 681                             | 65                                 | 2,225              |
| Education work                                                                                                                                                                                                                                                                                        | -                       | 1,016                | 678                 | 921                             | 88                                 | 2,703              |
| Total 2022                                                                                                                                                                                                                                                                                            | 38,254                  | 1,451                | 3,404               | 2,640                           | 252                                | 46,001             |
| Of the Charitable activities set out above £31,151,131 was funded from restricted funds and £14,849,609 from unrestricted funds.                                                                                                                                                                      |                         |                      |                     |                                 |                                    |                    |
|                                                                                                                                                                                                                                                                                                       | Grants (note 7) (£'000) | Direct costs (£'000) | Staff costs (£'000) | Support cost allocation (£'000) | Governance cost allocation (£'000) | Total 2021 (£'000) |
| 2021                                                                                                                                                                                                                                                                                                  |                         |                      |                     |                                 |                                    |                    |
| Grants to AAI & Federation members                                                                                                                                                                                                                                                                    | 23,690                  | 156                  | 912                 | 514                             | 38                                 | 25,310             |
| Emergency and Humanitarian response                                                                                                                                                                                                                                                                   | 4,815                   | 104                  | 507                 | 294                             | 22                                 | 5,742              |
| Campaigns & policy work                                                                                                                                                                                                                                                                               | 206                     | 125                  | 999                 | 541                             | 40                                 | 1,911              |
| Education work                                                                                                                                                                                                                                                                                        | -                       | 1,035                | 727                 | 849                             | 62                                 | 2,673              |
| Total 2021                                                                                                                                                                                                                                                                                            | 28,711                  | 1,420                | 3,145               | 2,198                           | 162                                | 35,636             |
| Of the Charitable activities set out above, £20,716,172 was funded from restricted funds and £14,920,382 from unrestricted funds. Included within the Grants to AAI & Federation members is an amount of £268,901 that relates to grants in kind to AAI (representing support costs relating to AAI). |                         |                      |                     |                                 |                                    |                    |

**7. Grants to ActionAid International and ActionAid country programmes**

| <i>Restricted funds:</i>               | Total 2022<br>(£'000) | Total 2021<br>(£'000) |
|----------------------------------------|-----------------------|-----------------------|
| <b>Africa</b>                          |                       |                       |
| Burundi                                | 413                   | 451                   |
| Democratic Republic of Congo           | 459                   | 758                   |
| Ethiopia                               | 911                   | 690                   |
| Ghana                                  | 913                   | 742                   |
| Kenya                                  | 1,345                 | 1,297                 |
| Liberia                                | 753                   | 101                   |
| Malawi                                 | 276                   | 300                   |
| Mozambique                             | 703                   | 406                   |
| Nigeria                                | 706                   | 714                   |
| Rwanda                                 | 596                   | 639                   |
| Senegal                                | 255                   | 204                   |
| Sierra Leone                           | 893                   | 1,111                 |
| Somaliland                             | 761                   | 588                   |
| South Africa                           | -                     | 10                    |
| Tanzania                               | 174                   | 184                   |
| Gambia                                 | 570                   | 396                   |
| Uganda                                 | 570                   | 518                   |
| Zambia                                 | 192                   | 253                   |
| Zimbabwe                               | 474                   | 275                   |
|                                        | 10,964                | 9,637                 |
| <b>Asia</b>                            |                       |                       |
| Afghanistan                            | 1,398                 | 393                   |
| Bangladesh                             | 361                   | 697                   |
| Cambodia                               | 686                   | 519                   |
| India                                  | 1,079                 | 1,374                 |
| Myanmar                                | 336                   | 398                   |
| Nepal                                  | 456                   | 615                   |
| Palestine                              | 128                   | 145                   |
| Philippines                            | 2                     | 41                    |
| Indonesia                              | 13                    | 199                   |
| Vietnam                                | 396                   | 300                   |
| Arab Regional Initiative               | 340                   | 27                    |
|                                        | 5,195                 | 4,708                 |
| <b>Latin America and the Caribbean</b> |                       |                       |
| Brazil                                 | 137                   | 145                   |
| Guatemala                              | 578                   | 580                   |
| Haiti                                  | 266                   | 350                   |
| United States                          | 5                     | 6                     |
|                                        | 986                   | 1,081                 |

**7. Grants to ActionAid International and ActionAid country programmes (continued)**

| <i>Restricted funds (continued):</i>                                                                              | Total 2022<br>(£'000) | Total 2021<br>(£'000) |
|-------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|
| ActionAid International - projects involving more than one country                                                | 1,597                 | 3,247                 |
| Remittances to country programmes for EU projects                                                                 | 540                   | 783                   |
| Remittances for Ukraine emergency appeal                                                                          | 9,646                 | -                     |
| Total restricted funds                                                                                            | 28,928                | 19,456                |
|                                                                                                                   |                       |                       |
| <i>Unrestricted funds:</i>                                                                                        |                       |                       |
| ActionAid International (cash grants)                                                                             | 7,998                 | 7,167                 |
| * Grant to ActionAid Thailand                                                                                     | -                     | 445                   |
| Country Programmes (Other – People's Postcode Lottery)                                                            | 408                   | 1,152                 |
| Contract payments to Country programmes (ALM-FGM)                                                                 | 593                   | -                     |
| Unrestricted charitable grants to ActionAid International                                                         | 8,999                 | 8,764                 |
|                                                                                                                   |                       |                       |
| ActionAid International (grants in kind representing support costs incurred on behalf of ActionAid International) | -                     | 269                   |
| Total unrestricted funds                                                                                          | 8,999                 | 9,033                 |
|                                                                                                                   |                       |                       |
| Total grants to ActionAid International and ActionAid country programmes                                          | 37,927                | 28,489                |
|                                                                                                                   |                       |                       |
| Grants to partner organisations:                                                                                  |                       |                       |
| Disaster Emergency Commission                                                                                     | 103                   | -                     |
| GADN                                                                                                              | 91                    | 61                    |
| IWRW                                                                                                              | -                     | 56                    |
| LatinDad                                                                                                          | 70                    | 44                    |
| Restricted grants (individually under £50,000)                                                                    | 33                    | 17                    |
| Unrestricted grants                                                                                               | 30                    | 44                    |
| Total restricted grants to partner organisations                                                                  | 327                   | 222                   |
| Total grants                                                                                                      | 38,254                | 28,711                |

All grants are related to Charitable activities.

\* This relates to the amount of £445,380 that was remitted initially as part of the loan agreement with ActionAid Thailand which had previously been included as a debtor in note 12 of the financial statements. However, as explained in note 12, due to concerns about the ability of ActionAid Thailand to repay this, the loan was commuted to a grant from unrestricted funds.

## 8. Particulars of employees

| The average number of employees (head count based on number of staff employed) during the year was: | Total 2022         | Total 2021         |
|-----------------------------------------------------------------------------------------------------|--------------------|--------------------|
| Charitable activities                                                                               | 72                 | 69                 |
| Fundraising                                                                                         | 78                 | 80                 |
| Support staff                                                                                       | 59                 | 56                 |
| Total                                                                                               | 209                | 205                |
| The average number of full time equivalent staff in the year was                                    | 192                | 188                |
|                                                                                                     |                    |                    |
| Total remuneration of employees (full-time and part-time) was:                                      | Total 2022 (£'000) | Total 2021 (£'000) |
| Gross wages and salaries                                                                            | 8,282              | 8,145              |
| Redundancy and termination costs                                                                    | 67                 | -                  |
| Social security costs                                                                               | 909                | 831                |
| Employer's contributions to defined pension schemes                                                 | 561                | 551                |
| Total                                                                                               | 9,819              | 9,527              |

| The number of staff whose emoluments (excluding employer NI and employer pension contributions) are greater than £60,000 are shown below | 2022 | 2021 |
|------------------------------------------------------------------------------------------------------------------------------------------|------|------|
| £60,001 - £70,000                                                                                                                        | 8    | 7    |
| £70,001 - £80,000                                                                                                                        | 1    | 1    |
| £80,001 - £90,000                                                                                                                        | 1    | 1    |
| £90,001-£100,000                                                                                                                         | -    | 1    |
| £100,001 - £110,000                                                                                                                      | 2    | 1    |
| £110,001 - £120,000                                                                                                                      | 1    | -    |
|                                                                                                                                          | 13   | 11   |

In the summer of 2022, Frances Longley left her role as Chief Executive Officer of ActionAid. From June 2022, John Good acted up as the interim Chief Executive Officer. As a result, the aggregated remuneration of those who were in the ActionAid Chief Executive Officer post in 2022 due to handover and interim arrangements was £183,608 (2021: £120,681), and £3,809 (2021: £4,332) was paid into a defined contribution pension scheme on their behalf.

Trustees consider the key management roles at ActionAid to be the Chief Executive and the four department directors. During the year, a number of these roles were also filled on an interim basis. The cost of these key management personnel, inclusive of gross salaries, employer's pension contributions and employer's national insurance contributions was £742,629 in 2022 (2021: £495,309) of which £29,067 (2021: £20,974) was paid into defined contribution pension schemes. These costs relate to 10 individuals in 2022 (2021: 5 individuals).

Of those employees who earned £60,000 or more during the year (as defined above) employer contributions were made to defined contribution pension schemes in respect of 11 (2021: 9) employees. During the year this amounted to £51,051 (2021: £48,262).

Expenditure included as Redundancy and termination costs of £67,120 (2021: £nil) relates to payments made to a number of individuals and all were fully paid in the year.

ActionAid has an expenses policy in place which controls what can and cannot be claimed by trustees, staff and volunteers. Expenses can only be claimed if they have been incurred for valid and necessary business purposes. They will only be paid if they are on the approved list of allowable expenses, have been authorised and have supporting documentation. Inevitably, ActionAid incurs significant costs on overseas trips but travel must always be by the most cost effective method and using public transport where possible. All trips are for valid business reasons and ActionAid is constantly seeking new ways to avoid overseas travel and find alternative ways to communicate and manage the business. In 2022, those performing the Chief Executive role incurred costs of £3,901 (2021: £257).

For more information on the principles and implementation of our remuneration policies, please see the Annual Remuneration Statement for 2022 (page 60).

## 9. Trustees' remuneration

In 2022, 5 trustees incurred a total of £9,599 (2021: nil trustees incurred a total of £nil) through expenses reimbursed and costs incurred by ActionAid on their behalf.

No remuneration or other payments have been made to the trustees of ActionAid for their services as board members or for other services provided to the organisation in 2022 or 2021. The most significant element of trustees' expenses is the cost of visits to country programmes but also includes attendance at board meetings (both ActionAid and ActionAid International).

## 10. Net income / (expenditure)

|                                                                                | 2022<br>(£'000) | 2021<br>(£'000) |
|--------------------------------------------------------------------------------|-----------------|-----------------|
| Net income / (expenditure) are stated after the following charges / (credits): |                 |                 |
| Depreciation                                                                   | 105             | 98              |
| Operating lease rentals Payable - property                                     | 1,046           | 1,085           |
| Operating lease rentals Receivable - property                                  | (202)           | (181)           |
| Auditor's remuneration - statutory audit current year                          | 42              | 38              |
| Auditor's remuneration - statutory audit prior years                           | -               | 3               |
| Auditor's remuneration - other services                                        | 1               | 1               |

## 11. Fixed assets

| 11a. Tangible fixed assets | Leasehold<br>improvements<br>(£'000) | Office<br>equipment<br>(£'000) | Total<br>(£'000) |
|----------------------------|--------------------------------------|--------------------------------|------------------|
| Cost                       |                                      |                                |                  |
| At 1 January 2022          | 717                                  | 774                            | 1,491            |
| Additions                  | -                                    | 38                             | 38               |
| Disposals                  | -                                    | -                              | -                |
| At 31 December 2022        | 717                                  | 812                            | 1,529            |
| Depreciation               |                                      |                                |                  |
| At 1 January 2022          | (514)                                | (668)                          | (1,182)          |
| Charge for year            | (55)                                 | (50)                           | (105)            |
| Disposals                  | -                                    | -                              | -                |
| At 31 December 2022        | (569)                                | (718)                          | (1,287)          |
| Net book value             |                                      |                                |                  |
| At 31 December 2022        | 148                                  | 94                             | 242              |
| At 31 December 2021        | 203                                  | 106                            | 309              |

All tangible fixed assets held are for furtherance of charitable objectives and not for investment purposes.



**11. Fixed assets (continued)**

| 11b. Intangible fixed assets | CRM system<br>(£'000) | Total<br>(£'000) |
|------------------------------|-----------------------|------------------|
| Cost                         |                       |                  |
| At 1 January 2022            | 37                    | 37               |
| Additions                    | 1,158                 | 1,158            |
| Disposals                    | -                     | -                |
| At 31 December 2022          | 1,195                 | 1,195            |
| Depreciation                 |                       |                  |
| At 1 January 2022            | -                     | -                |
| Charge for year              | -                     | -                |
| Disposals                    | -                     | -                |
| At 31 December 2022          | -                     | -                |
| Net book value               |                       |                  |
| At 31 December 2022          | 1,195                 | 1,195            |
| At 31 December 2021          | 37                    | 37               |

In 2020 the Trustee board approved the commencement of a project to develop a new CRM. Work has been ongoing on this project and in the final quarter of 2021 the development phase of the project started. This is due to be completed in Q2 2023. The above cost relates to work in progress on the development phase of the project as at 31 December 2022. Depreciation will only be charged when the CRM has been completed and is being used. In the year ended 31 December 2022, costs related to the research phase of the project and that were directly expensed were £99,124 (2021: £449,818).

**12. Debtors**

|                                                                                         | 2022<br>(£'000) | 2021<br>(£'000) |
|-----------------------------------------------------------------------------------------|-----------------|-----------------|
| <u>a. Debtors recoverable in more than one year:</u>                                    |                 |                 |
| Debtors that in the normal course of events would be recoverable in more than one year: |                 |                 |
| Prepayments                                                                             | 9               | 11              |
|                                                                                         | 9               | 11              |
| <u>b. Debtors recoverable within one year:</u>                                          |                 |                 |
| Accrued income                                                                          | 4,953           | 2,289           |
| Other debtors                                                                           | 527             | 119             |
| Prepayments                                                                             | 588             | 520             |
| Tax recoverable                                                                         | 436             | 1,325           |
| Amounts due from employees                                                              | 1               | 1               |
|                                                                                         | 6,505           | 4,254           |
| Total debtors                                                                           | 6,514           | 4,265           |

Amounts due from employees represents floats for overseas visits forming part of the employee's role and season ticket loans.

### 13. Creditors

|                                        | 2022<br>(£'000) | 2021<br>(£'000) |
|----------------------------------------|-----------------|-----------------|
| Amounts falling due within one year:   |                 |                 |
| Interest-free loans                    | 63              | 63              |
| Trade creditors                        | 511             | 994             |
| Accruals                               | 793             | 758             |
| Other creditors                        | 54              | 144             |
| Amounts due to ActionAid International | 2,172           | 4,639           |
| Taxation and social security           | 307             | 548             |
| Deferred income                        | -               | 62              |
| Total creditors                        | 3,900           | 7,208           |

### 14. Designated funds

|                                                            | Balance as<br>at 1 January<br>2022 (£'000) | New<br>designations<br>(£'000) | Utilised in the<br>year<br>(£'000) | Balance as at<br>31 December<br>2022 (£'000) |
|------------------------------------------------------------|--------------------------------------------|--------------------------------|------------------------------------|----------------------------------------------|
| <i>i) Designated funds</i>                                 |                                            |                                |                                    |                                              |
| Tangible fixed assets fund                                 | 309                                        | 38                             | (105)                              | 242                                          |
| Intangible fixed assets fund                               | 37                                         | 1,158                          | -                                  | 1,195                                        |
| Emergency & Humanitarian fund                              | 490                                        | -                              | (440)                              | 50                                           |
| Exchange rate movement fund                                | 237                                        | -                              | 60                                 | 297                                          |
| People's Postcode Lottery funds for<br>overseas programmes | 207                                        | 17                             | (224)                              | -                                            |
| Strategic investment pot (SIP)                             | 77                                         | -                              | (77)                               | -                                            |
| FGM-ALM Contract                                           | 110                                        | 590                            | (678)                              | 22                                           |
|                                                            | 1,467                                      | 1,803                          | (1,464)                            | 1,806                                        |

**Designated tangible fixed assets fund:** The fund for fixed assets represents the net book value at the balance sheet date of unrestricted tangible fixed assets. This fund is not therefore available for current expenditure, as the assets are used in the day to day operation of the charity.

**Designated Intangible fixed assets fund:** The fund for intangible fixed assets represents the net book value at the balance sheet date of unrestricted intangible fixed assets. The fund is therefore not available for current expenditure.

**Designated Emergency & Humanitarian fund:** This fund represents funds that have been ring-fenced to allow ActionAid to spend funds for fundraising in the event of a DEC fundraising appeal in a country in which the ActionAid Federation currently operates. The ability to utilise these funds is at the discretion of the Senior Leadership team. The balance on this account will be maintained and topped up when necessary.

**Designated Exchange rate movement fund:** This fund represents unrealised gains and losses that have been suffered by ActionAid. These funds are not available for normal operational use and will be used against future exchange rate movements.

**Designated People's Postcode Lottery funds for overseas programmes:** These are funds received from funds raised by players of People's Postcode Lottery that are designated for use in programmes overseas and as such will be remitted to other ActionAid Federation members.

**Designated Strategic Investment Pot (SIP):** Strategic Investment pot are funds that are kept separate from the core budget and are used for specific and chosen strategic projects within ActionAid in the UK. Projects must satisfy set criteria and be aligned to the current strategy.

**FGM-ALM Contract:** This is Phase 2 of the 'Support to the Africa-led Movement to End FGM' contract held with Options Limited that is funded by FCDO. It is a 5 year contract and as such is treated as unrestricted for accounting purposes but has been designated to ensure that any current surplus is ringfenced to help support the delivery of the entire project over its full life.

**14. Designated funds (continued)**

|                                                         | Balance as at 1 January 2021 (£'000) | New designations (£'000) | Utilised in the year (£'000) | Balance as at 31 December 2021 (£'000) |
|---------------------------------------------------------|--------------------------------------|--------------------------|------------------------------|----------------------------------------|
| <i>ii) Designated funds – comparative</i>               |                                      |                          |                              |                                        |
| Designated funds                                        |                                      |                          |                              |                                        |
| Tangible fixed assets fund                              | 349                                  | 58                       | (98)                         | 309                                    |
| Intangible fixed assets fund                            | -                                    | 37                       | -                            | 37                                     |
| Emergency & Humanitarian fund                           | 490                                  | -                        | -                            | 490                                    |
| Exchange rate movement fund                             | 434                                  | -                        | (197)                        | 237                                    |
| People's Postcode Lottery funds for overseas programmes | 1,136                                | -                        | (929)                        | 207                                    |
| Strategic investment pot (SIP)                          | 315                                  | -                        | (238)                        | 77                                     |
| FGM-ALM Contract                                        | -                                    | 235                      | (125)                        | 110                                    |
|                                                         | 2,724                                | 330                      | (1,587)                      | 1,467                                  |

**15. Restricted funds**

|                                        | Balance as at 1 January 2022 (£'000) | Income and gains (£'000) | Expenditure and losses (£'000) | Balance as at 31 December 2022 (£'000) |
|----------------------------------------|--------------------------------------|--------------------------|--------------------------------|----------------------------------------|
| <i>Restricted funds – 2022</i>         |                                      |                          |                                |                                        |
| Africa                                 | 1,650                                | 10,248                   | (11,893)                       | 5                                      |
| Asia                                   | 1,804                                | 5,725                    | (5,394)                        | 2,135                                  |
| Latin America and the Caribbean        | -                                    | 1,000                    | (981)                          | 19                                     |
| Ukraine                                | -                                    | 13,115                   | (9,646)                        | 3,469                                  |
| International projects and other funds | 2,865                                | 5,193                    | (4,544)                        | 3,514                                  |
| Total restricted funds – 2022          | 6,319                                | 35,281                   | (32,458)                       | 9,142                                  |

|                                        | Balance as at 1 January 2021 (£'000) | Income (£'000) | Expenditure (£'000) | Balance as at 31 December 2021 (£'000) |
|----------------------------------------|--------------------------------------|----------------|---------------------|----------------------------------------|
| <i>Restricted funds – 2021</i>         |                                      |                |                     |                                        |
| Africa                                 | 744                                  | 11,227         | (10,321)            | 1,650                                  |
| Asia                                   | 438                                  | 7,143          | (5,777)             | 1,804                                  |
| Latin America and the Caribbean        | 6                                    | 1,462          | (1,468)             | -                                      |
| International projects and other funds | 1,799                                | 4,446          | (3,380)             | 2,865                                  |
| Total restricted funds – 2021          | 2,987                                | 24,278         | (20,946)            | 6,319                                  |

**Restricted funds:** Restricted funds held by ActionAid at the start and end of the year include funds for European Union funded projects. ActionAid also holds funds for a small number of projects or activities which are managed by ActionAid directly. All other incoming resources are granted to ActionAid International on receipt as ActionAid International is the entity within the ActionAid family which holds and manages the vast majority of restricted funds.

The expenditure in the table above includes direct payments made to country programmes for EU funded projects. At the year-end date some funds sent directly to country programmes may not have been entirely spent.

**15. Restricted funds (continued)**

|                                                               | Balance as at 31<br>December 2022<br>(£'000) | Balance as at 31<br>December 2021<br>(£'000) |
|---------------------------------------------------------------|----------------------------------------------|----------------------------------------------|
| The balances on restricted funds at the year end are made up: |                                              |                                              |
| EU and ECHO funded projects                                   | 149                                          | 112                                          |
| Other projects managed by ActionAid                           | 8,993                                        | 6,207                                        |
| Total restricted funds                                        | 9,142                                        | 6,319                                        |

Projects funded by the European Commission are generally development projects intended to run for several years; projects funded by the European Commission Humanitarian Aid Office are short term emergency relief projects. Projects may be based in one country or may be initiatives spanning a number of countries internationally.

Fund balances may be negative when expenditure is made on a project that is expected to be reimbursed by a government or other agency, but where, at the end of the financial year, not all the conditions have been met that would justify this income being recognised within the accounts. This results in an excess of expenditure over income on some project funds at the year end point. The total deficit fund balances at the year end amounted to £0.21m (2021: £0.24m). The trustees consider that the likelihood of reimbursement is sufficient to justify carrying the deficit fund balances at the end of the year for all projects in deficit.

**16. Analysis of net assets between funds**

|                                                       | Restricted<br>(£'000) | Unrestricted (£'000) |                | Total 2022<br>(£'000) |
|-------------------------------------------------------|-----------------------|----------------------|----------------|-----------------------|
| <i>i) Analysis of net assets between funds</i>        |                       | <i>Designated</i>    | <i>General</i> |                       |
| Fund balances at 31 December 2022 are represented by: |                       |                      |                |                       |
| Fixed assets                                          | -                     | 1,437                | -              | 1,437                 |
| Current assets                                        | 10,438                | 369                  | 10,414         | 21,221                |
| Current liabilities                                   | (1,296)               | -                    | (2,604)        | (3,900)               |
|                                                       | 9,142                 | 1,806                | 7,810          | 18,758                |

|                                                               | Restricted<br>(£'000) | Unrestricted (£'000) |                | Total 2021<br>(£'000) |
|---------------------------------------------------------------|-----------------------|----------------------|----------------|-----------------------|
| <i>ii) Analysis of net assets between funds – comparative</i> |                       | <i>Designated</i>    | <i>General</i> |                       |
| Fund balances at 31 December 2021 are represented by:         |                       |                      |                |                       |
| Tangible fixed assets                                         | -                     | 346                  | -              | 346                   |
| Current assets                                                | 9,776                 | 1,121                | 13,091         | 23,988                |
| Current liabilities                                           | (3,457)               | -                    | (3,751)        | (7,208)               |
|                                                               | 6,319                 | 1,467                | 9,340          | 17,126                |

## 17. Grants received

|                                                                                                        | 2022<br>(£'000) | 2021<br>(£'000) |
|--------------------------------------------------------------------------------------------------------|-----------------|-----------------|
| <b>Grants received in 2022 from the FCDO were as follows:</b>                                          |                 |                 |
| Leave No Girl Behind                                                                                   | 18              | 29              |
| Speak out! Addressing Sexual and Reproductive Health and Rights and Gender Based Violence in Rwanda    | 4               | 4               |
| Girls Education Challenge Sierra Leone (funds received through Plan)                                   | -               | 563             |
| CSSF Commonwealth Equality Project - Zero Violence (funds received through Frontline Aids)             | -               | 458             |
| UK Aid Match Violence Against Girls in Kenya                                                           | -               | 293             |
| Enhancing Community Resilience Programme (ECRP)                                                        | -               | (59)            |
| Women-Led Alternatives to Climate Change in Cambodia                                                   | 161             | -               |
| Total grants received from the UK Government                                                           | 183             | 1,288           |
| <b>Contracts received in 2022 from the FCDO were as follows:</b>                                       |                 |                 |
| Support to the Africa-led Movement to End FGM: PH2 (contracted with Options)                           | 590             | 235             |
| Total received from FCDO in 2022                                                                       | 773             | 1,523           |
| <b>Grants received in 2022 from The Dutch Ministry for Foreign Affairs were as follows:</b>            |                 |                 |
| FLOW Women's rights to sustainable livelihoods 2 (POWER)                                               | -               | 456             |
|                                                                                                        | -               | 456             |
| <b>Grants received in 2022 from Belgian Government were as follows:</b>                                |                 |                 |
| Addressing the root causes of fragility and strengthening youth resilience in Cabo Delgado, Mozambique | 635             | -               |
|                                                                                                        | 635             | -               |
| <b>Grants received in 2022 from the United Nations Development Programme were as follows:</b>          |                 |                 |
| Strengthening the Agency of Young Women in Peacebuilding                                               | 691             | -               |
|                                                                                                        | 691             | -               |
| <b>Grants received in 2022 from The START Fund were as follows:</b>                                    |                 |                 |
| Start Fund Alert 655 - Displacement due to conflict in Ethiopia                                        | 300             | -               |
| Start Fund Alert 620 - Conflict Displacement in Kaduna State                                           | 275             | -               |
| Start Fund Alert 661 - India Floods Assam                                                              | 130             | -               |
| Start Fund Alert 598 - Somaliland Fire                                                                 | 100             | -               |
| Start Fund Alert 578 - DRC Flood Response in Kindu City                                                | 80              | -               |
| Start Fund Alert 368 - Flood Response in Nigeria                                                       | 60              | -               |
| Start Fund Alert 577 - Tropical Storm Ana Response                                                     | 60              | -               |
| Start Fund Alert N-04 - Anticipation of Cold Wave in Nepal                                             | 40              | -               |
| Start Fund Alert 007 - Anticipation Tool Development in Colom                                          | 35              | -               |
| Start Fund Alert 497 - Earthquake Response in Indonesia                                                | -               | 41              |
| Start Fund Alert 557 - Conflict Displacement in Kasindi, DRC                                           | -               | 270             |
| Start Fund Alert 516 - Response to Conflict Displacement, Nigeria                                      | -               | 200             |
| Start Fund Alert 553 - IDP response in Amhara Region, Ethiopia                                         | -               | 162             |
| Start Fund Alert 538 - Response to Conflict Displacement in Afar Region, Ethiopia                      | -               | 145             |
| Start Fund Alert 527 - Cyclone response in India                                                       | -               | 104             |
| Start Fund Alert - Covid-19 Response in Nigeria                                                        | -               | 100             |
| Start Fund Alert 542 - Earthquake response in Haiti                                                    | -               | 90              |
| Start Fund Alert 495 - Zimbabwe                                                                        | -               | 80              |
| Start Fund Alert 531 - Cholera Response in Bauchi, Nigeria                                             | -               | 69              |
|                                                                                                        | 1,080           | 1,261           |

**17. Grants received (continued)**

|                                                                                               | 2022<br>(£'000) | 2021<br>(£'000) |
|-----------------------------------------------------------------------------------------------|-----------------|-----------------|
| <b>Grants received in 2022 from The Alborada Trust were as follows:</b>                       |                 |                 |
| Supporting families affected by Cyclone Idai to rebuild their communities and livelihoods     | -               | 120             |
| Improving water, sanitation, hygiene & environment for Rohingya refugees in Bangladesh        | -               | 100             |
| Humanitarian support for families affected by conflict in Tigray and northern Ethiopia        | -               | 150             |
|                                                                                               | -               | 370             |
| <b>Grants received in 2022 from Guernsey Overseas Aid Commission were as follows:</b>         |                 |                 |
| East Africa Drought Response Somalia                                                          | 50              | -               |
| Supporting sustainable small fisheries in Zambia                                              | 27              | 23              |
| Increasing access to clean water Southern Province                                            | -               | 25              |
|                                                                                               | 77              | 48              |
| <b>Grants received in 2022 from Ethical Tea Partnerships were as follows:</b>                 |                 |                 |
| Empowering Tea Communities in Kenya                                                           | 306             | 136             |
|                                                                                               | 306             | 136             |
| <b>Grants received in 2022 from The Foreign Service of the Faroe Islands were as follows:</b> |                 |                 |
| Supporting and strengthening sustainable small-scale fisheries in Zambia                      | -               | 50              |
| ActionAid's Covid-19 Emergency Appeal (reported in 'appeals' in note 2a)                      | -               | 11              |
|                                                                                               | -               | 61              |
| <b>Grants received in 2022 from Education Above All (Reach Out To Asia) were as follows:</b>  |                 |                 |
| Engaging youth as global citizens in Vietnam                                                  | 122             | 107             |
| Educational, economic and social development for Syrian and Lebanese youth                    | -               | 88              |
|                                                                                               | 122             | 195             |
| <b>Grants received in 2022 from People's Postcode Lottery were as follows:</b>                |                 |                 |
| People's Postcode Lottery International Trust 2022/2023 grant                                 | 3,000           | 2,594           |
|                                                                                               | 3,000           | 2,594           |

**18. Related party transactions**

ActionAid recognises ActionAid International and other members of the ActionAid group as related parties. Material transactions between the entities are shown below.

|                                               | 2022<br>(£'000) | 2021<br>(£'000) |
|-----------------------------------------------|-----------------|-----------------|
| Grants to ActionAid International             | 22,047          | 21,516          |
| Grants direct to ActionAid Federation members | 15,880          | 6,973           |
|                                               | 37,927          | 28,489          |

See note 7 for details of grants to ActionAid International.

See note 13 for creditor balances owed to ActionAid International at the balance sheet date.

## 18. Related party transactions (continued)

As noted in the constitution and governance section of the report of the board of Trustees, ActionAid International is entitled to appoint one trustee to ActionAid's board. This designated trustee is Shantha Sinha, who is a member of the Board of ActionAid India. During 2022, a total of £1,079,164 (2021: 1,837,054) was granted to ActionAid India. All of these grants were in line with the normal course of our charitable activities. She received no remuneration for her work as trustee of ActionAid.

Frances Longley was a Trustee of the Disaster Emergencies Committee (DEC). During the course of the year, ActionAid received and recognised income from DEC as set out in Note 2a.

No donations from trustees received during the course of the year had restrictions that were outside of our normal charitable activities.

## 19. Subsidiary undertakings

ActionAid has one subsidiary undertaking:

ActionAid Enterprises Limited

A wholly owned subsidiary incorporated in the United Kingdom (No. 5011412).

The total investment in the subsidiary is £1 (2021: £1).

There was no activity undertaken in the subsidiary in 2022 or 2021.

## 20. Obligations under operating leases

| The charity had non-cancellable commitments at the year end under operating leases for land and buildings expiring as follows: | 2022<br>(£'000) | 2021<br>(£'000) |
|--------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|
| Within one year                                                                                                                | 1,105           | 1,105           |
| In two to five years                                                                                                           | 1,677           | 2,782           |
| After 5 years                                                                                                                  | -               | -               |
|                                                                                                                                | 2,782           | 3,887           |

## 21. Future income under operating leases

In late 2021, the charity sub-let the second floor of its rented premises in Bowling Green Lane, London.

In 2018, the charity sub-let the ground floor of its rented premises in Bowling Green Lane, London.

The future minimum lease payments under non-cancellable operating leases are:

|                      | 2022<br>(£'000) | 2021<br>(£'000) |
|----------------------|-----------------|-----------------|
| Within one year      | 315             | 242             |
| In two to five years | 510             | 825             |
|                      | 825             | 1,067           |

## 22. Contingent assets and liabilities

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ActionAid originally set up most of ActionAid International's Country Programmes and as such may still legally own some of the assets of those entities that have not subsequently become affiliates. Country programmes are now managed by ActionAid International rather than ActionAid. ActionAid is currently in the process of transferring the country programmes that it legally owns to ActionAid International. It is expected that these transfers will start to take place in 2023.

Country Programme assets are no longer included in the accounts of ActionAid (since 2007). However, ActionAid retains the legal right to take back management of its Country Programmes from AAI under a termination clause incorporated into the legal agreements in place over management of Country Programmes. Therefore ActionAid has contingent assets in the form of the assets held by those Country Programmes which were originally set up by ActionAid.

No situation exists, or is anticipated to occur, whereby ActionAid would exercise its right to terminate the agreements with ActionAid International, however the legal position is stated here to give a full picture of the assets of ActionAid. It is not practical to estimate the value of assets which would revert to ActionAid control and would be included in the accounts. However, the funds held in ActionAid country programmes at the year end but not included in these accounts were £13.52m (2021: £9.04m). The majority of this £13.52m (2021: £9.04m) are restricted funds and we would anticipate that if a country programme were to close down, such funds would be redirected to other countries, with a similar level of restriction as opposed to being sent back to ActionAid in UK. These figures do not include those countries which are Associate or Affiliate members of ActionAid International – although they may hold assets which are legally owned by ActionAid. For accounting purposes the depreciated value of these assets is nil (2020: nil).

There also exist potential contingent liabilities for ActionAid relating to the country programmes which are legally owned by ActionAid. Such a liability would only impact ActionAid if ActionAid International had insufficient funds in hand to discharge the obligations of a country programme. ActionAid believes such a circumstance is improbable and any notional exposure cannot be reasonably estimated.

As at the year end there were a number of projects on which funds are outstanding from the donor pending finalisation of donor audits. Amounts disallowed are generally insignificant as a proportion of overall project budgets and in any event these amounts are considered to be fully recoverable as they are covered by ActionAid International.

### Residual legacies:

At the end of the year, we have been notified that we are entitled to funds from a total of 30 (2021:20) residual legacies. However, as at 31 December 2022, we have not been notified as to the value of our entitlement or when this will be received. As such we are not able to recognise these funds in the financial statements for the year, but we include the existence of these as a contingent asset.



**ACTIONAID**

England & Wales - Charity number 274467

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# Accounts

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# Annual Report 2021

## Our vision

A just, equitable and sustainable world in which every person enjoys the right to a life of dignity, freedom from poverty and all forms of oppression.

## Our mission

To achieve social justice, gender equality, and poverty eradication by working with people living in poverty and exclusion, their communities, people's organisations, activists, social movements and supporters.

## Our approach

Our human rights-based approach aims to ensure that people are drivers of their own change and able to claim the rights they are entitled to. We focus on women and girls because the denial of their rights is a grave injustice and one of the underlying causes of poverty worldwide.

By working directly with communities, women's movements, groups and networks, social movements and other allies, we aim to tackle the structural causes and consequences of poverty and injustice.

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# Welcome from the Chief Executive and Trustees

Throughout the past year, we have been deeply impressed by the degree to which ActionAid's spirit has remained undaunted. Many of the unprecedented challenges and turmoil of 2020 continued into 2021, but women and girls across the globe have shown themselves to be resilient and creative – standing up for their rights and their safety, as well as facing the ongoing reality of pandemic life.

Inspired by the example of these brave women and girls, ActionAid spent 2021 focusing on the core aspects of our work while remaining able to respond quickly to new crises. Throughout the year, we were heartened by the continued generosity of our supporters and the dedication of our staff, partners and volunteers, all of whom enabled us to keep putting our feminist principles into action.

Despite Covid-19's ever-present shadow in this period, we continued to take action on a wide range of key issues – from gender-based violence and education to humanitarian response and resilience in the face of the climate crisis.

In the pages of this Annual Report, you will learn more about the difference we've made together. You'll read the stories and hear the voices of just some of the women and girls alongside whom we have stood, working to build a world in which they can thrive.

Faced with humanitarian crises in Afghanistan and Haiti, ActionAid-supported first responders – many of them women – moved quickly to provide essentials to those who had suddenly been forced from their homes. By working closely with those who are most at risk, we can do more to enable this kind of emergency response and ensure communities are resilient against future shocks. This is at the heart of our Women-Led Alternatives to Climate Change project which started in 2021, designed to support Women Champions on the front lines of the climate crisis in Cambodia.

Long-term change comes in many forms. 2021 also saw the completion of our three-year Not Any Girl project to end gender-based violence in rural Kenya. Over the course of this UK Government-supported project, more than 5,400 girls were able to access safe spaces and peer support groups, while major advances were made in reaching influential figures and reshaping widespread attitudes to women and girls in those communities. This concerted effort was a huge success and will have a truly transformative effect on the lives of women and girls in the years to come.

ActionAid's ability to work on many fronts at once is absolutely key to our impact. In addition to our work in more than 45 countries, we are also continually pushing for legislative changes here in the UK, to further the rights of women and girls. The past year saw some major campaigning victories here in the UK, including our Government's decision, in response to pressure from ActionAid and others, to sign the first ever international treaty to address harassment and violence in the world of work. We firmly believe the UK can and should lead

the way, when it comes to the rights of women and girls, and we will continue to ensure our leaders turn their words into action.

ActionAid is a truly formidable force for good, a dynamic and determined organisation. This year we have seen time and again that positive change is not only possible; it is happening. As women and girls across the globe stand up for their rights, we must do all we can – with the help of our amazing supporters, campaigners, staff, partners, volunteers and trustees – to stand alongside them. The world remains an unequal place in many respects, but, as is made clear on every page of this report, it doesn't have to remain that way.

John Good, Acting Chief Executive

ActionAid UK Board of Trustees



## In Spotlight: Crisis response

- We were part of the Disasters Emergency Committee's Afghanistan appeal and received nearly £1.1m towards ActionAid's response in the country.
- We reached over 14,300 people in the Democratic Republic of Congo as part of the second phase of the DEC's Covid-19 programme.
- We reached over 10,000 households affected by the Haiti earthquake within the first two months, distributing cash, tarpaulins, buckets with taps, kitchen kits, non-food and food items such as rice, cooking oil and beans.

### Emergency support in Afghanistan

ActionAid has been working in Afghanistan since 2002, supporting women to claim their rights and helping children to go to school. Following the withdrawal of NATO forces from Afghanistan in summer 2021, escalating tensions caused a large number of people to flee their homes and become displaced in their own country. During July and until mid-August, many people travelled from rural areas into urban centres in search of relative calm and safety.

The suddenness of the change in Afghanistan meant that most people left their homes with just the clothes on their backs and very few essential items. As a result, displaced people were, and remain, in dire need of emergency humanitarian assistance, including food, water and essential items such as hygiene kits, cash, tarpaulins, tents, cooking utensils, clothing and bedding.

The World Food Programme (WFP) initially predicted that nearly 23 million people – or over half of Afghanistan's population – would face acute hunger by November 2021. This devastating level of need was only expected to rise during the period before the first harvests in May 2022. In early March 2022, the WFP reported that two-thirds of the country's population were resorting to crisis-level coping strategies to feed their families. This was a six-fold increase since August 2021.

ActionAid UK launched an Afghanistan emergency appeal in May, which, by the end of 2021, had raised over £626,756. By early November ActionAid Afghanistan, who led the crisis response, had reached out to over 3,800 people with cash grants and provided women hygiene kits with supplies like sanitary pads and soap. By the end of November, the team went out to reach an additional 300 households – over 2,000 people – with cash support, food and non-food items.

ActionAid was also part of the DEC's Afghanistan appeal alongside 14 other UK aid charities. The appeal launched in mid-December and within its first 24 hours alone raised £9.5m from the British public. As winter approached, we began our emergency support to communities in Herat, Kabul, Ghor and Balkh provinces. As 2021 came to a close, we sought to scale up our response to reach more than 10,000 families with food support and

essential items to survive Afghanistan's harsh winter, including blankets and heating equipment.

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## In Spotlight: Solidarity action

- 10,457 people took action to protect the rights of women and girls
- 16,706 individual actions were taken to protect the rights of women and girls
- 3,787 people contacted their MP to ask them to protect women's rights

### Violence in the workplace: women demanding change

Violence against women and girls (VAWG), one of the starkest collective failures of the international community, affects one in three women globally. ActionAid supports women to access secure jobs in safe working environments, free from all forms of violence. Following a long campaign by feminist and labour rights activists, we were delighted that the UK Government signed on to the first ever international treaty to address harassment and violence in the world of work, known as International Labour Organisation convention no. 190 (ILO C190).

After the convention was adopted in June 2019 by the International Labour Conference, campaigns began globally to get national governments to sign up to the treaty. Our work to get the UK Government to sign up began with the 2019 General Election; we provided campaigners and the public with an email tool to contact their prospective MPs and ask them to support ratification of the treaty if elected to Parliament.

We had a great response to this campaign, with the public and politicians alike recognising the need for action, and we created a solid foundation from which to launch further work. ActionAid UK then joined coalitions that were talking to Government about progress towards ratification (including getting agreement from government departments and the devolved administrations), and, in particular, the need for 'third party harassment' protection to be enshrined in UK law as the treaty demanded but the Government had resisted.

In a momentous and important change of direction, in 2021 the Government changed its position and pledged to introduce the protection, so we redoubled efforts to secure ratification of ILO C190 during the annual 16 Days of Activism against Gender-Based Violence, during which time we conducted a public awareness raising campaign about the issue generally and the importance of the convention. This included an MP drop-in session in November for parliamentarians to provide a space for them to ask questions about the convention, ratification and implementation. This was followed by a webinar with a parliamentarian, women's rights organisations, INGOs and a journalist from Ecuador, Ghana and the UK. The panel discussed the challenges, opportunities and the strength and importance of the feminist movement in securing the ratification and an end to VAWG. Just

days after this campaign, the Government confirmed that Parliament had given the green light for it to ratify the treaty, and formal ratification was announced on 7 March 2022 (the week of International Women's Day).

This long, cross-sector campaign is testament to the power of collaborative work between charities, NGOs and the labour movement as well as people power. The UK is now one of 11 countries worldwide to have ratified ILO C190.

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## In Spotlight: Public giving support

- ActionAid UK's individual committed givers generously donated a total of £27.9m towards our work for women and girls' rights.
- ActionAid UK supporters helped raise £2.26m, including £1.08m in match funding from the UK Government, towards our *She is the answer* campaign, which funds Women Champions to help fight climate change and its impacts in Cambodia.
- More than 14,200 new supporters in the UK signed up to give a regular monthly gift.

### Working with women in Cambodia on the front lines of the climate crisis

Chea lives in Cambodia, where her way of life – like that of many of her neighbours – is under threat from the looming climate crisis. Rising floodwaters, devastating storms and terrible droughts are having a catastrophic effect on farming and fishing, forcing people and communities into poverty and having an especially harsh effect on the lives of women and girls.

Chea has been a fisherwoman all her life and her family has been hit hard by climate change. Over the last five years, she has noticed major changes in the weather patterns, which have had a big impact on her income and her ability to feed her six children. "Last week, we could not go fishing for three or four days because the winds were too strong. Making ends meet has become more challenging."

In December 2021, ActionAid launched a major new project in Cambodia, one of the countries at greatest risk from the effects of climate change. The project, called Women-Led Alternatives to Climate Change, has been made possible by the efforts of courageous women and communities across four provinces in Cambodia, and we helped to bring the generous support of the UK public behind them.

Every individual donation to our *She is the answer* fundraising campaign, which we ran from March to June, was matched by the UK Government, pound for pound. This important appeal raised an incredible £2.26m, including £1.08m in match funding. This match funding is going directly towards the project in Cambodia.



The 3.5-year project will support over 18,000 women leaders, school children and community members. It will mean ActionAid Cambodia can work with communities to build physical defences against flooding, equip farmers with drought-resistant seeds, and train Women Champions to play a decisive part in planning the future of their communities and actively collaborate with government officials and authorities at all levels on projects related to disaster response and climate change adaptation. With these confident, knowledgeable women in leadership roles, pushing for change at the local and national level, Cambodia's future – in the face of a changing climate – will be transformed.

For too long, women have been absent from the spaces in which decisions are made around climate, and we want to see that changed for good.

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## In Spotlight: Our partnerships

- In 2021 we received nearly £2.6m from People's Postcode Lottery (PPL) to support our work combatting violence against women and girls and responding to emergencies.
- With funding from PPL, we supported nearly 11,000 girls and women in Zimbabwe, helping them to speak out, advocate for their rights, and prevent and respond to violence against women and girls.
- We have reached more than 28 million people across Nepal and Kenya with hygiene products, Covid-19 awareness messaging, and hygiene behaviour change initiatives, as part of the Hygiene & Behaviour Change Coalition with the Foreign, Commonwealth & Development Office and Unilever plc.

### The life-saving impact of water and hygiene facilities

In 2020 and 2021, ActionAid was part of the Hygiene & Behaviour Change Coalition (HBCC), created by Unilever plc and the UK Foreign Commonwealth and Development Office. There were three main components to the HBCC approach: mass communications of hygiene information, hygiene behaviour change programmes, and digital solutions to reach the greatest number of people.

In March 2021, a new water, sanitation, and hygiene (WASH) facility was opened in City Carton, an informal settlement in Majengo, in the outskirts of Nairobi, Kenya. ActionAid Kenya worked with a local organisation, Africa Youth Trust, to set up those new facilities and provide essential hygiene information for communities in the area to prevent the spread of Covid-19.

Wanja, a woman living in the settlement, described how the installation improved her access to water: “During this Covid-19 period, things became challenging; we all had to manage with the little water we got. We also had just one toilet, so people would have to queue for ages. Some people would use the drains as their toilet and you’d then find children playing in the waste, then getting diarrhoea and vomiting – and sometimes even dying from cholera (...). Now we have enough water and more toilets so there is no more queueing. You just fetch your water then have enough time to get on with your hustle.”

Through partnerships in Kenya and Nepal, ActionAid also distributed hygiene products and worked through partners to share information about handwashing and other hygiene practices through media, digital and face-to-face workshops. Overall, more than 28 million people were reached between April 2020 and July 2021 in Kenya and Nepal.

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## Working together – ActionAid UK within the ActionAid Federation

ActionAid UK is a proud member of the ActionAid International Federation. ActionAid International brings together the work of the ActionAid International Federation, co-ordinated by the Global Secretariat, based in Johannesburg, South Africa.

ActionAid is a global Federation working for a world free from poverty and injustice. The Federation is made up of 43 national organisations, most of which are based in Lower Income Countries. In the UK, our role is to raise funds to reduce poverty in the communities and countries where we work, to take action for long-term change and to act in solidarity with women and girls addressing poverty and injustice. By working in partnership with ActionAid International and member countries around the world, we are able to make a bigger global impact.

We remitted £28.5 million to the ActionAid International Federation in 2021, just under 60% of our total expenditure of £47.6 million. ActionAid UK's total income was £49.6 million, which represents 25.7% of the actual income of the entire Federation for 2021 of £192.5m.

The international development and humanitarian work highlighted in this report reflects the results achieved by the Federation as a whole in 2021, and the significant contribution that UK supporters made to these successes. While many of ActionAid UK's funds go towards supporting the Federation's humanitarian and development work overseas, this isn't the whole story. We also campaign in the UK in solidarity with people affected by global poverty, for example to ask the British Government to consider the potentially harmful impact of its trade policies on women and girls, particularly those in Lower Income Countries. Other areas of critical expenditure included fundraising, building understanding of development issues, governance and running costs. ActionAid International's combined financial statements can be found at [www.actionaid.org/publications](http://www.actionaid.org/publications).

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# Glossary

ActionAid UK is part of the ActionAid International Federation and raises funds to support the Federation's development and humanitarian work overseas, campaigns in solidarity with people affected by poverty and injustice, and builds understanding of development issues.

ActionAid International brings together the work of the ActionAid International Federation, coordinated by the Global Secretariat based in Johannesburg, South Africa. The Federation is made up of 43 national organisations, most of which are based in Lower Income Countries who manage their own programme delivery but are united by shared values, vision and mission.

ActionAid on pages 1-28 of this report refers to the collective work of the ActionAid International Federation. On pages 29-87 of this report, ActionAid refers to ActionAid UK, the UK-registered charity.

Disasters Emergency Committee (DEC) brings 15 leading UK aid charities together in times of crisis, including ActionAid UK. The DEC launches appeals to raise money to help those impacted by disaster, making sure that funds reach those who need them most.

The Foreign, Commonwealth and Development Office (FCDO) is a ministerial department which leads the UK's work to reduce poverty and tackle global challenges with its international partners.

Hygiene & Behaviour Change Coalition (HBCC) is a public-private partnership established by Unilever plc and the UK government in response to the Covid-19 pandemic in April 2020. ActionAid was one of the 21 NGO and UN partners to implement programmes aimed at raising awareness of Covid-19 prevention techniques and facilitating good hygiene principles.

People's Postcode Lottery (PPL) is a subscription lottery which raises money for charities. Players' support for ActionAid UK is helping transform the lives of women and girls living in poverty.

# Our Goals

As an organisation, ActionAid UK has three overarching goals. Our staff, partners and volunteers are working in over 45 countries worldwide to achieve the following:

**1. Significantly reduce the risk of violence against women and girls (VAWG).**

Sadly, gender-based violence remains far too common across the world, with women and girls alike living in fear – even with their very lives under threat – which has serious impacts on their mental and physical health as well as on their independence and opportunities.

**2. Fight for women's equal rights to economic opportunities.**

Economic inequality is a blight on the lives of too many women and girls across the globe. Women need to have equal access to secure, high-paying jobs – as well as benefitting them, this will also have positive impacts on their families and on their local and national economies.

**3. Prioritise women and girls' rights and their leadership in humanitarian crises**

Time and again, around the world, we have seen the life-saving difference it makes when women participate in crisis response – not only in on-the-ground delivery of aid but in positions of leadership as well. ActionAid is working to ensure that women, who are often worst affected by disasters when they occur, are brought to the centre of planning and response.

In this section we provide details of our progress in these three key areas over the past year.

## Goal One:

# Significantly reduce the risk of violence against women and girls (VAWG)

ActionAid is working to end violence against women and girls. We create change by:

- supporting women and girls to learn about their rights, develop leadership skills and gain an education or vocational skills which will enable them to earn an independent livelihood;
- working with women's rights organisations, local leaders, men and boys and the media to shift social attitudes and behaviours;
- increasing the ability and commitment of governments and institutions to prevent and respond to violence against women and girls;
- providing comprehensive services, including safe spaces for women and girls, and helping survivors of violence access emotional, legal and medical support.

Violence against women and girls is not inevitable. By empowering women and girls and transforming harmful social norms we are leading long-term, sustainable change. Every day, we are making progress towards ending violence against women and girls.

Our support to women's rights organisations and women's groups has resulted in an increased understanding of and support to women and girls who have experienced violence, as well as a strengthening of mechanisms that enable them to approach their authorities in addressing these. We have also successfully influenced policies at local and national level so that the critical role of support systems to deal with cases of violence are resourced and accessible to those who need it most.

## 'Not Any Girl': Challenging violence against girls in Kenya

In spring 2018, ActionAid UK ran a three-month UK Aid Match fundraising appeal entitled *Not This Girl*, during which public donations were matched by the UK Government, pound for pound. Thanks to our incredible supporters, the appeal raised over £1.1m, which was matched by the UK Government. This match funding went directly to fund ActionAid's and local partners' work in rural Kenya to prevent and respond to violence against women and girls. The three-year project, titled Not Any Girl, was implemented across three counties – Homabay, Garissa and Kilifi – and it was successfully concluded in October 2021.

The overarching aim of the project was to empower vulnerable girls and community members to speak out and report violence; work with duty bearers and key influencers to increase state accountability and effectiveness to respond to violence; and build the capacity of Women's Rights Networks to strengthen community-based protection mechanisms against violence.

At the end of the project, over 5,400 girls had been provided with access to safe spaces and peer support groups as well as the knowledge and skills to respond to cases of violence. 87% of girls interviewed said they were more confident reporting violence and had increased awareness of the different reporting pathways and support available to them.

The project ran several activities to change community attitudes to VAWG, reaching over 9,000 community members and duty bearers in spaces such as community forums (Kongomanos) and school forums. The project engaged with public servants and those with the power to influence legal or practical change including community leaders, police and health officials.

Although the project has now ended, it was originally designed with sustainability of its activities in mind. The creation of safe spaces for girls, for example, has ensured that girls will be able to continue interacting with each other and talk about solutions together to issues affecting them. The schools very much embraced the initiative and continue to facilitate these spaces for girls going forward; “The school has embraced girl forums and will continue with the forums in the event that ActionAid leaves. We have seen the benefits,” said a school matron in Homabay County.



## Goal Two: Fight for women's equal rights to economic opportunities

Gender discrimination means that women are more likely to be in insecure, low-wage jobs, be paid less for the same work and have limited access to land and loans.

If women in Lower Income Countries were paid as much as men and had the same access to jobs as men, they could be US\$9 trillion better off.

ActionAid supports women to access secure jobs in safe working environments, free from all forms of violence. Women must be paid living wages that are equal to men's, enjoy social protection such as paid maternity leave, and the burden of unpaid care and domestic work that falls to women must be recognised, reduced, and redistributed.

This is vital in enabling women to have control over their own lives.

### Changing lives with education in Sierra Leone

As well as being a fundamental right, educating women and girls is a crucial step in supporting women's economic rights. Educating girls has enormous and far-reaching benefits to their rights. It reduces rates of child marriage, promotes healthier families, improves jobs opportunities for women and empowers women to become leaders at community and government levels

In July 2021, the Girls Education Challenge - Transition project funded by the FCDO (formerly DFID), concluded in Sierra Leone. ActionAid was part of a consortium that implemented this four-year project, along with Plan International, Open University and Humanity and Inclusion. The project's specific focus was on supporting girls and children with disabilities in six districts of Sierra Leone – a country with one of the world's lowest female literacy rates. Our goal was to make lasting improvement to learning outcomes and help more children stay in school for longer.

At the time this project was designed, the majority of children completing primary school were not literate or numerate, which prevented them advancing to the next grade. Despite increasing access to education, there are still regional disparities within Sierra Leone – many remote districts lack appropriate facilities and teachers. This affects girls and children with disabilities disproportionately and can prevent them from staying in school.

To support students, the consortium partners provided pathways for female learning assistants into teacher training; provided 600 assistive devices to children with disabilities; set up girls' clubs; sought input from students towards school improvement plans; and set up after-school literacy and numeracy study groups. Students reported a great benefit from the



study groups – the majority of students who took part in them moved successfully to the next grade. In the project's final year, 76% of students, of which 5,447 were girls, moved up a grade, compared with 69% in 2017. In total, the project reached 11,012 girls and 3,227 children with disabilities.

The outbreak of Covid-19 caused huge disruption to the programme. When schools closed, the project trained teachers on home learning and distributed educational resources to children. Upon reopening, GEC-T students had a 99% return to school rate, and study groups were adapted to catch-up activity.

The GEC-T project has generated evidence and resources which will help ActionAid further develop our education programming. In fact, learnings have already informed the design of a new PPL-funded education project in Sierra Leone.



## Goal Three:

### Prioritise women and girls' rights and their leadership in humanitarian crises

Women and girls often suffer the most during humanitarian emergencies. Typically, more women than men are killed by rapid onset disasters like tsunamis and earthquakes. Violence against women and girls increases during all emergencies, especially in conflict.

There is nothing natural about the increased vulnerability that many women and girls face in emergencies. It is the direct result of the gender inequality and discrimination that women and girls experience in their daily lives.

Our approach in an emergency is to empower women to lead the response. Women-led and women's rights organisations understand best the specific needs of women and girls. They know that, in crisis, services that prevent and respond to gender-based violence, and sexual health services, aren't just important – they are lifesaving. Local, women-led responses are rooted in their communities, along with the understanding, networks, and connections to respond rapidly to crisis.

#### Bringing women to the heart of disaster readiness and response

On 14 August 2021, a powerful 7.2 magnitude earthquake struck the south-west of the island of Haiti. It affected 800,000 people, killing 2,248 and injuring more than 12,700. Treating the injured proved seriously challenging since the quake damaged or destroyed approximately 90 health centres in addition to well over 100,000 homes. In the aftermath of the quake, ActionAid moved into action immediately, mobilising resources to support families in the most affected communities, with everything from food and shelter to cash and food assistance. Our network of first responders – many of whom are women – were absolutely vital in this effort.

Ysnelle Jean, 36, is a seamstress and mother of four children in Haiti. She's also a woman first responder, trained by ActionAid to take vital steps to help her community if disaster strikes. "After the earthquake, people were very traumatised. I remember one lady who lost her house. She was not in the house when the earthquake happened. She was in shock when she saw her house. I took time to talk to her so she could understand that even [if] the house is destroyed, she's alive, which matters more."

"With my emergency kit, I was able to give first aid to the injured people. For me, the most important thing was to support girls, women, little children, pregnant women, people living with disabilities. These were people we needed to find a shelter [for]. We helped them find shelter in a school in our community, where they would stay until they found somewhere else to go."

“We know that women are exposed to sexual violence, especially rape after any disaster. We checked the shelters and set a sleeping space for only women and girls. They trusted us as women. We also work with the men, to sensitise them to the issue of sexual violence against women.” “With ActionAid building the network of women leaders and providing training to us on several levels of interventions during emergencies, we gained skills and we are now known within the communities and help anyone in need.”

There is a critical need to recognise and prioritise the needs of women and girls, and the leadership role that women play as a means to truly shift power, resources and influence to women-led responses. This means working with women, and their organisations.

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# Our strategic objectives

ActionAid UK is proud to be a member of the ActionAid International Federation. We support the Federation by focusing on four specific areas in our work in the UK, as stated in our 2017-2022 strategy [Together, with women and girls](#):

1. **Mobilising resources.** We will raise money through investment, adapting our approach and innovation, to fight poverty and injustice and achieve the rights of women and girls.
2. **Influencing for change.** We will work alongside women and girls living in poverty to challenge violence and exploitation, fight for women's equal rights to economic opportunities and support women's leadership in humanitarian crises.
3. **Supporting humanitarian action.** We will build our capacity to respond when emergencies strike working with and through local communities, focusing on women's leadership, and on the specific threats faced by women and girls.
4. **Enabling effectiveness.** We want to deliver our goal, core focus and strategic objectives as efficiently and effectively as possible, ensuring that the maximum level of resources are dedicated to delivering impact for people living in poverty, especially women and girls.

Together, this represents the most effective contribution ActionAid UK can make to the struggle against poverty and injustice, and to the realisation of women and girls' rights.

In this section we outline our key achievements against our four strategic objectives in 2021.

## 1. Mobilising resources

**Thanks to our supporters, donors, local staff and partners, we have made great strides forward in the fight against poverty and injustice. But there is still much to be done. Our primary aim is to raise money in the UK to fight poverty and injustice and achieve the rights of women and girls. To make a lasting difference, we must raise more money through investment, adapting our approach and innovation.**

2021 was another challenging year so we are very grateful to our supporters for stepping up again to support women and girls living in poverty. In 2021, ActionAid UK raised a total of £49.6m, against a budget of £48.0m. Our public fundraising income was £39.5m, a slight increase on £38.2m in 2020, which was also higher than £36.9m in 2019. This is the first time we have had two consecutive years of public fundraising income growth for over 15 years and demonstrates our current strategy, investing in brand alignment, innovation, our supporters and our core programme, is working. We fell slightly short of the number of new supporters we hoped to gain in 2021 however, reaching 89% of our target.

One of our core priorities for 2021 was to continue maximising net resource mobilisation through integration. Our brand-aligned approach to fundraising was demonstrated through our UK Aid Match appeal *She is the answer*. Focusing on the challenges of climate change and our work with women and girls in Cambodia, we delivered a fully integrated cross-

organisational campaign. Thanks to the immense generosity of our supporters, the appeal raised an amazing £2.26m, including £1.08m of match funding from the UK Government.

Sadly, several humanitarian emergencies occurred throughout 2021, and we are very grateful to our supporters for contributing a total of £810,741 to support women and girls responding to the earthquake in Haiti and the crisis in Afghanistan. Having multiple emergencies naturally has an impact on other live projects we have; for example, we had to cut our annual Christmas Appeal campaign short as we launched into the DEC Afghanistan emergency appeal – which was a priority for all teams across the organisation.

In 2021, we aimed to deepen our existing relationships and seek new partners to work with to tackle the challenges ahead. We are very proud to have several new members in our Arise Leadership Circle; an incredible group of influential women in the UK, who are supporting us with our goal of reaching two million people over the next 10 years through building women's resilience to the impacts of climate change and conflict. We are also delighted to have developed several major new partnerships while continuing to work with our valued existing partners. Our relationships are important to us and we are fortunate to have strong and long-standing partnerships with philanthropists, trusts and foundations as well as corporate partners. These enable us to fund work in places such as Vietnam and Kenya, creating greater impact for women and girls.

Our innovation and insight strategy progressed with continued evolution of our human-centred product development approach, and the beginning of a more strategic use of audience insight. However, capacity challenges in other teams impacted ability to maintain momentum for innovation solidly throughout the year. In order to increase our sustainability, we also delivered a scoping project on commercial ventures. We completed the discovery phase of our Customer Relationship Management (CRM) system programme, and although the implementation of the new CRM has been delayed from the planned end of 2022 to early 2023, the project saw significant progress in the Data Warehouse workstream. During the year, we also neared completion on our Child Sponsorship Modernisation project.

The UK institutional funding landscape continues to be subject to uncertainty, cuts and the continuing impacts of Brexit. We have diversified our pipeline of potential programmes even as ensuing we are positioned for UK institutional funding to remain a key vehicle for securing large scale, multi-country transformative programme funding for women and girls rights. We have continued to support requests from our ActionAid Federation partners to secure UK Aid directly in-country. Our Institutional income fell slightly below target for the year, reaching £5.6m against a budget of £6.3m.

## 2. Influencing for change

**It's going to take some bold thinking to overturn the injustices that lock women and girls in poverty. But we're ready for that. Change is needed at all levels of society to challenge the inequality that means the world's poorest women do not receive an education, cannot own land and face multiple discrimination. ActionAid cannot achieve such a huge change alone. We will work alongside local communities, women's networks, governments, institutions and multinational agencies to ensure women and girls know and can claim their rights.**

ActionAid UK worked hard in 2021 to achieve our influencing objectives for the year, which included: helping to ensure movement towards a more gender-just and transparent policy on international trade, the ratification of the ILO Convention 190, and inclusion of gender equality as a priority in G7 discussions hosted by the UK. However, 2021 was a tough year. In July, the Government passed a motion to reduce UK aid spending to 0.5% of Gross National Income, following cuts to Official Development Assistance (ODA) in 2020. The cuts have disproportionately impacted women and girls, including cuts to many programmes implemented by a wide range of organisations in the sector. Despite this context, we have continued to press ahead to drive for progress on the rights of women and girls.

In November, we launched 'Unpacking the impact: setting UK trade policy on a gender-just track' report which looks at the impacts of free trade agreements on women and girls around the world and calls on the UK government to embed gender-just sustainability impact assessments into its trade policy. The International Trade Committee (ITC) agreed to gender and trade as one of its five priority areas for research. In the summer, we co-organised the W7 event, a global women's rights conference linked to the G7 and in October, we hosted a panel at the International Monetary Fund (IMF) promoting feminist economic alternatives.

The UK has recently begun the ratification of the ILO C190, the Convention concerning the elimination of violence and harassment in the workplace. We worked closely with our UK allies to monitor and influence this decision. In Ghana, ActionAid's Access to Justice project was working successfully and the government issued a public consultation on whether to ratify ILO C190. In Jordan, the Access to Justice project trained 20 companies during the year to introduce codes of conduct and reporting mechanisms to end violence and harassment.

We also supported five ActionAid federation members – Ghana, Rwanda, Tanzania, Zambia and Bangladesh – to map existing policies on ending violence against women and girls in the workplace and develop national action plans to support the implementation of ILO C190. The Zero Violence Project was implemented in nine countries in total as a collaboration between Frontline AIDS and ActionAid, with funding from the FCDO. For ActionAid, the particular focus was on showcasing how ILO C190 could be implemented by advocating for the creation and government funding of labour inspectors and ratification of ILO C190. Some of the notable successes were the governments of both Ghana and Bangladesh ratifying the Convention. The project also trained 245 labour inspectors and 670 employers, particularly in informal workspaces, on the Convention. In Ghana, as a result 202 employers committed to adopt sexual harassment policies in their workplaces.

In the lead up to and during the COP26 climate summit, we led a range of activities including national media, sector-wide advocacy, and an international petition and crowdfunded advertising campaign. We also organised EarthWalk Live, a rally and live-streamed event outside the venue and spoke at multiple COP26 events. We have secured funding for a research project to do a gendered analysis of COP commitments to form the foundations on future climate advocacy work.

We have continued to support international development programmes delivering change in the lives of women and girls. This includes programming that tackles violence against women and girls; supports girls to shift attitudes and behaviours towards FGM; supports out-of-school girls to access education and learning; and supports women's movements to demand greater legal protection from violence and harassment. Our economic rights tools and resources, developed with girl activists, included the comic-style guide *Black Girl Resists*, which broke down complex economic theory and is supporting girls to hold their governments to account for economic policies that impact their lives.

### 3. Supporting humanitarian action

**With conflict and climate-driven crises on the increase, the world is facing an unprecedented number of humanitarian emergencies. We are meeting this challenge by scaling up our humanitarian and resilience work, putting local partners and women leaders at the forefront of our response. ActionAid's humanitarian response programmes are led by local staff and partners who have a true understanding of community needs and can shift decision making closer to affected communities. Protecting women's rights and promoting their leadership during emergencies is also key to our approach.**

Two years on after Covid-19 was declared a global pandemic by the World Health Organisation, countries across the globe are still facing huge challenges related to the outbreak. As part of our core strategic priorities for 2021, ActionAid UK continued supporting ActionAid Federation members to respond to the pandemic in accordance with the Federation's humanitarian signature: women's leadership, protection of women and girls during emergencies and accountability to communities.

At the end of 2021, we supported the second phase of the DEC Covid-19 programme in Afghanistan, the Democratic Republic of the Congo (DRC), India and Somaliland, with a specific focus on women and girls. In the DRC, over 14,300 people were reached through six community sensitisation sessions led by women's groups on reducing the impact of Covid-19 and preventing sexual and gender-based violence.

In 2021, ActionAid UK played an important role in enabling the ActionAid Federation to respond to the emergencies affecting ActionAid countries around the world. The Federation declared six Red or Orange rated emergencies, and ActionAid UK went to public appeal on five of them, including two as part of the Disasters Emergency Committee. Our fundraising teams support Federation members to bid for and secure income contracted to them as well as raising income contracted by ActionAid UK for the countries. The ActionAid UK Humanitarian team provided significant support to other members of the ActionAid Federation for contracts worth £8.6m in 2021, as well as securing UK-held contracts worth close to £5m. Our humanitarian support to ActionAid Afghanistan finally led to the country office achieving registration with UN pooled funding mechanisms in Afghanistan, enabling access to new and productive income streams for ActionAid's operations in the country.

One of our humanitarian objectives for 2021 was to continue focussing our policy work on shifting the power from global actors to local and national actors, known as 'localisation'. In the past year, we led the ActionAid Federation's input into the Grand Bargain process and

engaged the FCDO on commitments to localisation and gender. We have continued to feed into ongoing Bond conversations with FCDO on women-led localisation and engaged with the FCDO on Afghanistan attending a roundtable, suggesting witnesses for and attending the closed-door Foreign Affairs Committee inquiry and submitting anonymous evidence.

#### 4. Enabling Effectiveness

**We want to deliver our goal, core focus and strategic objectives as efficiently and effectively as possible, ensuring that the maximum level of resources are dedicated to delivering impact for people living in poverty, especially women and girls. We will build a strong enabling environment to deliver on our strategic objectives, centred on an agile, empowering and performance-focused culture, a 'digital first' approach to communication and enhanced accountability and transparency.**

The pandemic continued to have an impact on our UK operations in 2021 and we have focused on ensuring that our colleagues remained safe and in good health, putting in place additional support to ensure staff wellbeing and care for mental health. Across the year the majority of our staff continued to work effectively from home. However, relatively high turnover in teams, recruitment delays and resulting resource and capacity gaps impacted the work of many teams, and with the higher workloads of existing staff we were unable to progress all projects within the planned timeframes (for example, the CRM project mentioned above.)

To ensure that our Information Technology (IT) security remained robust following the increase in remote working, we carried out a full review of our IT security. While this did not reveal any major issues, it did identify a number of areas for improvement. We established a taskforce to address these gaps, and this work has now been completed.

Our core priorities for 2021 included promoting a culture that is truly and fully inclusive, respecting diversity in all its forms. The work started in 2020 on tackling racism and committing to trans inclusion. Our board and staff are committed to ensuring that ActionAid UK is an anti-racist workplace and in 2021 we continued work on understanding how race and racism affect our people, our organisation and our work so that we can begin addressing and dismantling systemic racism within ActionAid UK in 2022.

We have continued to work closely with members of the wider ActionAid Federation and our ActionAid UK branches overseas to ensure that we gather and review data on how UK funding has been used to further our charitable objectives.

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## Our celebrity supporters

### Stand Up With Women comedy event

Seven of the best women comedians from across the globe took part in our Stand Up With Women event, an online comedy benefit gig to raise funds to help ActionAid end violence against women and girls. Our special guest host Jo Brand was joined by Rosie Jones, Shazia Mirza, Jan Ravens, Kelly Convey, Lepacious Bose and Heiress Jacinta. The event raised over £20,300 for ActionAid's work.

### Ambassador appointments

In recognition of their long-term support for ActionAid, we appointed actresses Sally and Phoebe Dynevor as our newest celebrity Ambassadors.

Phoebe announced the news of her appointment along with the launch of our UK Aid Match appeal *She is the answer*, via her Instagram account, which has 2.6 million followers. The organic post announcing her becoming an Ambassador had over 550,000 views, making it the most viewed ActionAid UK content ever posted on Instagram.

### *She is the answer* UK Aid Match appeal

Ten celebrities including *Legends of Tomorrow* star Maisie Richardson-Sellers along with Mehreen Baig, Kiran Sonia Sawar, James Purefoy and David Morrissey showed their support for our *She is the answer* campaign on International Women's Day and Mother's Day by sharing stories and images of women from Cambodia on Twitter and Instagram.

### Share a Better Period

ActionAid Ambassador Wunmi Mosaku was joined by Kathryn Drysdale, Sindhu Vee, Charlie Webster and Tova Leigh in a video which was used for a paid social campaign to promote Share a Better Period. It was the top performing creative of the year for the campaign.

### MyBodyIsMine pop up tattoo studio and shop

Three of the UK's leading women tattoo artists – Grace Neutral, Jade Chanel and Rizza Boo – created beautiful artwork and merchandise designs inspired by some of the amazing women we work with, which adorned the MyBodyIsMine tattoo studio and shop.

We had a number of high-profile guests at the launch event, including TV and radio presenter Lauren Layfield (who DJ'd on the night) along with Jo Brand, Fay Ripley and influencers Eliza Hatch and Beth Pearcey.

### Support for our humanitarian work

A number of our warmest supporters showed their support on social media and made generous donations towards Afghanistan, Haiti and the ongoing Covid-19 crisis in India.

### Let Her Learn Christmas appeal

Phoebe Dynevor let us take over her Instagram account ahead of Christmas in support of our Let Her Learn seasonal appeal. She went on a 'virtual visit' to Kenya and met with three young women who had benefitted from ActionAid-supported catch-up centres.

Phoebe's Instagram takeover grid post featuring the video of her virtual visit has generated nearly 32,000 likes, as well as 140 comments (all positive) to date. Within a few hours of the takeover starting we had achieved an average of around 90,000 views per slide on Phoebe's stories and around 70 link clicks back to our appeal page on each slide.

We also secured 35 pieces of media coverage for Phoebe Dynevor's Instagram takeover, as well as a double-page spread interview with Sally Dynevor where she talked about her support for ActionAid and the appeal. Ambassador Fay Ripley also gave six regional radio interviews highlighting the most generous cities across the UK in support of our appeal.



# The year ahead

## Mobilising resources

We will adjust and build on our resource mobilisation strategies to provide more focused and strategic support to our partners in the ActionAid Federation, to create impact, and sustain change for women and girls globally in an accountable manner. In 2022, our aim is to generate £49.2m in income.

The external environment for all types of fundraising has remained uncertain and constrained. We have responded to uncertainties from the FCDO merger and the subsequent cuts to UK aid by diversifying our approach to institutional fundraising. We will continue to engage with the FCDO on the centrality of women's rights to the UK's Official Development Assistance (ODA) policy and spend. We will make the case for continued investment in violence against women and girls programming and importantly ensure that women's rights organisations receive long-term, flexible, core funding – shifting the focus on 'quality' of ODA for gender and keeping the conversation on aid live.

We continue to develop key fundraising strategies in the UK and with Federation Members and develop our identity and anti-racist storytelling. To achieve our goals, collaborative ways of working will be crucial, using evidence, insight, and innovation to maximise supporter engagement, experience, and unrestricted income.

## Influencing for change

ActionAid will continue to work with the UK public, government, business and, most importantly, the women and girls claiming their rights and addressing poverty to call for change.

This year, we will solidify ActionAid UK's identity and engage with key stakeholders to maximise the impact of our work on women and girls. This stream builds on the progress made between departments to align and deliver work and use the appropriate channels to approach and engage key stakeholders, such as our supporters, parliamentarians, feminist networks both inside and outside of the UK. Working more collaboratively across departments will enable a greater integration across ActionAid UK in advocacy and public-facing campaigns to ensure that income, identity and influence are linked in our decision-making and ways of working.

We will build on our work at the COP26 climate summit, sharpening our message and working to hold world leaders to account at COP27. We will also be maintaining our focus on the Government's cuts to overseas aid, doing all we can to ensure they are not made permanent, and that the UK once again lives up to its tradition and reputation of generosity to countries in need. One of the major areas of focus in the coming year will be on the rights of adolescent girls, a vital population who are all too often overlooked when government policy focuses on children and on adults. We will work to raise awareness of the challenges

and obstacles faced by girls aged 12 to 17, and share their stories in order to inspire supporters to stand with them.

We will further grow and develop relationships with parliamentarians and key stakeholders and networks for influencing within international development and humanitarian sectors, to build long term, sustainable and unique proposition on women and girls' rights in the UK context. We will work with Federation members to produce rooted, high quality research, and evidence to underpin policy influence and advocacy in alignment with ActionAid UK strategy.

By maintaining our high programme quality and assurance standards in ActionAid UK-funded grants and contracts, we create impact, which in turn will be used as evidence that will effectively inform our advocacy, campaigning, and research platforms. Therefore, it is also important to continue developing those standards to gather essential data on the impact ActionAid has to support the rights of women and girls globally.

## Supporting humanitarian action

2022 will be another year of exceptional humanitarian need. We will continue to support humanitarian response and resilience work across the ActionAid Federation. Our humanitarian signature focuses particularly on women's leadership and protection of women and children in emergencies.

We will increase our work on resilience and preparedness, to support women leaders and their communities in their efforts to respond to and recover from crisis. We will support women to recover from the economic effects of the pandemic. We will also continue to strengthen our work around accountability in emergencies at the Federation level, in line with the Core Humanitarian Standard.

We continue to monitor emerging crises in a number of countries where ActionAid is present and work with our colleagues in country to seek funding, scale up and respond to needs.

Our work on humanitarian policy is focused on shifting the power from global/international actors to local and national actors (localisation). We will develop our storytelling and communications about ActionAid's humanitarian work.

## Enabling effectiveness

We will focus on strengthening our organisational culture, to become a distinctive, inclusive, rewarding, and impactful feminist organisation that provides a safe environment for its staff and that is clear on its purpose. We will consult on, create, and deliver a comprehensive programme of diversity, equity, and inclusion work across every aspect of our work. We will develop targets and actions on Equality, Diversity and Inclusion, supporting our commitment to become an anti-racist organisation. At the end of 2022, we will also develop a roadmap establishing how ActionAid UK will work in post-Covid context, including clarity on travel policies.

Throughout 2022, we will develop and implement components for our new Child Sponsorship Modernisation and Customer Relationship Management systems, and we will continue to take an agile approach to developing our Data Warehouse. These key modernisation initiatives contribute to several parts of our strategy: they will help us innovate, make greater use of evidence, and help us steward our resources well. They are also a central part of our commitment to become a 'digital first' organisation.

We are also looking to scope, develop and hopefully launch a first-party data strategy that differs from cookie-reliant approaches to digital marketing in order to gain insight and value from our own audience data. This would lead to much improved and more effective communications with our supporters.

Delivering an IT Security and Infrastructure Programme and updating and testing our staff safety and security and crisis management processes and procedures are also some of our priority initiatives in the coming year. These will contribute to strengthening our compliance and assurance, help make us a 'digital first' organisation, and first and foremost making ActionAid UK a great place to work.

We will also be implementing our first greenhouse gas reduction plan and publish our results. We will have set environmental objectives for 2023 and publish them externally. This is part of our strategic commitment to accountability and transparency.



# Statutory Report and Financial Statements

ActionAid is a company limited by guarantee and registered in England and Wales under company number 01295174. ActionAid is registered as a charity with the Charity Commission for England and Wales under charity number 274467, and with the Office of the Scottish Charity Regulator under charity number SC045476.

In this section of the Annual Report 2021, 'ActionAid' refers to the UK-registered charitable company. The Trustees present their statutory report with the financial statements of ActionAid for the year 2021. The Trustees' report has been prepared in compliance with the Charities Act 2011, the Charities and Social Investment Act 2016 and is also a Directors' Report as required by Section 415 of the Companies Act 2006.

# Fundraising Statement 2021

2021 was another year of incredible generosity from our supporters and members of the public. Our fundraising is dependent on building effective and long-lasting relationships with our supporters, guided by our Every Supporter Matters ethos and ActionAid values. This support enables us to continue our work to support women and girls in poverty to change their lives and communities for good.

## How we fundraise

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We work with supporters in a variety of ways. Child Sponsorship remains key for us, with our dedicated supporters building a personal connection to the communities in which we work through their generous, long-term giving. Our Individual Giving programme also supports our donors to make either stand-alone or regular gifts, and inspires our supporters and members of the public through direct mail, print, television, outdoor and digital updates and advertising. Our trading products remain popular and enable support via entry into our ActionAid Lottery, or through purchase of Christmas cards or virtual products.

We also inspire supporters to carry out their own fundraising in their own communities, supported by our Events & Community Engagement team. Some of this fundraising is related to participation in challenges or events, often sporting related, and whilst we continued to see virtual events in 2021, it was wonderful to see a return to some in-person activity such as the London Marathon in October. We work very closely with our First-Hand Experience trip participants, who carry out fundraising in advance of their trips overseas to support specific projects, such as our upcoming trip to build classrooms and a toilet block in Rwanda. These supporters sign a Fundraising Agreement with us to ensure that they are compliant with all relevant aspects of the Fundraising Code of Practice, and we monitor this through our close relationships with them. Whilst these trips have been unable to take place in 2020 and 2021 due to necessary global travel restrictions, fundraising has continued, and we look forward to the trips recommencing in 2022.

We are so grateful to have received over 182 legacy gifts in 2021, totalling £3.2m, from generous supporters who chose to leave us a gift in their Will. We remain a part of the Will Aid network, which connects individuals looking to write their Will with a participating solicitor who can support them through the process and do not charge for their service. We do ask those who participate in the scheme to consider donating the cost of the Will to share between the nine partner charities, however there is no obligation to leave a gift to ActionAid, nor to donate to us when using the service. We are grateful to those supporters who chose to make a donation to us.

Our Philanthropy & Partnerships team works with individuals and organisations able to give at a high level, including businesses, trusts, grant-making organisations and our ActionAid Ambassadors. We are very grateful to them all. We are also proud to have continued to benefit from income raised by individuals playing the People's Postcode Lottery (PPL). In 2021, players raised nearly £2.6 million supporting a range of vital programmatic work and emergency appeals.

We also continued our cause-related marketing partnership with confectionery company Buttermilk, which began in 2020 and ended in October 2021. We work in close contact with any commercial participator to ensure that agreed messaging is used and that any feedback is discussed and swiftly addressed. Our commercial participation agreements cover the requirements from the 2016 Charity Act to ensure that consumers and the general public are informed and protected.

### Maintaining high standards

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At ActionAid we firmly believe that Every Supporter Matters and so we always set high standards across fundraising, not simply to meet our compliance obligations, but because it is the right thing to do: our supporters and values are central in our decision-making. We maintain registration with the Fundraising Regulator, work to the Code of Fundraising Practice and can confirm that we have not been the subject of any investigations by the Fundraising Regulator. We regularly participate in best practice discussion groups across the sector and engage regularly with the Chartered Institute of Fundraising (where we hold organisational membership) and the Data & Marketing Association.

We maintain a programme of training on Fundraising & Marketing Compliance, including an induction for all new staff with our head of team, and specialist training on data protection. All staff in the organisation receive a copy of our Compliance Handbook upon joining, which outlines our standards including template solicitation statements and our approach to marketing consent.

### Monitoring activity, carried out on our behalf

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Our fundraising activity continues to be supported by specialist agencies who can provide telephone or face-to-face services. This is often seasonal work, and so it becomes cost-effective to work in partnership with industry experts who can also share best practice from across the sector. Any new agency is brought on board through our diligent procurement process, and we then maintain monitoring in line with our Working with Agencies Framework.

We work closely with our agency partners on training, monitoring and continuous improvement, to ensure that they consistently operate at a high standard. In 2021 we had limited face-to-face fundraising activities due to national lockdown restrictions, but for those short campaigns that were run, we undertook mystery shopping. We also carry out call listening of our telephone agencies, with this increased for new suppliers, new campaigns or in the event of any concerns. The result of this monitoring is discussed regularly with our partner agencies, with actions agreed and tracked to completion. This is overseen by our Head of Fundraising & Marketing Compliance, with quarterly reporting to our Board of Trustees.

Our Events & Community Engagement supporters work 'In Aid Of' rather than 'On Behalf Of' ActionAid, but we provide them with a Stay Safe & Legal guide to highlight the relevant aspects of the Fundraising Code. This guide was refreshed in 2021 to ensure that information is current and easily understood.



## Our approach during the pandemic

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In 2021 we built on our work in 2020, where we adapted our ways of working and our monitoring of that work. We have continued to implement robust risk assessment of our practice, and have regularly engaged with updated guidance from the Chartered Institute of Fundraising. Whilst restrictions on movement have eased, we continue to act cautiously and to balance our public fundraising with maintaining high standards and safety and comfort for our staff and the public.

## Complaints & Feedback

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Embracing respectful feedback and learning from mistakes are key to our feminist leadership approach and so we always welcome feedback from our supporters and the public. We sincerely believe that complaints present an opportunity to learn and improve.

Our complaints process is readily available [on our website](#) or by post on request, outlining how we address feedback and what a complainant can expect from us, including our timelines for investigation. We always encourage a complainant to get in touch with us so that we are able to address their concerns directly, but we also provide information on how they can escalate any issue to the Fundraising Regulator if they are unsatisfied with our approach or response. We are gratified that as with 2020, no complainant has chosen this route of escalation.

We received a total of 122 complaints about our fundraising work in 2021, and are pleased to note this is a 37% decrease from the previous year. All complaints are classified according to severity and then swiftly addressed in line with our policy, giving a full and open response to the complainant. Should we receive a complaint relating to the work of one of our partner agencies, we discuss this with them as a matter of urgency, and we hold all partner agencies to a contractual obligation to supply us with prompt and thorough investigation results and monitored action plans if appropriate. Our Board of Trustees are given quarterly reporting on our complaints including volumes, themes of feedback and actions taken to ensure that they have a good overview of how our work is received by and impacts supporters and the public. We also track positive feedback, and any individual contacting us via email is given the chance to complete a quick survey on their experience. We are delighted that 93% of respondents in 2021 rated they were 'Satisfied' or 'Very Satisfied' with their supporter contact experience.

## Protecting our supporters and the general public

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We want to ensure that supporting ActionAid is a positive experience for everyone, and we strive to ensure that any interaction is conducted with respect, dignity, and fairness. Our Treating Donors Fairly policy guides this, ensuring that supporters and members of the public are treated fairly, and that anyone in potentially vulnerable circumstances is protected. We reviewed this policy in 2021 to ensure that it is in line with industry best practice, and revised guidance from the Chartered Institute of Fundraising. All new staff are introduced to this policy via the Compliance Handbook, and we also include it in our training and contracts with partner agencies.

We have a cross-team Supporter Communications group, who meet regularly to ensure that we have a full picture of how and how often we communicate with our supporters. This helps us to manage the number and frequency of communications that any supporter receives. We also offer multiple ways for our supporters to manage their communication preferences, and any requests received via the Fundraising Preference Service (FPS) are swiftly acted upon, usually within three working days.

We are grateful for the generous support that we have seen in 2021, and to every individual who has engaged with us, be that financially, through support for our campaigns, or by giving us feedback to enable us to improve our work.

## Keeping People Safe

As an organisation that works with women and girls living in poverty, we take the risk of harm happening within our organisation very seriously. ActionAid is committed to preventing any form of sexual harassment, exploitation and abuse (SHEA, which includes child abuse and adult at-risk abuse) and responding robustly when these harms take place.

ActionAid has a zero-tolerance approach to sexual harassment, exploitation and abuse and other harmful behaviours and demonstrates this by ensuring that all allegations of sexual harassment, exploitation and abuse and other Safeguarding concerns are responded to in a timely, robust, and survivor-centred manner.

At ActionAid we ensure that we embed our SHEA and Safeguarding approach into every aspect of our work, from how we recruit, to how we build capacity, to how our programmes are designed, so that we uphold the rights of all to live and work with integrity, free from violence and harm.

The best way to prevent such harm is to be survivor-centred and to give survivors the confidence to come forward in the knowledge that they will be listened to, heard and believed. At ActionAid, we ensure that our approach to SHEA and Safeguarding is survivor-centred; that is, that we are committed to upholding the power and dignity of survivors by respecting their confidentiality and their right to make decisions over what happens to them, where it is safe and appropriate for them to do so. We work with survivors to ensure they are central to any response, are not further harmed or disempowered by any processes, and receive support throughout. We are committed to ensuring that our safeguarding work continuously learns from the voice and experience of marginalised and oppressed groups and challenges destructive systems of power, in line with ActionAid's intersectional feminist approach.

Globally, our structure is that safeguarding policies and standards are set, and performance against them monitored, by the staff of ActionAid International, known as the Global Secretariat (GS). Adherence to these policies is reviewed through ActionAid's internal assurance and auditing mechanisms.

Where a safeguarding incident occurs in the UK, it is for ActionAid in the UK to investigate and handle the matter, but since the majority of our work is undertaken overseas, it is often in other countries that safeguarding reports are received. Where this is the case, it is the responsibility of that country member of the Action Aid International federation to investigate in line with the policies, processes and procedures upheld across the Federation. If UK funded projects are involved, ActionAid seeks regular assurances from the GS (Global) Safeguarding team about the progress of the investigation and monitors its outcome. The GS (Global) Safeguarding Team has oversight of all country investigations to ensure that these are handled properly and that lessons learned from cases are implemented. In some cases, the GS Safeguarding team may themselves carry out the investigation.

ActionAid Trustees have a duty to ensure that we do not cause harm to those we seek to support, employ, or work with. This means assuring themselves that there is a zero-tolerance approach to safeguarding violations wherever UK funds are being spent overseas or within the organisation itself. As a result, every concern is looked into, irrespective of whom the person of concern is. To enable the Board to maintain oversight of safeguarding matters both in the UK and overseas, Trustees receive a quarterly report of all cases within the UK organisation, and where UK funding is involved, as well as a more general update on progress with implementing the safeguarding strategy in ActionAid and its legal branches.

One member of the Board acts as a designated Board Safeguarding Focal Person, who receives more regular updates and additional information on the progress of individual cases. A new Focal Person was appointed in December 2021, Caleb Stevens.

If Trustees have concerns about the way that safeguarding standards are being implemented in a member country, they would support that country to improve, working with the Global Safeguarding Team. Ultimately if there is an ongoing risk to those we work with and the assurances received are not robust enough, then they will consider whether to continue funding that member.

In this way, the Trustees of ActionAid maintain oversight of safeguarding across any work carried out around the world using funds raised in the UK, or within the UK organisation, and work to fulfil their responsibility to protect those we seek to support through our programmes and those who have committed to work for us.

At ActionAid, we consider it essential that we prioritise creating an environment in which people feel safe to report incidents that make them feel uncomfortable or threatened in any way. We do this by creating a safe working culture that upholds the rights and dignity of all, founded on our mission, our human rights-based approach, and as outlined in our Code of Conduct, and our Feminist Leadership Principles. Staff, other representatives working with ActionAid, Rights Holders and community members need to feel confident that our safeguarding policies will protect and support keeping people safe. ActionAid's Code of Conduct states that it is the duty and the responsibility of all staff and other representatives to report any suspicions or incidences of sexual harassment, exploitation and abuse. If a staff member or other ActionAid representative does not report an incident or suspicion, they will be in breach of the Safeguarding Policy and may face disciplinary proceedings. This does not apply to survivors who can decide if, when and how to report.

We have a Sexual Harassment, Exploitation, and Abuse (SHEA) at Work Policy the purpose of which is to ensure that ActionAid provides a safe working environment and that procedures are in place to protect staff and other representatives from any form of sexual harassment, exploitation, and abuse carried out by any member of the ActionAid Federation or other representative.

ActionAid's Child Safeguarding Policy ensures that procedures are in place to protect all children from deliberate or unintended actions that place them at risk of abuse or exploitation carried out by any member of the ActionAid Federation or other representative; and our Protection from Sexual Exploitation and Abuse (PSEA) Policy ensures that procedures are in place to protect the rights holders and communities we work with, including adults at-risk, from sexual abuse or exploitation carried out by any member of the ActionAid Federation or other representative

In 2021 ActionAid took a number of steps to further strengthen safeguarding across the organisation including:

- Delivering bespoke SHEA and Safeguarding training for teams in ActionAid;
- Working with and supporting teams with Donor reporting responsibilities and/ or Donor relationships to embed the SOPs for Donor reporting;
- Creating resources to provide safeguarding support during the Covid-19 pandemic;
- Further strengthening the oversight of the SHEA and Safeguarding Oversight Panel;
- Further strengthening relationships with the GS (Global) Safeguarding Team to support case management;
- Acting as a stakeholder in ActionAid's Child Sponsorship Modernisation Programme;
- Completing a SHEA and Safeguarding Mapping Exercise to measure progress in embedding ActionAid International's SHEA and Safeguarding policies and to engage staff on SHEA and Safeguarding and initiate ongoing conversations on how they can contribute to ActionAid's safe working culture;
- By contributing to the consultation and review of ActionAid International's suite of SHEA and Safeguarding policies;
- Participating in an internal Incident Reporting and Management Review.

### Safeguarding Statistics for 2021

Although we are deeply saddened that anyone associated with us has experienced any form of harassment, exploitation or abuse, or has concerns, we are very grateful to those who have come forward over the past year. Thanks to them, we have continued to improve our practices around safeguarding to ensure that we are and continue to be survivor-centred.

The following tables set out the cases that ActionAid responded to in 2021, and the outcomes of these cases. It is important to note that these figures do not relate to the entire ActionAid International Federation, but rather cases relevant to ActionAid (the England and Wales-registered charity). This includes any incident where the complainant and/or the person of concern is an ActionAid staff member, or other individuals acting as representatives of ActionAid. These figures also include cases in countries where any work is funded from the UK.

In the interests of transparency, we have included data since 2019. The incidents included in the figures range from breaches of policy and verbal sexual harassment to sexual and non-sexual assault. We have set out the figures so that it is possible to see how we are dealing with the complaints/reports we receive; however, it is important to note that a report can result in a range of outcomes. For example, an investigation or other process is upheld when it finds in favour of the complainant. When an investigation or other process is not upheld it finds that there is insufficient evidence to confirm that the alleged inappropriate behaviour did take place or that, on the balance of probability, it is most likely that the behaviour did not take place. In some cases, a complaint may be partially upheld; this is when it may not be possible to uphold all parts of a complaint, but some aspects of the complaint may be upheld.

Our safeguarding policies make clear that when incidents take place they should always be responded to swiftly, robustly and, where possible, with an investigation. However, in a few cases, this is simply not possible; for example, where the survivor does not name the person of concern. Where we cannot carry out a full investigation, we will always look at ways of using the complaint to identify areas of focus, including changing behaviours, culture and abuse of power through training and awareness-raising, improvements to policies and procedures and enhancing the way in which we support survivors.

In the tables below, Figure 1 relates to cases concerning survivors who are adult programme participants, Figure 2 relates to cases concerning survivors who are child programme participants, and Figure 3 refers to staff and/or associated personnel (including partners and third parties) who are either the subjects of concern or survivors.

| Figure 1: Adult programme participants (incl. community members)                                     | 2019 | 2020 | 2021 |
|------------------------------------------------------------------------------------------------------|------|------|------|
| Number of reports received                                                                           | 4    | 1    | 0    |
| At the end of year respectively, how many open reports were carried forward into the following year? | 1    | 1    | 1    |
| How many reports were not investigated and are now closed?                                           | 0    | 0    | 0    |
| How many reports were investigated and are now closed?                                               | 5    | 1    | 0    |
| Out of the reports substantiated, how many resulted in dismissals?                                   | 0    | 0    | 0    |
| Out of the reports substantiated, how many resulted in other disciplinary action?                    | 0    | 0    | 0    |

| Figure 2: Child programme participants (incl. community members)                                     | 2019 | 2020 | 2021 |
|------------------------------------------------------------------------------------------------------|------|------|------|
| Number of reports received                                                                           | 13   | 5    | 2    |
| At the end of year respectively, how many open reports were carried forward into the following year? | 2    | 3    | 1    |
| How many reports were not investigated and are now closed?                                           | 0    | 0    | 0    |
| How many reports were investigated and are now closed?                                               | 13   | 4    | 4    |
| Out of the reports upheld, how many resulted in dismissals?                                          | 0    | 0    | 0    |

|                                                                            |   |   |   |
|----------------------------------------------------------------------------|---|---|---|
| Out of the reports upheld, how many resulted in other disciplinary action? | 0 | 1 | 0 |
|----------------------------------------------------------------------------|---|---|---|

| Figure 3: AA Staff/Other Representatives (incl. relatives/partners/other NGO staff)                  | 2019 | 2020 | 2021           |
|------------------------------------------------------------------------------------------------------|------|------|----------------|
| Number of reports received                                                                           | 26   | 14   | 9              |
| At the end of year respectively, how many open reports were carried forward into the following year? | 9    | 8    | 8              |
| How many reports were not investigated and are now closed?                                           | 3    | 1    | 1 <sup>1</sup> |
| How many reports were investigated and are now closed?                                               | 18   | 14   | 8              |
| Out of the reports upheld, how many resulted in dismissals?                                          | 1    | 1    | 1              |
| Out of the reports upheld, how many resulted in other disciplinary action?                           | 4    | 4    | 1              |

Of the cases above reported in 2021, 2 relate to someone directly employed by an ActionAid entity. None of these were members of ActionAid staff in the UK.

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<sup>1</sup> In line with our Survivor-centred approach this case was not investigated at the request of the survivor. Other follow up work was carried out as a result of the concern being raised.

# Financial review

## Income

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In 2021, income of ActionAid fell slightly by 1.5% from £50.3million to £49.6 million, following an increase of 2.4% in 2020.

In line with previous years, the majority of our income, more than 84% (2020: 78%), was in the form of donations and legacies. For the third year running, income from committed giving, donations and appeals and legacies grew. We continue to be immensely thankful of the growing commitment and loyalty of our financial supporters. This support saw income from committed giving, donations, appeals and legacies grow to £39.4m from £38.2m in 2020. Committed giving income remained at £27.9m, the first time in several years where this figure did not drop. We achieved high net gains in regular giving supporters and a small drop in Child sponsorship supporters as we achieve another strong performance in these areas.

Our supporters continued to show their generosity as we raised just under £1.3m on the emergency appeals that we ran during the year for the humanitarian crises in Afghanistan, Haiti and Gaza and for continuing support for the global Coronavirus pandemic. In 2021, the Disasters Emergency Committee appeal for Coronavirus was repeated with a focus on India and ActionAid was allocated a further £1.1m to this appeal and the previous Coronavirus appeal. At the end of 2021, DEC also ran an Afghanistan appeal from which we were allocated just under £1.1m. Supporting and fundraising for humanitarian crises continues to be a key part of our strategy.

As part of our institutional funding work in 2021, we were again pleased to collaborate with many key donors and partners including UK Aid, The Netherlands Ministry of Foreign Affairs, Disasters Emergency Committee, Start Network, Humanitarian Grand Challenge, People's Postcode Lottery, Hewlett Foundation, Options, Frontline AIDS, and Plan International.

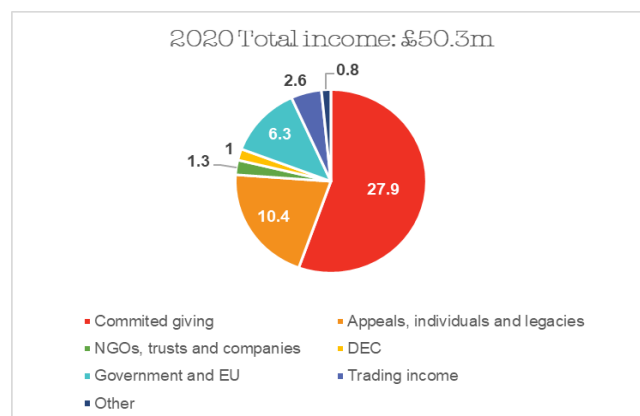
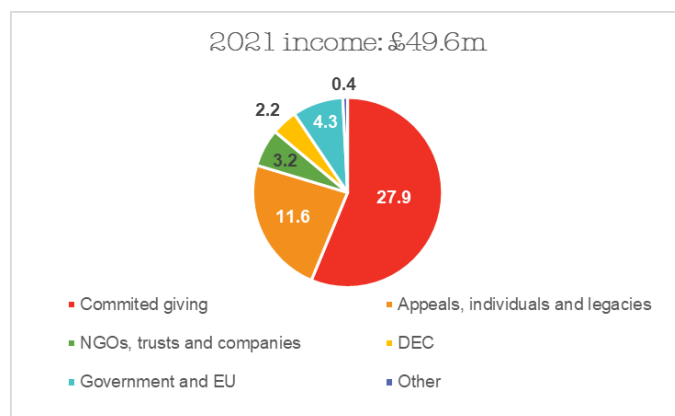
Whilst grant income for the year reduced by £0.4m overall in the year to £7.2m (2020: £7.6m), this movement hides a number of elements. These include the impact of cuts in the 2021/22 budgets for all of our FCDO funded programmes of more than £1m as a result of the Covid-19 pandemic induced reductions across public spending, and the end of the successful 5 year POWER project at the end of 2020.

These reductions in funding were offset by the People's Postcode Lottery (PPL) choosing to provide an Extra Award of just under £2.6m during 2021. We chose to allocate these funds, primarily, to cover the losses incurred on the FCDO-funded programmes in order to minimize the impact of those reductions on our rights holders.

The PPL funding mechanism has changed to a restricted grant, when in previous years this was linked to the use of ActionAid's gambling license. This explains the fall in income from other trading activities of £2.7m. This change in funding mechanism is also the key driver of

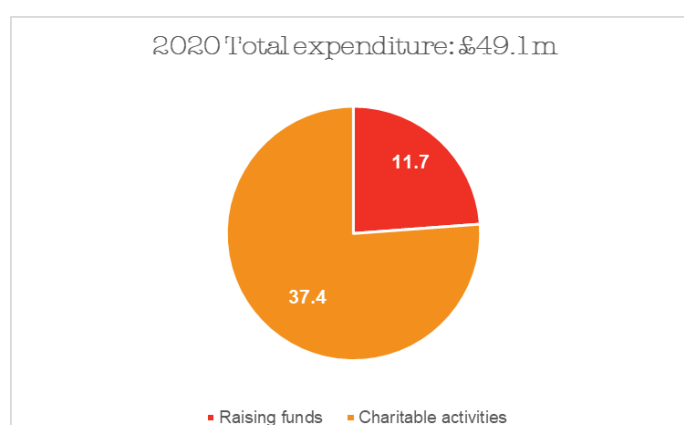
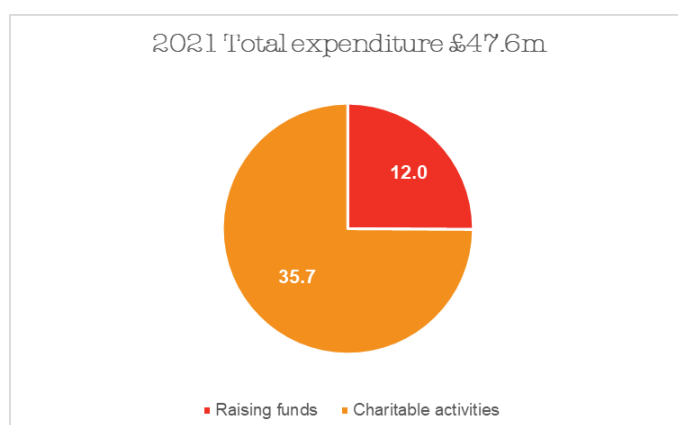
the reduction in unrestricted income overall in 2021 to £25.3m (2020: £27.5m) and the increase in restricted income overall to £24.3m (2020: 22.8m).

During the first few months of 2021 we continued to utilize the Coronavirus Job Retention Scheme and received just over £50k (2020: just over £300k) in furlough payments.



## Expenditure

The impact of the Covid-19 pandemic continued to have an impact on expenditure and spending patterns of the organization in 2021. The international travel ban of 2020 was extended into 2021, such that travel expenditure was low and fundraising expenditure continued to be focused on Direct Response TV and digital channels as opposed to face to face. In addition, the impact of the cuts in our FCDO grants as a result of the government's budget reallocations, explained above, led to a temporary reduction in grants to partners involved in these programmes. As a result, overall expenditure in 2021 was £47.6m, down from £49.1m in 2020.



The decrease in expenditure is driven by a reduction in Charitable activities from 2020 of £1.8m to £35.6m. This represented 75% of our total expenditure (2020: 76%). Our charitable activities include grants to the ActionAid Federation, emergency and humanitarian work, campaigning and policy influencing in the UK and overseas and education work in the UK on



our charitable objects. The focus of these activities is to enable people living in poverty to hold governments and companies to account, to improve the quality of public education, respond to emergencies and to promote the rights of women and girls.

The reduction of Charitable activity expenditure in 2021 was primarily due to a fall in grants remitted to the Federation of £1.5m. This was partly due to the reduction in FCDO programme budgets mentioned above, but also a result of the reduced levels of restricted grant funding following the end of our Dutch Ministry funded project in 2020.



In line with our current strategy, total fundraising expenditure increased to £11.9m (2020: £11.7m), including an allocation of £2.7m of support and governance costs, slightly up from £2.6m in 2020. The increase in spending was a result of an increase in innovation investment and also on the research phase of our new CRM system, whilst maintaining previous levels of spend on committed giving fundraising and institutional business development. While these figures and the new CRM system (which is being built in 2022 ready to go live at the start of 2023) demonstrate our commitment to investment in future fundraising, we are also carefully monitoring the long-term effectiveness and income returns of these investments to ensure that they offer best value to maximise income.

Support and governance costs are allocated to Fundraising and Charitable activity expenditure based on the number of staff employed working in each of these areas. Support and governance costs have slightly increased from £5m in 2020 to £5.1m due to the end of the rental holiday on our London offices.

## Reserves

Reserves are funds that we are yet to spend. Our supporters and donors expect that they money will help us to realise our vision in an appropriate timeframe and for this reason we do not desire to hold excessive reserves. Our restricted reserves represent funds received for specific project work.

Our restricted reserves increased from £3m in 2020 to £6.3m in 2021. The drivers for this were the receipt of significant funds in the last week of December 2021 which did not allow us time to prepare for their granting on to the Federation. These included the allocation of

funds from DEC for the Afghanistan appeal and the receipt of funds from the People's Postcode Lottery (PPL) by way of a restricted grant. As explained on page 36, the way we receive funds from PPL in 2021 changed compared to 2020 and this has led to an increase in our restricted reserves. We are committed to reducing the level of restricted reserves down to much lower levels in the future.

Our policy for General fund reserves is to retain a minimum of 2.6 months of planned annual expenditure (equivalent to £4.5million). Our Trustees believe that this balances the need to apply funds to our mission whilst at the same time ensuring there are sufficient funds to run our day-to-day business, to pre-finance some projects and to protect us from unanticipated shocks. Our general reserves fell to £9.3m at the end of 2021 (£9.5m in 2020), which represents 5.4 months of planned annual expenditure (5.5 months in 2021). We believe this is an acceptable level due to continued uncertainty about the impact of the Covid-19 pandemic and its continuing impact on the future economy as well as other financial risks to the economy such as the impact of Brexit, the rising cost of living and the war in Ukraine. It will also allow us to make planned investments over the next three years to 2024 in line with our strategy. As such, we expect to make unrestricted deficits over the next two years and break even in 2024. Our current forecast is that the general reserve will fall over the next three years but remain slightly above the policy level. During this time, funds will continue to be invested in new systems and fundraising investments, required to deliver the strategy.

ActionAid Trustees have established designated reserves that relate to our holding of tangible fixed assets £0.3m; Emergency & Humanitarian Fund £0.5m; Exchange rate movement fund £0.2m; PPL funds for overseas programmes £0.2m; and Strategic investment pot (SIP) £0.1m. A further two designated reserves were set up at the end of the year being FGM-ALM Contract £0.1m and Intangible fixed assets £0.1m. The balance of designated funds at the end of 2021 was £1.467m (2020: £2.724m). We expect the funds to be actively utilized during 2022 and would expect some of them to be fully utilized by the end of the year.

### Grant-making policy

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We grant our funds to ActionAid International for wider disbursement to the Federation's country programmes and their partners, according to the management agreement that exists between ActionAid and ActionAid International. We also grant funds directly and bilaterally to other ActionAid Federation members. On occasions we make grants to other carefully selected charities where it is deemed that this is the most effective way of delivering our charitable aims. In 2021 (and in 2022), we signed bilateral agreements with each Federation member to which we remit Committed giving and institutional grants.

### AA International's Finances

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These accounts reflect the performance of the UK charity which is a member of the ActionAid International Federation. To find out more about ActionAid International's work or finances, visit [www.actionaid.org](http://www.actionaid.org).

# Principal Risks and uncertainties

ActionAid operates in a rapidly changing environment where it is critical to identify and mitigate the principal risks faced by the organisation. The Board of Trustees has ultimate responsibility for risk management within ActionAid, including risks related to the use of funds in ActionAid countries in receipt of UK funds. Operational responsibility for managing risks on a day-to-day basis is delegated to the Chief Executive and the Senior Leadership Team.

Trustees are satisfied that appropriate internal control systems are in place within ActionAid to manage the key strategic and operational risks that are identified. The following framework provides the Trustees with assurance that systems are in place to manage risks:

- The Board of Trustees receives regular reports on performance against the board-approved strategy and annual plans and budgets. Trustees also review the work of its respective committees and the Senior Leadership Team on the oversight and management of significant risks and consider the adequacy and effectiveness of mitigating actions to reduce the impact of identified risks.
- The Board of Trustees has oversight of our public communications strategy. It ensures that we are fundraising in a manner which is in line with both our legal obligations and public expectations of charities, and that associated risks are identified and managed appropriately.
- The Performance, Risk and Audit Committee has oversight of organisational risks and the internal controls framework within which we operate. The committee approves the ActionAid risk-based internal audit plan, the Senior Leadership Team reviews the significant organisational risks on a regular basis and ensures that the internal control system within which ActionAid operates is effective in managing identified risks. The Senior Leadership Team considers new and emerging risks, reviews internal audit and risk management reports, and assesses progress on implementing mitigating actions.
- We recognise both our legal obligation and moral duty to safeguard funds entrusted to us and have zero tolerance towards fraud, bribery, corruption and terrorist financing. In addition to policies and procedures for raising complaints and grievances, there is also a whistleblowing policy whereby members of staff or volunteers can raise suspicions of wrongdoing, risk or malpractice within the organisation.
- There are operational, communication and reputation management plans in place to help ensure effective and timely management of risks associated with the increasing scrutiny of the charity sector, including fundraising practices and the efficient use of resources. Our most significant risks and mitigating actions, covering our work in the UK and our work in support of ActionAid International, are reviewed on an annual basis by senior management and our Trustees. These are set out in the following table.

| # | Risks and Uncertainties                                                                                                                                                                                                                                                                                                                                                                    | Mitigating actions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <p>Safeguarding rightsholders: We fund programmes that work with vulnerable adults and children. A failure in our safeguarding practice could contribute to harm to vulnerable adults or children.</p> <p>We continue to focus on safeguarding and build it into all aspects of our work but assessing the effectiveness of our efforts is made more difficult by travel restrictions.</p> | <p>ActionAid receives assurances from the Global Secretariat through annual attestations from ActionAid Federation members on their safeguarding practices and procedures. Mitigating actions to improve controls are identified and followed up through the Global Secretariat.</p> <p>A global safeguarding lead coordinates the Federation's work on safeguarding including its policies, systems, processes and training. Across ActionAid countries there are staff who act as safeguarding focal points. We have adapted our safeguarding approach to manage the impact of Covid-related travel restrictions.</p> |
| 2 | <p>IT security: There has been an increase in the frequency of cyber-attacks on charities over the last 24 months (26% of charities experienced a cyber-attack in 2020).</p> <p>The problem will continue to grow over the short term, and we need to address the vulnerabilities in our network.</p>                                                                                      | <p>ActionAid undertook an IT Security Infrastructure Audit in 2021. We have already implemented a substantial number of the recommendations from the audit and will complete this work in 2022.</p> <p>ActionAid staff have undertaken mandatory cyber security training.</p>                                                                                                                                                                                                                                                                                                                                           |
| 3 | <p>Assurances on Federation Systems: The UK largely relies on the Federation's Global Secretariat (GS) for cross Federation assurance on compliance to policy and regulation.</p> <p>The Global Secretariat underwent a major restructure in the opening months of 2022. This may affect the level of assurance the Global Secretariat is able to provide to ActionAid.</p>                | <p>Global Secretariat has retained an internal audit team and an assurance team. ActionAid and the Global Secretariat continue to work together on enhancing the level of assurance.</p> <p>ActionAid has put in place bilateral agreements with all the Federation members that it provides funds to. Monitoring of these agreements is undertaken by a team in ActionAid and our Trustees receive quarterly updates on performance against these agreements.</p>                                                                                                                                                      |
| 4 | <p>Safety and Security: Harm could occur to a staff member, volunteer, trustee or other person formally associated with ActionAid in the course of their work. This could be as a result of safety or security issue within the workplace or work-related travel.</p>                                                                                                                      | <p>Continue to supplement ActionAid's internal security management skills with specialist advice from the Global Secretariat and travel safety advisory specialists.</p> <p>Provide specialist advice and training to Board Members, staff, consultants and volunteers travelling on behalf of ActionAid.</p>                                                                                                                                                                                                                                                                                                           |

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>Seek assurance from the Global Secretariat on cross-Federation compliance with key policies:</p> <ul style="list-style-type: none"> <li>- Global Security Policy</li> <li>- Health and Safety Policy</li> <li>- Code of Conduct</li> </ul> <p>Monitor compliance with key domestic policies:</p> <ul style="list-style-type: none"> <li>- ActionAid UK Overseas Travel Policy</li> <li>- ActionAid UK Safeguarding Policy</li> </ul>                                                                                                                                                                                                                       |
| 5. | <p>Increased cost of living: The UK economy is recovering from the pandemic, but tax increases and inflation are eroding households' disposable income. This may affect our voluntary fundraising. ActionAid is a primary source of voluntary income to the Federation and a significant fall will cause challenges in the wider Federation as well as the UK.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p>We have a diverse fundraising portfolio and will work to target income sources that are less affected by current challenges.</p> <p>We continue to innovate to identify new income sources.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 6. | <p>Cuts to Official Development Assistance (ODA) –The UK Government has reduced the amount of ODA to 0.5% of Gross National Income (legislation for 0.7% remains in place, and the Government have committed to increase to 0.7% when the 'economic situation allows' – expected 2024). The Foreign Commonwealth Development Office 2021 Integrated Review changed the UK's policy and programming priorities, with decreased focus on poverty, women and girls' rights and humanitarian support and a shift towards using ODA in the 'national interest'. The cuts to existing ODA impacted ActionAid projects and we have had to scale back and seek alternative sources of funding to manage the impact of this. Changes to UK Government procurement processes increase the investment in applying for funds and a lack of space for consultation on the Integrated Review limited our ability to affect decisions about ODA modality or policy focus.</p> | <p>We have sought alternate funding sources to reduce the impact of cuts in ODA on our programmes.</p> <p>We have a diversified ODA portfolio including donors beyond the UK.</p> <p>We support members of our Federation to develop relationships with UK High Commissions and Embassies to access locally managed ODA.</p> <p>We are investing in commercial contracting.</p> <p>We continue to advocate for a return to 0.7%.</p> <p>We continue to advocate for the UK Government to increase its prioritisation of women and girls' rights in its FCDO policies and programmes, including making practical recommendations for how this can be done.</p> |
| 7. | <p>Anti-Racism Audit: In 2021 ActionAid undertook an Anti-Racism Audit. The subsequent report was summarised and anonymised before being shared</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p>ActionAid recognised that the Anti-Racism Audit was likely to contain challenging findings, and mitigations including additional support for BAME staff and a</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

|     |                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     | with staff. The report was not accepted by all staff. Some staff feel that evidence of institutional racism has been ignored. This period has damaged staff morale. The report has been leaked externally creating reputational risk for ActionAid.                     | communication plan were put in place. ActionAid's leadership is currently working with its Board and Federation Leadership to respond to staff concerns, develop an action plan in line with our ambition to become an anti-racist organisation and manage the impact on ActionAid's reputation.                                                                                                                                                                                                                                      |
| 8.  | Customer Relationship Management (CRM) and data warehouses: A review in 2018 highlighted that our current CRM and data warehouses need replacing as the system has aged and there is limited knowledge in the organization to keep it performing at the required level. | We are developing a new CRM. We have a dedicated project team tasked with its delivery. We expect to implement the system in early 2023.                                                                                                                                                                                                                                                                                                                                                                                              |
| 9.  | Pandemic: ActionAid has a duty to ensure that funds we raised are used for the purpose intended. The pandemic has increased the chance that funds we have raised are used for other purposes.                                                                           | <p>ActionAid clarified with Federation members when funds can be used flexibly and agreed reporting on flexible use of funds.</p> <p>ActionAid has put in place bilateral agreements with all the Federation members that it provides funds to. Monitoring of these agreements is undertaken by a team in ActionAid and our Trustees receive quarterly updates on performance against these agreements.</p> <p>ActionAid continues to work with Global Secretariat and use GS-led processes to get assurance on use of our funds.</p> |
| 10. | Pandemic: The ongoing pandemic continues to disrupt our operations and those of our suppliers.                                                                                                                                                                          | <p>During our planning for 2022 we discussed prioritisation and flexibility so that staff and in particular line managers feel able to rapidly adjust plans when their team's or a supplier's capacity is affected.</p> <p>We have a strong focus on wellbeing and supporting all staff and specially line managers to build the skills necessary to operate during periods of high uncertainty.</p> <p>We have employee wellbeing programme that can provide individual support with mental and physical health challenges.</p>      |

# Directors' duties

How ActionAid Directors have complied with their duties in regard to the following:

The likely consequences of any decision in the long term.

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All key decisions that will have an impact on the long-term future of the charity are discussed at the relevant sub-committee and board. For major and long running projects, the board receives regular updates to ensure that there is appropriate oversight and that appropriate action is taken where necessary.

The interest of the company's employees.

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The impact of major decisions on staff are discussed by the board who also receive regular updates on staff pay; health and safety; and safeguarding.

The board receives a summary of the annual engagement survey which highlights both strengths and areas for potential improvement on employment matters and how these will be mitigated through specific actions.

The need to foster the company's business relationships with suppliers, customers and others.

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The board receives regular updates on supporters' complaint levels and any underlying themes. In addition, a survey is undertaken with key partners annually, feedback from which is shared with the board. The board regularly discusses the nature of the relationships it wants with key stakeholders and there are clear processes for engagement with suppliers and donors.

The impact of the company's operations on the community and the environment.

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ActionAid's key objective is to have an impact on the lives of women and girls living in poverty. The board receives regular updates on the work that funds raised in the UK are being used for, to ensure funds are used efficiently and effectively. In addition, an assurance framework is in place with the rest of the Federation to ensure compliance requirements for funding are met and the expected impact is delivered.

The desirability of the company maintaining a reputation for high standards of business conduct.

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The nature of ActionAid's work as a charity makes the maintenance of its reputation for keeping high standards of particular importance. Appropriate systems and processes are in place to ensure the highest standards in business conduct. The senior leadership team will also update the board with any matters that may have given rise to a reputational risk including any mitigating actions being taken.

The need to act fairly between members of the Federation.

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While an independent entity, ActionAid is a member of an International Federation and as such has a common strategy with fellow members. ActionAid board members work to ensure

the work of ActionAid is well aligned with the rest of the Federation and its work is influenced by its fellow members working in the global south.

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## Governance, leadership and Trustee declaration

Our accountability is to people living in poverty and injustice, and also to our supporters here in the UK, to ensure that they have confidence in how we use our resources.

ActionAid is a full affiliate member of ActionAid International (AAI), an association registered in The Hague (Netherlands), and with its global secretariat and head office in Johannesburg, South Africa.

Financial statements have been prepared in accordance with the accounting policies and comply with the charitable company's Memorandum and Articles of Association, applicable laws and requirements of Accounting and Reporting by Charities: Statement of Recommended Practice (Charities SORP FRS102).

ActionAid is an England & Wales and Scotland-registered charity and also a company limited by guarantee. We are governed by a Board of Trustees who are also considered directors under company law.

ActionAid has a wholly-owned subsidiary – ActionAid Enterprises Limited (company number 05011412). The company did not trade in the year ending 31 December 2021.

### Public benefit

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Full details of how ActionAid provides a benefit to a sufficient section of the public in line with our charitable purposes is set out in the Strategic Review section of this report. ActionAid has made grants of just over £28.4 million to the ActionAid International Federation in 2021 to assist country programmes to deliver against our ambitious strategy and strengthen our Federation. Please refer to note 7 in the accounts for the detail.

The Trustees confirm that in setting objectives and planning activities for 2021, they gave consideration to the Charity Commission's public benefit guidance.

### The ActionAid Board of Trustees

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ActionAid's Board of Trustees is charged with ensuring a sharp focus on our mission and values. We set the strategic direction, ensure that we are financially sound and answerable to people living in poverty and injustice around the world and to our supporters in the UK, and make certain that we are compliant with all the relevant laws and regulations. We take seriously our responsibility to safeguard funds entrusted and have a zero-tolerance policy on fraud, bribery and corruption.



The Board delegates day-to-day decision-making and operations to the Chief Executive and the Senior Leadership Team. The Board meets formally four times a year and holds an annual away-day to consider ActionAid's strategic direction given the changing context in which international development charities operate.

There are two committees of the Board:

**The Performance, Risk and Audit Committee** is responsible for assurance oversight of the highest standards of integrity, financial reporting and internal control. In addition to reviewing organisational performance and results against the Annual Plan, the committee also makes certain that ActionAid's systems of financial control comply with legal requirements and provide reasonable assurance against material misstatement or loss. It also has oversight of safeguarding across our organisation. In November 2021 it was agreed to change the name of this committee from previously the Performance, Finance and Audit Committee to better reflect its oversight of risk management within the organisation.

**The Governance and Relationships Committee** has responsibility for good governance across the organisation including overseeing governance reviews and managing the Board Development Plan, which sets clear objectives for the Board's work plan and development. It acts as a nominations committee for appointments to the Board's committees, as well as having oversight of the recruitment and induction of new Trustees. The Governance and Relationships Committee also focuses on the relationships between ActionAid, ActionAid International and other countries within the Federation, as well as leading our input into international policy, principles and governance structures, especially the General Assembly of AAI. Lastly, the Committee has oversight of remuneration, setting overall salary policy for ActionAid and making recommendations to the Board regarding the salary of the Chief Executive.

In addition to these two formally constituted Committees, there is also the **Insight and Foresight Group**, which meets two to three times a year. This Group has no set membership, though Trustees are asked to attend at least one meeting per year. The Group has a roving brief to look in depth at the major strategic matters affecting ActionAid in a generative way.

The Board and the Committee chairs meet regularly as an informal meeting known as the Chairs' Group to provide strong cohesive leadership and effective coordination.

The ActionAid Board plays an active role in the ActionAid International General Assembly, the top-level decision-making body within the Federation.

Trustees, including the Chair, are recruited by open selection and are appointed for a four-year term, renewable for a further four years. Following the end of term of office of Helen Pankhurst and John Monks as trustees, we conducted extensive Trustee recruitment in 2021, and as a result appointed three new Trustees on 23 September 2021: Felicia Willow as Vice-Chair, Caleb Stevens as Safeguarding Lead Trustee, and Nasima Khatun. All new Trustees received a tailored induction and the Board took part in additional training

throughout the year to ensure they continue to develop their skills as Trustees and are aware of relevant legislative changes. At the time of publication of this report, we are actively recruiting for a new Chair and Board members.

Skills audits allow us to maintain Board diversity and skills that are appropriate to current and future challenges. There are regular governance reviews, usually every three years and as the last was held in 2017, a new internal audit review of governance processes against the Charity Governance Code was conducted in 2021. The result was a reassurance that ActionAid has a good governance framework and the recommendations which were made will be implemented throughout 2022.

Annual Trustee appraisals ensure that Trustees receive the information and development opportunities they need to make an effective contribution to ActionAid's governance. AAI and ActionAid together pay for Trustee Indemnity Insurance for the ActionAid Trustees.

#### Trustee responsibilities for reporting and financial statements

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The Trustees (who are also directors of ActionAid for the purposes of company law) are responsible for preparing the report of the Trustees including the Strategic Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. These statements must give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware there is no relevant audit information of which the charitable company's auditor are unaware; the Trustees have taken all steps that they ought

reasonably to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

#### Internal control

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The Trustees have overall responsibility for ActionAid's systems of internal control. Trustees recognise that systems of control can only provide a reasonable and not complete assurance against inappropriate or ineffective use of resources, or against the risk of errors or fraud.

Trustees remain satisfied that ActionAid's systems provide reasonable assurance that the charity operates efficiently and effectively, safeguards its assets, maintains proper records and complies with relevant laws and regulations.

ActionAid operates a comprehensive accountability system. This includes an annual plan and budget, both of which are approved by the Board. Trustees consider actual results compared with plans and forecasts, and non-financial performance data. Other controls include delegation of authority and segregation of duties. The internal audit function reviews the effectiveness of internal controls and submits reports to the Performance, Finance and Audit Committee.

#### Members' guarantee

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Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 December 2021 was 16 (2020: 13).

#### Auditor

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Sayer Vincent LLP was reappointed as the charitable company's auditor during the year. The firm is willing to continue in that capacity.

The report of the Trustees including the Strategic Report was approved by the Trustees on 28 June 2022 and signed on their behalf by:

**David Todd FCA**  
(Treasurer)

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# Corporate Directory

## Board of Trustees

| Name              | Office                                 | Date of Appointment / Resignation                                                                     |
|-------------------|----------------------------------------|-------------------------------------------------------------------------------------------------------|
| Srabani Sen       | Chair                                  | Appointed as Trustee and Chair on 01 September 2020<br>Resigned as Trustee and Chair on 02 March 2022 |
| John Monks        | Trustee                                | Appointed Trustee 01 October 2013<br>Resigned as Trustee on 01 October 2021                           |
| Helen Pankhurst   | Trustee                                | Appointed Trustee 21 July 2017<br>Resigned as Trustee on 21 July 2021                                 |
| David Todd        | Honorary Treasurer                     | Appointed 19 October 2014                                                                             |
| Shantha Sinha     | ActionAid International Representative | Appointed 14 June 2019                                                                                |
| Kath Abrahams     |                                        | Appointed 13 December 2018                                                                            |
| Catharine Brown   |                                        | Appointed 12 March 2015                                                                               |
| Sophie Healy-Thow |                                        | Appointed 10 March 2016                                                                               |
| Joanna Maycock    |                                        | Appointed 04 December 2014                                                                            |
| Doris Afreh       |                                        | Appointed 24 March 2020<br>Resigned 18 May 2021                                                       |
| Eva Appelbaum     |                                        | Appointed 24 March 2020<br>Resigned 03 March 2022                                                     |
| Paul George       |                                        | Appointed 24 March 2020                                                                               |
| Abdul Shiil       |                                        | Appointed 24 March 2020                                                                               |
| Felicia Willow    | Vice-Chair                             | Appointed 23 September 2021<br>Resigned 09 May 2022                                                   |
| Caleb Stevens     |                                        | Appointed 23 September 2021                                                                           |
| Nasima Khatun     |                                        | Appointed 23 September 2021<br>Resigned 02 March 2022                                                 |

## Governance and Relationships Committee

| Name              | Office | Date of Appointment / Resignation                                                                            |
|-------------------|--------|--------------------------------------------------------------------------------------------------------------|
| Felicia Willow    | Chair  | Appointed as Member and Chair 23 September 2021<br>Resigned 09 May 2022                                      |
| Helen Pankhurst   | Chair  | Appointed 01 January 2018,<br>Resigned as Chair 21 July 2021                                                 |
| Caleb Stevens     | Chair  | Appointed as Member and Chair 24 May 2022                                                                    |
| Shantha Sinha     |        | Appointed 14 June 2019                                                                                       |
| Joanna Maycock    |        | Appointed 01 January 2018                                                                                    |
| Sophie Healy-Thow |        | Appointed 01 January 2018                                                                                    |
| Eva Appelbaum     |        | Appointed as member 03 September 2020, appointed as<br>Chair 21 July 2021,<br>resigned as Chair 23 Sept 2021 |
| Abdul Shiil       |        | Appointed 03 September 2020                                                                                  |

## Performance, Risk and Audit Committee

| Name            | Office | Date of Appointment / Resignation                     |
|-----------------|--------|-------------------------------------------------------|
| David Todd      | Chair  | Appointed as member and Chair 09 October 2014         |
| John Monks      |        | Appointed 12 December 2013, resigned 01 October 2021  |
| Catharine Brown |        | Appointed 24 September 2015                           |
| Kath Abrahams   |        | Appointed 12 March 2019                               |
| Doris Afreh     |        | Appointed 14 September 2020, resigned 18 May 2021     |
| Paul George     |        | Appointed 14 September 2020                           |
| Caleb Stevens   |        | Appointed 23 September 2021                           |
| Nasima Khatun   |        | Appointed 23 September 2021<br>Resigned 02 March 2022 |

Further information about the Trustees is available on the ActionAid website:

[www.actionaid.org.uk/about-us/our-trustees-and-directors](http://www.actionaid.org.uk/about-us/our-trustees-and-directors)

### **Senior Leadership Team**

- Frances Longley, Chief Executive (appointed 17 May 2021, resigned effective from 30 June 2022)
- Orla Fee, Director of Communications and Public Engagement
- Edward Tait, Director of Fundraising
- John Good, Interim Chief Executive (resigned this role 17 May 2021)
- John Good, Chief Operating Officer (from 17 May 2021), Acting Chief Executive from 30 June 2022
- Jillian Popkins, Director of Policy, Advocacy and Programmes (resigned 20 May 2022)
- Nicola Peachey, Interim Director of Organisational Development and Transformation (appointed 01 November 2021)

### **Patron**

His Royal Highness, The Prince of Wales

### **Legal and Administrative Information**

Auditor  
Sayer Vincent LLP  
4th Floor  
Invicta House  
108-114 Golden Lane  
London  
EC1Y 0TL

Solicitors  
Bates Wells  
10 Queen Street Place  
London  
EC4R 1BE

Bankers  
Lloyds Banking Group  
25 Gresham Street  
London  
EC2V 7HN

Company Secretary  
Victoria Skinner

Registered Office  
33–39 Bowling Green Lane, London, EC1R 0BJ  
Tel: 020 3122 0561  
Email: [mail@actionaid.org](mailto:mail@actionaid.org)  
Web: [www.actionaid.org.uk](http://www.actionaid.org.uk)



# Annual Remuneration Statement 2021

## 1. Summary

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This is ActionAid's annual governance statement for remuneration. The Chief Operating Officer confirms that the organisation has complied with its salary policy during 2021.

There were no additional ex gratia payments or tribunal judgements against us relating to employment or remuneration matters during the year.

## 2. Governance Arrangements for Remuneration

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A committee of the Board of Trustees ensures that there is a formal transparent policy and process for agreeing the level of available funds for salaries of all staff. The Board also sets the remuneration of the Chief Executive.

The aim of the approach is to balance the need to attract, retain and motivate high quality individuals who deliver high levels of impact against our mission with the financial considerations of being a charity. To inform these decisions, and to ensure that our approach is fair, we benchmark our pay awards with comparator organisations using various data sources, inflation indices and affordability to ensure that we remain financially sustainable.

## 3. Remuneration Policies (salary and benefits)

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All employees can view our remuneration and benefits policies, and we openly share with them how the annual pay award has been decided. This is ratified by the Trade Union (Unite) each year. The policies are aligned to the organisation's mission, vision and values whilst being cognisant of the market and financial landscape within which we operate.

A key reference point from this (although not formally encapsulated in our salary policy) is the ratio between the highest and lowest-paid employee. In 2021 this ratio was calculated as the difference between our lowest apprenticeship salary and CEO pay and was 5.8:1. We are a Living Wage employer, and champion the Living Wage initiative. We are an active member of an International Aid Charities Pay Club sharing pay data and information that helps us to benchmark salaries and benefits with similar organisations in the sector. We also use other external data sources (including XpertHR and Croner) to compare ActionAid to similar organisations in size and scope. Taking data from a range of different sources produces a robust and consistent picture of the market enabling us to compare our salaries to the median level of base pay offered by other organisations for similar roles.

A summary of our remuneration policy is available on request.

## 4. Review of the Year

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Remuneration is overseen by the Board's Governance and Relationships Committee, which met three times in 2021. It ensures that our Remuneration Policies (Salary and Benefits) are adhered to, and also that we remain compliant with the recommendations of the NCVO guidelines on senior pay.

## 5. Senior staff pay

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As per the NCVO guidelines the following states the numbers of senior members of staff at each of the relevant pay bands. This is not what they actually earned in 2021 and thus differs from what is set out in Note 8 to the accounts, but reflects their salary band at the end of 2021.

| Pay bands            | Number of staff members in band during 2021<br><i>taking into account their full time equivalent salary (as some individuals are part-time)</i> |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| £110,000 to £120,000 | 1                                                                                                                                               |
| £100,000 to £109,999 | 1                                                                                                                                               |
| £90,000 to £99,999   | 2                                                                                                                                               |
| £80,000 to £89,999   | 1                                                                                                                                               |
| £70,000 to £79,999   | 2                                                                                                                                               |
| £60,000 to £69,999   | 9                                                                                                                                               |

Our CEO was paid £115,141 as at December 2021.

Members of our senior leadership team (excluding the Chief Executive) were paid a total of £383,653 for 2021. (This comprises of Gross salary plus Employer pension contribution). This figure does not include pension contributions or employer NI contributions, and therefore differs from the SORP report.

## 6. Future plans

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In 2022 we expect to undertake a review of how we reward and recognise employees, benchmarking salaries and benefits against other, similar organisations to ensure that our pay provision remains objective, fair and consistent whilst also maintaining transparency.



# Independent Auditor's Report

Independent auditor's report to the members of ActionAid

## Opinion

We have audited the financial statements of ActionAid (the 'charitable company') for the year ended 31 December 2021 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 December 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on ActionAid's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other Information

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The other information comprises the information included in the trustees' annual report, including the strategic report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

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In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements

## Matters on which we are required to report by exception

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In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit

## Responsibilities of trustees

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As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the

trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

#### Auditor's responsibilities for the audit of the financial statements

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We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

#### Capability of the audit in detecting irregularities

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In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the Performance, Risk and Assurance Committee, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations;
  - Reporting received from ActionAid International on internal audit and local self-attestation activities undertaken in the year;
  - Monitoring of country programmes within the ActionAid Federation from the UK, particularly those identified as high-risk.
- We inspected the minutes of meetings of those charged with governance.

- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### Use of our report

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This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**Noelia Serrano** (Senior statutory auditor)

**Date** 28 June 2022

for and on behalf of Sayer Vincent LLP, Statutory Auditor  
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

# Statement of Financial Activities

for the year ended 31 December 2021 incorporating an income and expenditure account.

|                                                                                  | Notes     | Restricted funds (£'000) | Unrestricted funds (£'000) | Total 2021 (£'000) | Restricted funds (£'000) | Unrestricted funds (£'000) | Total 2020 (£'000) |
|----------------------------------------------------------------------------------|-----------|--------------------------|----------------------------|--------------------|--------------------------|----------------------------|--------------------|
| Income                                                                           |           |                          |                            |                    |                          |                            |                    |
| Income from                                                                      |           |                          |                            |                    |                          |                            |                    |
| Donations and legacies                                                           | <u>2a</u> | 17,028                   | 24,642                     | 41,670             | 15,192                   | 24,059                     | 39,251             |
| Investment income                                                                | <u>2c</u> | -                        | 38                         | 38                 | -                        | 95                         | 95                 |
| Income from charitable activities:                                               |           |                          |                            |                    |                          |                            |                    |
| Grants                                                                           | <u>2b</u> | 7,242                    | -                          | 7,242              | 7,605                    | -                          | 7,605              |
| Contracts                                                                        | <u>2b</u> | -                        | 235                        | 235                | -                        | -                          | -                  |
| Income from other trading activities                                             | <u>2d</u> | 8                        | 303                        | 311                | 7                        | 3,039                      | 3,046              |
| Other income                                                                     | <u>2e</u> | -                        | 57                         | 57                 | -                        | 316                        | 316                |
| Total Income                                                                     |           | 24,278                   | 25,275                     | 49,553             | 22,804                   | 27,509                     | 50,313             |
| Expenditure on:                                                                  |           |                          |                            |                    |                          |                            |                    |
| Raising funds:                                                                   |           |                          |                            |                    |                          |                            |                    |
| Raising funds                                                                    | 4         | 343                      | 11,589                     | 11,932             | 307                      | 11,368                     | 11,675             |
| Fundraising trading: costs of goods sold and other costs                         | 4         | -                        | 8                          | 8                  | -                        | 11                         | 11                 |
| Charitable activities                                                            | 6         | 20,716                   | 14,920                     | 35,636             | 22,531                   | 14,909                     | 37,440             |
| Total Expenditure                                                                |           | 21,059                   | 26,517                     | 47,576             | 22,838                   | 26,288                     | 49,126             |
| Net income / (expenditure)                                                       |           | 3,219                    | (1,242)                    | 1,977              | (34)                     | 1,221                      | 1,187              |
| Net income / (expenditure) for the year before other recognised gains and losses |           | 3,219                    | (1,242)                    | 1,977              | (34)                     | 1,221                      | 1,187              |
| Exchange rate (losses) / gains                                                   |           | 113                      | (197)                      | (84)               | -                        | 78                         | 78                 |
| Net movement in funds                                                            |           | 3,332                    | (1,439)                    | 1,893              | (34)                     | 1,299                      | 1,265              |
| Total funds brought forward at 1 January                                         |           | 2,987                    | 12,246                     | 15,233             | 3,021                    | 10,947                     | 13,968             |
| Total funds carried forward at 31 December                                       |           | 6,319                    | 10,807                     | 17,126             | 2,987                    | 12,246                     | 15,233             |

The notes on pages 63-87 form part of these financial statements. There are no recognised gains and losses other than those shown above. Movements in funds are disclosed in notes 14 & 15 to the financial statements. All income and expenditure derives from continuing activities.

# Balance Sheet

as at 31 December 2021

|                                                | Notes      | 2021<br>(£'000) | 2020<br>(£'000) |
|------------------------------------------------|------------|-----------------|-----------------|
| Fixed assets                                   |            |                 |                 |
| Tangible assets                                | <u>11a</u> | 309             | 349             |
| Intangible assets                              | <u>11b</u> | 37              | -               |
| Total Fixed assets                             |            | 346             | 349             |
|                                                |            |                 |                 |
| Current assets                                 |            |                 |                 |
| Debtors                                        | <u>12</u>  | 4,265           | 4,198           |
| Cash equivalent on deposit                     |            | 7,000           | 7,000           |
| Cash at bank                                   |            | 12,723          | 6,087           |
|                                                |            | 23,988          | 17,285          |
|                                                |            |                 |                 |
| Liabilities                                    |            |                 |                 |
| Creditors: amounts falling due within one year | <u>13</u>  | 7,208           | 2,401           |
|                                                |            |                 |                 |
| Net current assets                             |            | 16,780          | 14,884          |
|                                                |            |                 |                 |
| Net assets                                     |            | 17,126          | 15,233          |
|                                                |            |                 |                 |
| Funds                                          |            |                 |                 |
| Restricted funds                               | <u>15</u>  |                 |                 |
| Income funds                                   |            | 6,319           | 2,987           |
|                                                |            |                 |                 |
| Unrestricted funds                             |            |                 |                 |
| Designated funds                               | <u>14</u>  | 1,467           | 2,724           |
| General funds                                  |            | 9,340           | 9,522           |
|                                                |            |                 |                 |
| Total funds                                    |            | 17,126          | 15,233          |

Approved by the Trustees and signed on their behalf by:

**David Todd FCA**  
(Treasurer)

**Catharine Brown**  
(Trustee)

**Date** 28 June 2022

Registered in England and Wales – company no. 01295174

# Statement of Cash Flows

For the year ended 31 December 2021

|                                                                                         |                 |                 |
|-----------------------------------------------------------------------------------------|-----------------|-----------------|
| Cash flows from operating activities                                                    | 2021<br>(£'000) | 2020<br>(£'000) |
| Net cash provided by / (used in) operating activities                                   | 6,777           | (800)           |
| Cash flows from investing activities                                                    |                 |                 |
| Interest received                                                                       | 38              | 95              |
| Purchase of tangible fixed assets                                                       | (58)            | -               |
| Purchase of intangible fixed assets                                                     | (37)            | -               |
| Net cash provided by / (used in) investing activities                                   | 6,720           | (705)           |
| Change in cash and cash equivalents in the year                                         | 6,720           | (705)           |
| Cash and cash equivalents at the beginning of the year                                  | 13,087          | 13,714          |
| Change in cash and cash equivalents due to exchange rate movements                      | (84)            | 78              |
| Cash and cash equivalents at the end of the year                                        | 19,723          | 13,087          |
| Reconciliation of net income / (expenditure) to net cash flow from operating activities | 2021<br>(£'000) | 2020<br>(£'000) |
| Net movement in funds                                                                   | 1,893           | 1,265           |
| Depreciation                                                                            | 98              | 90              |
| (Increase) in debtors                                                                   | (67)            | (919)           |
| Increase / (Decrease) in creditors                                                      | 4,807           | (1,063)         |
| Interest receivable                                                                     | (38)            | (95)            |
| Exchange rate movements                                                                 | 84              | (78)            |
| Net cash provided by / (used in) operating activities                                   | 6,777           | (800)           |

| Analysis of cash and cash equivalents |                            |                      |                  |                             |
|---------------------------------------|----------------------------|----------------------|------------------|-----------------------------|
|                                       | January<br>2021<br>(£'000) | Cashflows<br>(£'000) | Other<br>(£'000) | December<br>2021<br>(£'000) |
| Cash at bank                          | 6,087                      | 6,720                | (84)             | 12,723                      |
| Cash Equivalent on deposit            | 7,000                      | -                    | -                | 7,000                       |
| Total cash and cash equivalents       | 13,087                     | 6,720                | (84)             | 19,723                      |
| Loans falling due within one year     | (63)                       | -                    | -                | (63)                        |
| Total                                 | (63)                       | -                    | -                | (63)                        |

# Notes forming part of the financial statements

For the year ended 31 December 2021.

## 1. Accounting policies

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### Statutory Information

ActionAid is a charitable company limited by guarantee and is incorporated in the United Kingdom (England and Wales). The registered office address and principal place of business is 33 - 39 Bowling Green Lane, London EC1R 0BJ.

### Basis of accounting

These financial statements are 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 (FRS102) - (Charities SORP FRS102), the Financial reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

### Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

### Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have made this assessment for a period of at least one year from the date of approval of the financial statements. As part of their assessment the trustees have considered the impact of Covid-19. The trustees have concluded that there is a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future and continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.



## 1. Accounting policies (continued)

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### Trading Subsidiary

There was no activity in the subsidiary undertaken in the year and therefore the accounts are not consolidated.

### Country Programmes

ActionAid maintains legal ownership of a number of overseas country programmes which are no longer included in these financial statements. This treatment reflects the operational organisation of the programmes as their activities, assets and liabilities are under the direction of ActionAid International and are deemed to be 'controlled' by the ActionAid International board following internationalisation. Although assets may revert to ActionAid in the highly unlikely event that the internationalisation process is halted, the economic rights and obligations connected with country programmes have been transferred to ActionAid International under the terms of various formal agreements between the entities.

### Fund accounting

All funds raised by ActionAid are used in the furtherance of its charitable objects. There are three types of funds as follows:

Restricted funds are raised on the basis of an agreement or understanding with the donors that their use will be restricted to certain specified projects, activities or areas of operation. These restricted funds are accounted for separately.

Unrestricted funds are those that are spent at the discretion of ActionAid's trustees for use on any of the charity's general charitable purposes. With the consent of the relevant donors, tax recovered through Gift Aid is generally treated as unrestricted.

Designated funds are unrestricted funds that have been set aside by the trustees for a specific purpose.

The accounting for sponsorship and other committed giving income is in accordance with the information provided to supporters. For all child sponsorships commencing after 2003 income is restricted as follows: 20% is unrestricted. Of the balance, 70% is restricted to benefit the community in which the child lives, 10% can be spent on wider activities in the same country, 10% can be applied to international activities with the remaining 10% available to cover local sponsorships administration and information gathering.

ActionAid aims to make its income more flexible by encouraging supporters to transfer from child sponsorship to less restricted forms of giving over time such as Next Step. In January 2015 Next Step income was derestricted such that 100% of income from those donors that were contacted became unrestricted. Of those not contacted, 20% of Next Step income is also unrestricted and of the balance, 90% spent within the selected country, while 10% may be applied to international activities.

## 1. Accounting policies (continued)

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### Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition has not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

Gifts in kind are recognised when they relate to something that ActionAid would have paid for had they not been received for free and for which there is particular benefit. When this is the case, if the benefit to the charity is reasonably quantifiable and measurable, the gift in kind will be credited to income and debited to expenditure on the basis of the lower of a market-price valuation or the gross value to ActionAid and the corresponding expenditure is taken to the appropriate heading on the SOFA or is capitalised.

### Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

### Expenditure

All expenditure is accounted for on an accruals basis. Costs reported under each heading in the statement of financial activities reflect the allocation of activities directly attributable to that heading and an apportionment of support and governance costs (see below). Where the costs of direct activities fall under more than one of the headings, they are apportioned on a consistent basis by senior management. The cost of raising funds represents expenditure incurred in the UK on raising funds from committed giving supporters, institutional donors, and other members of the public, as well as keeping them informed as to how their donations are being spent.

## 1. Accounting policies (continued)

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Charitable activities comprise:

- Grants from ActionAid to ActionAid International and Federation members to be spent on managing and delivering the long-term development and rehabilitation projects in ActionAid International country programmes worldwide. This includes expenditure of funds received from the European Union for projects in country programmes.
- Grants from ActionAid to ActionAid International and Federation members to be spent on managing and delivering the emergency relief and humanitarian relief projects in ActionAid International country programmes worldwide.
- Policy-influencing and campaigning work carried out in the UK and internationally.
- Education work carried out in the UK and internationally.

Governance costs are the costs associated with the governance arrangements of the charity. The costs included in this category relate to organisational administration and compliance with constitutional and statutory requirements. Costs are allocated across the categories of the costs of raising funds and charitable expenditure. The basis of the cost allocation is staff numbers.

Support costs include expenditure on general management, payroll administration, budgeting and accounting, information technology, property management, communications, human resources and financing. Costs are allocated across the categories of the costs of raising funds and charitable expenditure. The basis of the cost allocation is staff numbers.

### Grants Payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

### Indirect cost recovery

Indirect cost recovery is treated as an allocation out of unrestricted support cost expenditure to restricted support cost expenditure against the appropriate restricted Funding Source code.

### Tangible fixed assets and depreciation

Tangible fixed assets costing more than £5,000 are capitalised and included at cost, including any incidental expenses of acquisition.

## 1. Accounting policies (continued)

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Depreciation is calculated on a straight-line basis for the following categories of fixed assets:

Office equipment:

|                        |                                        |
|------------------------|----------------------------------------|
| Computers              | 3 years                                |
| Other equipment        | 5 years                                |
| Leasehold improvements | 15 years / remaining life of the lease |

Intangible fixed assets and amortisation

Intangible assets are stated at cost less accumulated amortisation.

Where intangible assets are internally generated, only the costs of the development phase of the asset generation are recognized as intangible assets. Costs of the research phase of the asset generation are expensed as incurred. Amortisation for internally generated assets will begin when the asset is available for use."

Amortisation for all intangible assets is calculated on a straight-line basis over their estimated useful lives as follows:

CRM system – 5 years

Investments in subsidiaries

Investments in subsidiaries are at cost.

Operating leases

Rentals applicable to operating-lease contracts, where substantially all the benefits and risks of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the lease term.

Debtors

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

Cash at bank and in hand

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

Cash equivalent on deposit

Cash equivalent on deposit includes cash held in medium term highly liquid investments with a maturity of between three months to twelve months from the date of acquisition.

## 1. Accounting policies (continued)

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### Creditors and provisions

Creditors and provisions 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 and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### Pensions

ActionAid contributes to a defined contribution pension scheme in the UK and contributions for the year are charged in the Statement of Financial Activities as they become due.

### Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of transaction. All foreign currency balances have been translated at the exchange rate prevailing at the balance sheet date. Gains and losses on translation are included in the Statement of Financial Activities.

### Taxation and irrecoverable VAT

As a registered charity, ActionAid is potentially exempt from tax on income and gains falling within Sections 466 to 493 of the Income and Corporation Taxes Act 2010 as its income is charitable and applied towards charitable purposes.

In common with many other charities, ActionAid is unable to recover the majority of VAT that is incurred on purchases of goods and services in the UK. The amount of VAT that cannot be recovered is included within the appropriate underlying cost.

### Related party disclosures

Related party transactions are detailed in note 18.

## 2. Income

| 2 (a) Donations and legacies                                                                                                                                                                                                                                                                                                      | Restricted (£'000)       | Unrestricted (£'000)         | 2021 TOTAL (£'000) | Restricted (£'000)       | Unrestricted (£'000)         | 2020 TOTAL (£'000) |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|------------------------------|--------------------|--------------------------|------------------------------|--------------------|
| Committed giving                                                                                                                                                                                                                                                                                                                  | 10,051                   | 17,860                       | 27,911             | 10,001                   | 17,946                       | 27,947             |
| Appeals & Individual donors                                                                                                                                                                                                                                                                                                       | 4,724                    | 3,586                        | 8,310              | 4,176                    | 2,407                        | 6,583              |
| Disasters Emergency Committee (DEC) appeals - see below                                                                                                                                                                                                                                                                           | 2,236                    | -                            | 2,236              | 1,005                    | -                            | 1,005              |
| Legacies                                                                                                                                                                                                                                                                                                                          | 17                       | 3,196                        | 3,213              | 10                       | 3,706                        | 3,716              |
| <b>TOTAL</b>                                                                                                                                                                                                                                                                                                                      | <b>17,028</b>            | <b>24,642</b>                | <b>41,670</b>      | <b>15,192</b>            | <b>24,059</b>                | <b>39,251</b>      |
| Disasters Emergency Committee (DEC) Appeals income                                                                                                                                                                                                                                                                                |                          |                              |                    |                          |                              |                    |
| Cyclone Idai Appeal                                                                                                                                                                                                                                                                                                               | 14                       | -                            | 14                 | 91                       | -                            | 91                 |
| Coronavirus Appeal                                                                                                                                                                                                                                                                                                                | 1,144                    | -                            | 1,144              | 914                      | -                            | 914                |
| Afghanistan Appeal                                                                                                                                                                                                                                                                                                                | 1,078                    | -                            | 1,078              | -                        | -                            | -                  |
| <b>TOTAL</b>                                                                                                                                                                                                                                                                                                                      | <b>2,236</b>             | <b>-</b>                     | <b>2,236</b>       | <b>1,005</b>             | <b>-</b>                     | <b>1,005</b>       |
| DEC is the umbrella body for the 15 leading charities in the UK responding to major international disasters. Its aim is to raise money cost effectively in the UK from the general public. The monies raised are distributed to the charities on the basis of an agreed formula reflecting the charities' capacity and expertise. |                          |                              |                    |                          |                              |                    |
| All Emergency/ Non-emergency income by type                                                                                                                                                                                                                                                                                       | Emergency income (£'000) | Non-emergency income (£'000) | 2021 TOTAL (£'000) | Emergency income (£'000) | Non-emergency income (£'000) | 2020 TOTAL (£'000) |
| Income from:                                                                                                                                                                                                                                                                                                                      |                          |                              |                    |                          |                              |                    |
| Donations and legacies                                                                                                                                                                                                                                                                                                            | 4,333                    | 37,337                       | 41,670             | 2,707                    | 36,544                       | 39,251             |
| Investment income (note 2c)                                                                                                                                                                                                                                                                                                       | -                        | 38                           | 38                 | -                        | 95                           | 95                 |
| Income from charitable activities:                                                                                                                                                                                                                                                                                                |                          |                              |                    |                          |                              |                    |
| Grants (note 2b)                                                                                                                                                                                                                                                                                                                  | 1,275                    | 6,202                        | 7,477              | 1,091                    | 6,514                        | 7,605              |
| Income from other trading activities (note 2d)                                                                                                                                                                                                                                                                                    | 1                        | 310                          | 311                | -                        | 3,046                        | 3,046              |
| Other income (note 2e)                                                                                                                                                                                                                                                                                                            | -                        | 57                           | 57                 | -                        | 316                          | 316                |
|                                                                                                                                                                                                                                                                                                                                   | <b>5,609</b>             | <b>43,944</b>                | <b>49,553</b>      | <b>3,798</b>             | <b>46,515</b>                | <b>50,313</b>      |

## 2. Income (continued)

| 2 (b) Income from charitable activities                                    | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2021<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) |
|----------------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| <i>Grants and contracts from governments and other public authorities:</i> |                       |                         |                       |                       |                         |                       |
| CHARITABLE GRANTS TO AAI & FEDERATION MEMBERS                              |                       |                         |                       |                       |                         |                       |
| UK Government (Note 17)                                                    | 1,347                 | 235                     | 1,582                 | 1,185                 | -                       | 1,185                 |
| Europe Aid                                                                 | 927                   | -                       | 927                   | 1,710                 | -                       | 1,710                 |
| Dutch Ministry of foreign affairs ( Note 17)                               | 456                   | -                       | 456                   | 2,219                 | -                       | 2,219                 |
| Government of Guernsey                                                     | 48                    | -                       | 48                    | -                     | -                       | -                     |
| Foreign Service of the Faroe Islands                                       | 50                    | -                       | 50                    | -                     | -                       | -                     |
| Grants from People's Postcode Lottery                                      | 2,594                 | -                       | 2,594                 | -                     | -                       | -                     |
| Other grants from companies, trusts and NGOs                               | 63                    | -                       | 63                    | 166                   | -                       | 166                   |
|                                                                            | 5,485                 | 235                     | 5,720                 | 5,280                 | -                       | 5,280                 |
| EMERGENCY & HUMANITARIAN RESPONSE                                          |                       |                         |                       |                       |                         |                       |
| ECHO                                                                       | 9                     | -                       | 9                     | 122                   | -                       | 122                   |
| UK Government (Note 17)                                                    | (59)                  | -                       | (59)                  | -                     | -                       | -                     |
| Other grants from governments and other public authorities                 | 1,262                 | -                       | 1,262                 | 1,051                 | -                       | 1,051                 |
| Other grants from companies, trusts and NGOs                               | 13                    | -                       | 13                    | 840                   | -                       | 840                   |
|                                                                            | 1,225                 | -                       | 1,225                 | 2,013                 | -                       | 2,013                 |
| CAMPAIGNS & POLICY WORK                                                    |                       |                         |                       |                       |                         |                       |
| Europe Aid                                                                 | 14                    | -                       | 14                    | 51                    | -                       | 51                    |
| Other grants from companies, trusts and NGOs                               | 518                   | -                       | 518                   | 261                   | -                       | 261                   |
|                                                                            | 532                   | -                       | 532                   | 312                   | -                       | 312                   |
| TOTAL Grants from governments and other public authorities:                | 7,242                 | 235                     | 7,477                 | 7,605                 | -                       | 7,605                 |
| 2 (c) Investment income                                                    |                       |                         |                       |                       |                         |                       |
| Interest on deposits                                                       | -                     | 38                      | 38                    | -                     | 95                      | 95                    |
| Total investment income                                                    | -                     | 38                      | 38                    | -                     | 95                      | 95                    |
| 2 (d) Income from other trading activities                                 |                       |                         |                       |                       |                         |                       |
| People's Postcode Lottery (note 23)                                        | -                     | -                       | -                     | -                     | 2,593                   | 2,593                 |
| Office rental income                                                       | -                     | 255                     | 255                   | -                     | 233                     | 233                   |
| Other                                                                      | 8                     | 48                      | 56                    | 7                     | 213                     | 220                   |
| Total Income from other trading activities                                 | 8                     | 303                     | 311                   | 7                     | 3,039                   | 3,046                 |
| 2 (e) Other income                                                         |                       |                         |                       |                       |                         |                       |
| Income from Job Retention Scheme                                           | -                     | 57                      | 57                    | -                     | 316                     | 316                   |
| Total Other income                                                         | -                     | 57                      | 57                    | -                     | 316                     | 316                   |

## 3. Support costs

|                                                                                                                                                                                                                          | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2021<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| <i>Support costs comprise the following items:</i>                                                                                                                                                                       |                       |                         |                       |                       |                         |                       |
| Communications                                                                                                                                                                                                           | -                     | 162                     | 162                   | -                     | 262                     | 262                   |
| General management                                                                                                                                                                                                       | -                     | 349                     | 349                   | -                     | 221                     | 221                   |
| Finance                                                                                                                                                                                                                  | -                     | 572                     | 572                   | (1)                   | 544                     | 543                   |
| Human resources                                                                                                                                                                                                          | -                     | 687                     | 687                   | -                     | 688                     | 688                   |
| Information technology                                                                                                                                                                                                   | -                     | 652                     | 652                   | 1                     | 631                     | 632                   |
| Office administration                                                                                                                                                                                                    | -                     | 233                     | 233                   | -                     | 329                     | 329                   |
| Performance and Accountability                                                                                                                                                                                           | -                     | 309                     | 309                   | -                     | 389                     | 389                   |
| Property costs                                                                                                                                                                                                           | -                     | 1,246                   | 1,246                 | -                     | 1,019                   | 1,019                 |
| Supporter administration                                                                                                                                                                                                 | -                     | 537                     | 537                   | -                     | 583                     | 583                   |
| Indirect Cost Recovery                                                                                                                                                                                                   | 511                   | (511)                   | -                     | 300                   | (300)                   | -                     |
|                                                                                                                                                                                                                          | 511                   | 4,236                   | 4,747                 | 300                   | 4,366                   | 4,666                 |
| Indirect cost recovery reflects the reallocation of support costs from unrestricted funds to various restricted grants in line with budgets agreed with the respective donors in line with our policy set out in Note 1. |                       |                         |                       |                       |                         |                       |
| Support and governance costs have been allocated to the categories below on the basis of employee numbers working in each relevant area.                                                                                 |                       |                         |                       |                       |                         |                       |
|                                                                                                                                                                                                                          | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2021<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) |
| Costs of raising funds (note 4)                                                                                                                                                                                          | 274                   | 2,275                   | 2,549                 | 158                   | 2,303                   | 2,461                 |
| Charitable activities (note 6)                                                                                                                                                                                           | 237                   | 1,961                   | 2,198                 | 142                   | 2,063                   | 2,205                 |
|                                                                                                                                                                                                                          | 511                   | 4,236                   | 4,747                 | 300                   | 4,366                   | 4,666                 |



## 4. Costs of raising funds

|                                                                                                                                                                                                                       | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2021<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| Committed giving                                                                                                                                                                                                      | -                     | 5,758                   | 5,758                 | -                     | 5,793                   | 5,793                 |
| Other Appeals, Legacies & Individual donors                                                                                                                                                                           | 29                    | 2,805                   | 2,834                 | 70                    | 2,335                   | 2,405                 |
| Grants                                                                                                                                                                                                                | 40                    | 563                     | 603                   | 79                    | 779                     | 858                   |
|                                                                                                                                                                                                                       | 69                    | 9,126                   | 9,195                 | 149                   | 8,907                   | 9,056                 |
| Support costs allocated (note 3)                                                                                                                                                                                      | 274                   | 2,275                   | 2,549                 | 158                   | 2,303                   | 2,461                 |
| Governance costs allocated (note 5)                                                                                                                                                                                   | -                     | 188                     | 188                   | -                     | 158                     | 158                   |
| Total costs of raising funds before trading costs                                                                                                                                                                     | 343                   | 11,589                  | 11,932                | 307                   | 11,368                  | 11,675                |
| Trading                                                                                                                                                                                                               | -                     | 8                       | 8                     | -                     | 11                      | 11                    |
| Total costs of raising funds                                                                                                                                                                                          | 343                   | 11,597                  | 11,940                | 307                   | 11,379                  | 11,686                |
| Based on the above information and the income in note 2, the ratio between direct fundraising costs (excluding support costs allocated) and the income generated for each major area of donated income is as follows: |                       |                         |                       |                       |                         |                       |
|                                                                                                                                                                                                                       |                       | Total 2021<br>(%)       |                       | Total 2020<br>(%)     |                         |                       |
| Committed giving                                                                                                                                                                                                      |                       | 21%                     |                       | 21%                   |                         |                       |
| Other income from Donations & legacies                                                                                                                                                                                |                       | 21%                     |                       | 21%                   |                         |                       |
| Overall income from Donations & legacies                                                                                                                                                                              |                       | 21%                     |                       | 21%                   |                         |                       |

## 5. Governance costs

|                                                                                                                                                                                                                          | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2021<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| External audit fees                                                                                                                                                                                                      | -                     | 50                      | 50                    | -                     | 44                      | 44                    |
| Legal & professional fees                                                                                                                                                                                                | -                     | 61                      | 61                    | -                     | 19                      | 19                    |
| Board (including trustee expenses)                                                                                                                                                                                       | -                     | 3                       | 3                     | -                     | 1                       | 1                     |
| Apportionment of staff time                                                                                                                                                                                              | -                     | 237                     | 237                   | -                     | 234                     | 234                   |
| Internal Audit                                                                                                                                                                                                           | -                     | -                       | -                     | -                     | 2                       | 2                     |
| Total governance costs                                                                                                                                                                                                   | -                     | 350                     | 350                   | -                     | 300                     | 300                   |
| External audit fees above include only the costs related to the external audit of ActionAid, inclusive of VAT. Full information of remittances made to our external auditors (exclusive of VAT) can be found in note 10. |                       |                         |                       |                       |                         |                       |
| Governance costs have been allocated to the categories below on the basis of employee numbers working in each relevant area.                                                                                             |                       |                         |                       |                       |                         |                       |
|                                                                                                                                                                                                                          | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2021<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) |
| Costs of raising funds (note 4)                                                                                                                                                                                          | -                     | 188                     | 188                   | -                     | 158                     | 158                   |
| Charitable activities (note 6)                                                                                                                                                                                           | -                     | 162                     | 162                   | -                     | 142                     | 142                   |
|                                                                                                                                                                                                                          | -                     | 350                     | 350                   | -                     | 300                     | 300                   |

## 6. Charitable activities

|                                                                                                                                                                     | Grants (note 7) (£'000) | Direct costs (£'000) | Staff costs (£'000) | Support cost allocation (£'000) | Governance cost allocation (£'000) | Total 2021 (£'000) |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------------|---------------------|---------------------------------|------------------------------------|--------------------|
| <i>2021</i>                                                                                                                                                         |                         |                      |                     |                                 |                                    |                    |
| Grants to AAI & Federation members                                                                                                                                  | 23,690                  | 156                  | 912                 | 514                             | 38                                 | 25,310             |
| Emergency and Humanitarian response                                                                                                                                 | 4,815                   | 104                  | 507                 | 294                             | 22                                 | 5,742              |
| Campaigns & policy work                                                                                                                                             | 206                     | 125                  | 999                 | 541                             | 40                                 | 1,911              |
| Education work                                                                                                                                                      | -                       | 1,035                | 727                 | 849                             | 62                                 | 2,673              |
| Total 2021                                                                                                                                                          | 28,711                  | 1,420                | 3,145               | 2,198                           | 162                                | 35,636             |
| Of the Charitable activities set out above £20,716,172 was funded from restricted funds and £14,920,382 from unrestricted funds.                                    |                         |                      |                     |                                 |                                    |                    |
| Included within the Grants to AAI & Federation members is an amount of £268,901 that relates to grants in kind to AAI (representing support costs relating to AAI). |                         |                      |                     |                                 |                                    |                    |
|                                                                                                                                                                     | Grants (note 7) (£'000) | Direct costs (£'000) | Staff costs (£'000) | Support cost allocation (£'000) | Governance cost allocation (£'000) | Total 2021 (£'000) |
| <i>2020</i>                                                                                                                                                         |                         |                      |                     |                                 |                                    |                    |
| Grants to AAI & Federation members                                                                                                                                  | 26,262                  | 159                  | 1,118               | 586                             | 38                                 | 28,163             |
| Emergency and Humanitarian response                                                                                                                                 | 3,782                   | 93                   | 410                 | 231                             | 15                                 | 4,531              |
| Campaigns & policy work                                                                                                                                             | 245                     | 102                  | 1,077               | 541                             | 35                                 | 2,000              |
| Education work                                                                                                                                                      | -                       | 1,093                | 752                 | 847                             | 54                                 | 2,746              |
| Total 2020                                                                                                                                                          | 30,289                  | 1,447                | 3,356               | 2,205                           | 142                                | 37,440             |
| Of the Charitable activities set out above £22,530,938 was funded from restricted funds and £14,908,691 from unrestricted funds.                                    |                         |                      |                     |                                 |                                    |                    |
| Included within the Grants to AAI & Federation members is an amount of £324,577 that relates to grants in kind to AAI (representing support costs relating to AAI). |                         |                      |                     |                                 |                                    |                    |

## 7. Grants to ActionAid International and ActionAid country programmes

| <i>Restricted funds:</i>     | Total 2021<br>(£'000) | Total 2020<br>(£'000) |
|------------------------------|-----------------------|-----------------------|
| Africa                       |                       |                       |
| Burundi                      | 451                   | 577                   |
| Democratic Republic of Congo | 758                   | 634                   |
| Ethiopia                     | 690                   | 515                   |
| Ghana                        | 742                   | 1,057                 |
| Kenya                        | 1,297                 | 1,727                 |
| Liberia                      | 101                   | 116                   |
| Malawi                       | 300                   | 321                   |
| Mozambique                   | 406                   | 977                   |
| Nigeria                      | 714                   | 367                   |
| Rwanda                       | 639                   | 916                   |
| Senegal                      | 204                   | 183                   |
| Sierra Leone                 | 1,111                 | 1,425                 |
| Somaliland                   | 588                   | 353                   |
| South Africa                 | 10                    | 67                    |
| Tanzania                     | 184                   | 298                   |
| Gambia                       | 396                   | 319                   |
| Uganda                       | 518                   | 548                   |
| Zambia                       | 253                   | 249                   |
| Zimbabwe                     | 275                   | 571                   |
|                              | 9,637                 | 11,220                |

| <i>Restricted funds:</i> | Total 2021 (£'000) | Total 2020 (£'000) |
|--------------------------|--------------------|--------------------|
| Asia                     |                    |                    |
| Afghanistan              | 393                | 538                |
| Bangladesh               | 697                | 1,342              |
| Cambodia                 | 519                | 526                |
| India                    | 1,374              | 945                |
| Myanmar                  | 398                | 881                |
| Nepal                    | 615                | 665                |
| Palestine                | 145                | 129                |
| Philippines              | 41                 | -                  |
| Indonesia                | 199                | 276                |
| Vietnam                  | 300                | 183                |
| Arab Regional Initiative | 27                 | 128                |
|                          | 4,708              | 5,613              |

| <i>Restricted funds:</i>        | Total 2021 (£'000) | Total 2020 (£'000) |
|---------------------------------|--------------------|--------------------|
| Latin America and the Caribbean |                    |                    |
| Brazil                          | 145                | 158                |
| Guatemala                       | 580                | 551                |
| Haiti                           | 350                | 440                |
| United States                   | 6                  | -                  |
|                                 | 1,081              | 1,149              |

## 7. Grants to ActionAid International and ActionAid country programmes (continued)

|                                                                                                                                                                                                                                                                                                                                                                                      | Total<br>2021<br>(£'000) | Total<br>2020<br>(£'000) |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| <i>Restricted funds:</i>                                                                                                                                                                                                                                                                                                                                                             |                          |                          |
| ActionAid International – projects involving more than one country                                                                                                                                                                                                                                                                                                                   | 3,247                    | 1,885                    |
| Remittances to country programmes for EU projects                                                                                                                                                                                                                                                                                                                                    | 783                      | 1,250                    |
| Total restricted funds                                                                                                                                                                                                                                                                                                                                                               | 19,456                   | 21,117                   |
| <i>Unrestricted funds:</i>                                                                                                                                                                                                                                                                                                                                                           |                          |                          |
| ActionAid International (cash grants)                                                                                                                                                                                                                                                                                                                                                | 7,167                    | 7,375                    |
| * Grant to ActionAid Thailand                                                                                                                                                                                                                                                                                                                                                        | 445                      | -                        |
| Country Programmes (Other – PPL)                                                                                                                                                                                                                                                                                                                                                     | 1,152                    | 1,152                    |
| Unrestricted charitable grants to ActionAid International                                                                                                                                                                                                                                                                                                                            | 8,764                    | 8,526                    |
| ActionAid International (grants in kind representing support costs incurred on behalf of ActionAid International)                                                                                                                                                                                                                                                                    | 269                      | 325                      |
| Total unrestricted funds                                                                                                                                                                                                                                                                                                                                                             | 9,033                    | 8,851                    |
| Total grants to ActionAid International and ActionAid country programmes                                                                                                                                                                                                                                                                                                             | 28,489                   | 29,969                   |
| Grants to partner organisations:                                                                                                                                                                                                                                                                                                                                                     |                          |                          |
| GADN                                                                                                                                                                                                                                                                                                                                                                                 | 61                       | 54                       |
| Oxfam                                                                                                                                                                                                                                                                                                                                                                                | -                        | 50                       |
| IWRW                                                                                                                                                                                                                                                                                                                                                                                 | 56                       | 74                       |
| LatinDad                                                                                                                                                                                                                                                                                                                                                                             | 44                       | 56                       |
| Restricted grants (individually under £100,000)                                                                                                                                                                                                                                                                                                                                      | 17                       | 67                       |
| Unrestricted grants                                                                                                                                                                                                                                                                                                                                                                  | 44                       | 19                       |
| Total restricted grants to partner organisations                                                                                                                                                                                                                                                                                                                                     | 222                      | 320                      |
| Total grants                                                                                                                                                                                                                                                                                                                                                                         | 28,711                   | 30,289                   |
| All grants are related to Charitable activities.                                                                                                                                                                                                                                                                                                                                     |                          |                          |
| * This relates to the amount of £445,380 that was remitted initially as part of the loan agreement with ActionAid Thailand which had previously been included as a debtor in note 12 of the financial statements. However, as explained in note 12, due to concerns about the ability of ActionAid Thailand to repay this, the loan was commuted to a grant from unrestricted funds. |                          |                          |

## 8. Particulars of employees

|                                                                                                                                          |                          |                          |
|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| The average number of employees (head count based on number of staff employed) during the year was:                                      | Total<br>2021            | Total<br>2020            |
| Charitable activities                                                                                                                    | 69                       | 72                       |
| Fundraising                                                                                                                              | 80                       | 81                       |
| Support staff                                                                                                                            | 56                       | 58                       |
| Total                                                                                                                                    | 205                      | 211                      |
| The average number of full time equivalent staff in the year was                                                                         | 188                      | 196                      |
|                                                                                                                                          |                          |                          |
| Total remuneration of employees (full-time and part-time) was:                                                                           | Total<br>2021<br>(£'000) | Total<br>2020<br>(£'000) |
| Gross wages and salaries                                                                                                                 | 8,145                    | 8,407                    |
| Redundancy and termination costs                                                                                                         | -                        | -                        |
| Social security costs                                                                                                                    | 831                      | 861                      |
| Employer's contributions to defined contribution pension schemes                                                                         | 551                      | 570                      |
| Total                                                                                                                                    | 9,527                    | 9,838                    |
|                                                                                                                                          |                          |                          |
| The number of staff whose emoluments (excluding employer NI and employer pension contributions) are greater than £60,000 are shown below |                          |                          |
|                                                                                                                                          | 2021                     | 2020                     |
| £60,001 - £70,000                                                                                                                        | 7                        | 8                        |
| £70,001 - £80,000                                                                                                                        | 1                        | 2                        |
| £80,001 - £90,000                                                                                                                        | 1                        | 1                        |
| £90,001-£100,000                                                                                                                         | 1                        | 1                        |
| £100,001 - £110,000                                                                                                                      | 1                        | 2                        |
|                                                                                                                                          | 11                       | 14                       |

In December 2020, Girish Menon left his role as Chief Executive Officer of ActionAid. He was replaced as Chief Executive Officer by Frances Longley on 17 May 2021. In the interim period, John Good acted up as the Chief Executive Officer. The aggregated remuneration of those who were in the ActionAid Chief Executive Officer post in 2021, effectively covering a 12.5 month period due to handover, was £120,681 (2020: £114,490) and £4,322 (2020: 8,450) was paid into a defined pension contribution scheme on their behalf. Of this, the remuneration received by Frances Longley was £76,359 with £4,322 paid into defined contribution pension schemes on her behalf.

In 2021, the remuneration, being the gross salary and Employer's pension contributions, paid to the Directors of ActionAid, who the Board consider to be key management personnel, fell within the following bands: Director of Policy Advocacy & Partnerships £100,001 - £110,000; Director of Organisation Effectiveness £100,001 - £110,000; Director of Fundraising £90,001 - £100,000; Director of Public Engagement £60,001 - £70,000. Together with the Chief Executive, the costs of these key management personnel, inclusive of gross salaries, employer's pension contributions and employer's national insurance contributions were £495,309 in 2021 (2020: £546,973) of which £20,974 (2020: £25,814) was paid into defined contribution pension schemes.

Of those employees who earned £60,000 or more during the year (as defined above) employer contributions were made to defined contribution pension schemes in respect of nine (2020: twelve) employees. During the year this amounted to £48,262 (2020: £65,890).

ActionAid has an expenses policy in place which controls what can and cannot be claimed by trustees, staff and volunteers. Expenses can only be claimed if they have been incurred for valid and necessary business purposes. They will only be paid if they are on the approved list of allowable expenses, have been authorised and have supporting documentation. Inevitably ActionAid incurs significant costs on overseas trips but travel must always be by the most cost effective method and using public transport where possible. All trips are for valid business reasons and ActionAid is constantly seeking new ways to avoid overseas travel and find alternative ways to communicate and manage the business.

## 8. Particulars of employees (continued)

In 2021, the Chief Executive incurred costs of £257 (2020: £483).

For more information on the principles and implementation of our remuneration policies, please see the Annual Remuneration Statement for 2021 (pages 54-55).

## 9. Trustees' remuneration

No remuneration or other payments have been made to the trustees of ActionAid for their services as board members or for other services provided to the organisation in 2021 or 2020. The most significant element of trustees' expenses is the cost of visits to country programmes but also includes attendance at board meetings (both ActionAid and ActionAid International).

In 2021, no trustee incurred any expenses (2020: one trustee incurred a total of £141) through expenses reimbursed and costs incurred by ActionAid on their behalf.

## 10. Net income / (expenditure)

|                                                                                | 2021<br>(£'000) | 2020<br>(£'000) |
|--------------------------------------------------------------------------------|-----------------|-----------------|
| Net income / (expenditure) are stated after the following charges / (credits): |                 |                 |
| Depreciation                                                                   | 98              | 90              |
| Operating lease rentals Payable - property                                     | 1,085           | 914             |
| Operating lease rentals Receivable - property                                  | (181)           | (158)           |
| Auditor's remuneration - statutory audit current year                          | 38              | 37              |
| Auditor's remuneration - statutory audit prior years                           | 3               | -               |
| Auditor's remuneration - other services                                        | 1               | 3               |

## 11. Fixed assets

| 11a. Tangible fixed assets | Leasehold improvements (£'000) | Office equipment (£'000) | Total (£'000) |
|----------------------------|--------------------------------|--------------------------|---------------|
| Cost                       |                                |                          |               |
| At 1 January 2021          | 717                            | 716                      | 1,433         |
| Additions                  | -                              | 58                       | 58            |
| Disposals                  | -                              | -                        | -             |
| At 31 December 2021        | 717                            | 774                      | 1,491         |
| Depreciation               |                                |                          |               |
| At 1 January 2021          | (458)                          | (626)                    | (1,084)       |
| Charge for year            | (56)                           | (42)                     | (98)          |
| Disposals                  | -                              | -                        | -             |
| At 31 December 2021        | (514)                          | (668)                    | (1,182)       |
| Net book value             |                                |                          |               |
| At 31 December 2021        | 203                            | 106                      | 309           |
| At 31 December 2020        | 259                            | 90                       | 349           |

All tangible fixed assets held are for furtherance of charitable objectives and not for investment purposes.

| 11b. Intangible fixed assets | CRM system (£'000) | Total (£'000) |
|------------------------------|--------------------|---------------|
| Cost                         |                    |               |
| At 1 January 2021            | -                  | -             |
| Additions                    | 37                 | 37            |
| Disposals                    | -                  | -             |
| At 31 December 2021          | 37                 | 37            |
| Amortisation                 |                    |               |
| At 1 January 2021            | -                  | -             |
| Charge for year              | -                  | -             |
| Disposals                    | -                  | -             |
| At 31 December 2021          | -                  | -             |
| Net book value               |                    |               |
| At 31 December 2021          | 37                 | 37            |
| At 31 December 2020          | -                  | -             |

In 2020 the Trustee board approved the commencement of a project to develop a new CRM. Work has been ongoing on this project and in the final quarter of 2021 the development phase of the project started. This is due to be completed in 2022. The above cost relates to work in progress on the development phase of the project as at 31 December 2021. Amortisation will only be charged when the CRM has been completed and is being used. In the year ended 31 December 2021, costs related to the research phase of the project and that were directly expensed were £449,818 (2020: £206,994).



## 12. Debtors

|                                                                                         | 2021<br>(£'000) | 2020<br>(£'000) |
|-----------------------------------------------------------------------------------------|-----------------|-----------------|
| <b>a. Debtors recoverable in more than one year:</b>                                    |                 |                 |
| Debtors that in the normal course of events would be recoverable in more than one year: |                 |                 |
| Other debtors *                                                                         | -               | 437             |
| Prepayments                                                                             | 11              | 15              |
|                                                                                         | 11              | 452             |
| <b>b. Debtors recoverable within one year:</b>                                          |                 |                 |
| Accrued income                                                                          | 2,289           | 2,808           |
| Other debtors                                                                           | 119             | 92              |
| Prepayments                                                                             | 520             | 395             |
| Tax recoverable                                                                         | 1,325           | 449             |
| Amounts due from employees                                                              | 1               | 3               |
|                                                                                         | 4,254           | 3,745           |
| <b>Total debtors</b>                                                                    | <b>4,265</b>    | <b>4,198</b>    |

Amounts due from employees represents floats for overseas visits forming part of the employee's role and season ticket loans.

\*Other debtors of £nil relates to a loan given by ActionAid to ActionAid Thailand in 2018 and 2019 to enable investment in fundraising activities. Overall, £445,380 was loaned to ActionAid Thailand. It was agreed by ActionAid International (AAI), ActionAid Thailand and ActionAid to end this loan agreement and the guarantorship of this loan by AAI in late 2021. As a result of concerns of the ability of ActionAid Thailand to be able to repay the full amount of the loan, the entire amount was commuted to a grant as set out in note 7.

## 13. Creditors

|                                             | 2021<br>(£'000) | 2020<br>(£'000) |
|---------------------------------------------|-----------------|-----------------|
| <b>Amounts falling due within one year:</b> |                 |                 |
| Interest-free loans                         | 63              | 63              |
| Trade creditors                             | 994             | 602             |
| Accruals                                    | 758             | 566             |
| Other creditors                             | 144             | 32              |
| Amounts due to ActionAid International      | 4,639           | 810             |
| Taxation and social security                | 548             | 266             |
| Deferred income                             | 62              | 62              |
| <b>Total creditors</b>                      | <b>7,208</b>    | <b>2,401</b>    |

## 14. Designated funds

|                                   | Balance as at<br>1 January<br>2021<br>(£'000) | New<br>designations<br>(£'000) | Utilised in<br>the year<br>(£'000) | Balance as at<br>31 December<br>2021<br>(£'000) |
|-----------------------------------|-----------------------------------------------|--------------------------------|------------------------------------|-------------------------------------------------|
| <i>i) Designated funds</i>        |                                               |                                |                                    |                                                 |
| Designated funds                  |                                               |                                |                                    |                                                 |
| Tangible fixed assets fund        | 349                                           | 58                             | (98)                               | 309                                             |
| Intangible fixed assets fund      | -                                             | 37                             | -                                  | 37                                              |
| Emergency & Humanitarian fund     | 490                                           | -                              | -                                  | 490                                             |
| Exchange rate movement fund       | 434                                           | -                              | (197)                              | 237                                             |
| PPL funds for overseas programmes | 1,136                                         | -                              | (929)                              | 207                                             |
| Strategic investment pot (SIP)    | 315                                           | -                              | (238)                              | 77                                              |
| FGM-ALM Contract                  | -                                             | 235                            | (125)                              | 110                                             |
|                                   | 2,724                                         | 330                            | (1,587)                            | 1,467                                           |

Designated tangible fixed assets fund: The fund for fixed assets represents the net book value at the balance sheet date of unrestricted tangible fixed assets. This fund is not therefore available for current expenditure, as the assets are used in the day to day operation of the charity.

Designated Intangible fixed assets fund: The fund for fixed assets represents the net book value at the balance sheet date of unrestricted intangible fixed assets. This fund is not therefore available for current expenditure.

Designated Emergency & Humanitarian fund: This fund represents funds that have been ring-fenced to allow ActionAid to spend funds for fundraising in the event of a DEC fundraising appeal in a country in which the ActionAid Federation currently operates. The ability to utilise these funds is at the discretion of the Senior Leadership team. The balance on this account will be maintained and topped up when necessary.

Designated Emergency response fund: This fund represents funds that have been ring-fenced to allow ActionAid UK to remit funds to partners (ActionAid and non-ActionAid) in emergency type situations. These do not have to be linked to DEC emergencies but is at the discretion of the Senior Leadership team. This amount will be retained and topped up where necessary.

Designated Exchange rate movement fund: This fund represents unrealised gains and losses that have been suffered by ActionAid. These funds are not available for normal operational use and will be used against future exchange rate movements.

Designated PPL funds for overseas programmes: These are funds received from People's Postcode Lottery that are designated for use in programmes overseas and as such will be remitted to other ActionAid Federation members.

Designated Strategic Investment Pot (SIP): Strategic Investment pot are funds that are kept separate from the core budget and are used for specific and chosen strategic projects within ActionAid in UK. Projects must satisfy set criteria and be aligned to the current strategy.

FGM-ALM Contract: This is Phase 2 of the 'Support to the Africa-led Movement to End FGM' contract held with Options Limited that is funded by FCDO. It is a 5 year contract and as such is treated as unrestricted for accounting purposes but has been designated to ensure that any current surplus is ringfenced to help support the delivery of the entire project over its full life.

|                                           | Balance as at<br>1 January<br>2020<br>(£'000) | New<br>designations<br>(£'000) | Utilised in<br>the year<br>(£'000) | Balance as at 31<br>December 2020<br>(£'000) |
|-------------------------------------------|-----------------------------------------------|--------------------------------|------------------------------------|----------------------------------------------|
| <i>ii) Designated funds - comparative</i> |                                               |                                |                                    |                                              |
| Designated funds                          |                                               |                                |                                    |                                              |
| Tangible fixed assets fund                | 439                                           | -                              | (90)                               | 349                                          |
| Emergency & Humanitarian fund             | 500                                           | -                              | (10)                               | 490                                          |
| Exchange rate movement fund               | 355                                           | -                              | 79                                 | 434                                          |
| PPL funds for overseas programmes         | -                                             | 1,136                          | -                                  | 1,136                                        |
| Strategic investment pot (SIP)            | -                                             | 315                            | -                                  | 315                                          |
|                                           | 1,294                                         | 1,451                          | (21)                               | 2,724                                        |

## 15. Restricted funds

|                                        | Balance as at<br>1 January<br>2021 (£'000) | Income and<br>gains (£'000) | Expenditure<br>and losses<br>(£'000) | Balance as at<br>31 December<br>2021 (£'000) |
|----------------------------------------|--------------------------------------------|-----------------------------|--------------------------------------|----------------------------------------------|
| Africa                                 | 744                                        | 11,227                      | (10,321)                             | 1,650                                        |
| Asia                                   | 438                                        | 7,143                       | (5,777)                              | 1,804                                        |
| Latin America and the Caribbean        | 6                                          | 1,462                       | (1,468)                              | 0                                            |
| International projects and other funds | 1,799                                      | 4,446                       | (3,380)                              | 2,865                                        |
| Total restricted funds - 2021          | 2,987                                      | 24,278                      | (20,946)                             | 6,319                                        |
|                                        | Balance as at<br>1 January<br>2020 (£'000) | Income<br>(£'000)           | Expenditure<br>(£'000)               | Balance as at<br>31 December<br>2020 (£'000) |
| Africa                                 | 1,321                                      | 11,054                      | (11,631)                             | 744                                          |
| Asia                                   | 838                                        | 6,508                       | (6,908)                              | 438                                          |
| Latin America and the Caribbean        | 5                                          | 1,416                       | (1,415)                              | 6                                            |
| International projects and other funds | 857                                        | 3,826                       | (2,884)                              | 1,799                                        |
| Total restricted funds - 2020          | 3,021                                      | 22,804                      | (22,838)                             | 2,987                                        |

Restricted funds: Restricted funds held by ActionAid at the start and end of the year include funds for European Union funded projects. ActionAid also holds funds for a small number of projects or activities which are managed by ActionAid directly. All other incoming resources are granted to ActionAid International on receipt as ActionAid International is the entity within the ActionAid family which holds and manages the vast majority of restricted funds.

The expenditure in the table above includes direct payments made to country programmes for EU funded projects. At the year-end date some funds sent directly to country programmes may not have been entirely spent.

|                                                               | Balance as at 31<br>December 2021<br>(£'000) | Balance as at 31<br>December 2020<br>(£'000) |
|---------------------------------------------------------------|----------------------------------------------|----------------------------------------------|
| The balances on restricted funds at the year-end are made up: |                                              |                                              |
| EU and ECHO funded projects                                   | 112                                          | 115                                          |
| Other projects managed by ActionAid                           | 6,207                                        | 2,872                                        |
| Total restricted funds                                        | 6,319                                        | 2,987                                        |

Projects funded by the European Commission are generally development projects intended to run for several years; projects funded by the European Commission Humanitarian Aid Office are short term emergency relief projects. Projects may be based in one country or may be initiatives spanning a number of countries internationally.

Fund balances may be negative when expenditure is made on a project that is expected to be reimbursed by a government or other agency, but where, at the end of the financial year, not all the conditions have been met that would justify this income being recognised within the accounts. This results in an excess of expenditure over income on some project funds at the year end point. The total deficit fund balances at the year-end amounted to £0.24m (2020: £0.42m). The trustees consider that the likelihood of reimbursement is sufficient to justify carrying the deficit fund balances at the end of the year for all projects in deficit.

## 16. Analysis of net assets between funds

|                                                               |                    | <u>Unrestricted</u> |                 |                    |
|---------------------------------------------------------------|--------------------|---------------------|-----------------|--------------------|
| <i>i) Analysis of net assets between funds</i>                | Restricted (£'000) | Designated (£'000)  | General (£'000) | Total 2021 (£'000) |
| Fund balances at 31 December 2021 are represented by:         |                    |                     |                 |                    |
| Fixed assets                                                  | -                  | 346                 | -               | 346                |
| Current assets                                                | 9,776              | 1,121               | 13,091          | 23,988             |
| Current liabilities                                           | (3,457)            | -                   | (3,751)         | (7,208)            |
|                                                               | 6,319              | 1,467               | 9,340           | 17,126             |
|                                                               |                    |                     |                 |                    |
|                                                               |                    | <u>Unrestricted</u> |                 |                    |
| <i>ii) Analysis of net assets between funds - comparative</i> | Restricted (£'000) | Designated (£'000)  | General (£'000) | Total 2020 (£'000) |
| Fund balances at 31 December 2020 are represented by:         |                    |                     |                 |                    |
| Tangible fixed assets                                         | -                  | 349                 | -               | 349                |
| Current assets                                                | 3,798              | 2,375               | 11,112          | 17,285             |
| Current liabilities                                           | (811)              | -                   | (1,590)         | (2,401)            |
|                                                               | 2,987              | 2,724               | 9,522           | 15,233             |

## 17. Grants received

|                                                                                            |              |              |
|--------------------------------------------------------------------------------------------|--------------|--------------|
| Grants received in 2021 from the FCDO were as follows:                                     | 2021 (£'000) | 2020 (£'000) |
| CSSF Commonwealth Equality Project - Zero Violence (funds received through Frontline Aids) | 458          | 150          |
| Girls Education Challenge Sierra Leone (funds received through Plan)                       | 563          | 648          |
| Speak out! Addressing SRHR and GBV in Rwanda                                               | 4            | 9            |
| Aid Match Violence Against Girls in Kenya                                                  | 293          | 362          |
| Leave No Girl Behind                                                                       | 29           | 16           |
| Enhancing Community Resilience Programme (ECRP)                                            | (59)         |              |
| Total grants received from the UK Government                                               | 1,288        | 1,185        |
| Contracts received in 2021 from FCDO:                                                      |              |              |
| Support to the Africa-led Movement to End FGM: PH2 (contracted with Options)               | 235          | -            |
| Total received from FCDO in 2021                                                           | 1,523        | 1,185        |

|                                                                                      |              |              |
|--------------------------------------------------------------------------------------|--------------|--------------|
| Grants received in 2021 from The Dutch Ministry for Foreign Affairs were as follows: | 2021 (£'000) | 2020 (£'000) |
| FLOW Women's rights to sustainable livelihoods 2 (POWER)                             | 456          | 2,219        |
|                                                                                      | 456          | 2,219        |

## 17. Grants received (continued)

| Grants received in 2021 from The START Fund were as follows:                      | 2021<br>(£'000) | 2020<br>(£'000) |
|-----------------------------------------------------------------------------------|-----------------|-----------------|
| Start Fund Alert 557 - Conflict Displacement in Kasindi, DRC                      | 270             | -               |
| Start Fund Alert 516 - Response to Conflict Displacement, Nigeria                 | 200             | -               |
| Start Fund Alert 553 - IDP response in Amhara Region, Ethiopia                    | 162             | -               |
| Start Fund Alert 538 - Response to Conflict Displacement in Afar Region, Ethiopia | 145             | -               |
| Start Fund Alert 527 - Cyclone response in India                                  | 104             | -               |
| Start Fund Alert - Covid-19 Response Nigeria                                      | 100             | -               |
| Start Fund Alert 542 - Earthquake response in Haiti                               | 90              | -               |
| Start Fund Alert 495 - Zimbabwe                                                   | 80              | -               |
| Start Fund Alert 531 - Cholera Response in Bauchi, Nigeria                        | 69              | -               |
| Start Fund Alert 497 - Earthquake Response in Indonesia                           | 41              | -               |
| Start Fund Alert CV19 091 - Covid Response in Somaliland                          | -               | 160             |
| Start Fund Alert 438 - Aid to Displaced Families Cabo Delgado, Mozambique         | -               | 141             |
| Start Fund Alert 423 - Storm Response DRC                                         | -               | 140             |
| Start Fund Alert 453 - Flood Response, Ethiopia                                   | -               | 111             |
| Start Fund Alert 398 - Response to Crisis in Salambila, DRC                       | -               | 100             |
| Start Fund Alert 011 - Covid Response Myanmar                                     | -               | 99              |
| Start Fund Alert 103 - Covid response Mozambique                                  | -               | 96              |
| Start Fund Alert 410 - Response to Flood in Safala, Mozambique                    | -               | 96              |
| Start Fund Alert 408 - Flood response in Binga, Zimbabwe                          | -               | 42              |
|                                                                                   | 1,261           | 984             |

| Grants received in 2021 from The Alborada Trust were as follows:                          | 2021<br>(£'000) | 2020<br>(£'000) |
|-------------------------------------------------------------------------------------------|-----------------|-----------------|
| Supporting families affected by Cyclone Idai to rebuild their communities and livelihoods | 120             | 120             |
| Improving water, sanitation, hygiene & environment for Rohingya refugees in Bangladesh    | 100             | 85              |
| Humanitarian support for families affected by conflict in Tigray and northern Ethiopia    | 150             | -               |
|                                                                                           | 370             | 205             |

| Grants received in 2021 from Guernsey Overseas Aid Commission were as follows: | 2021<br>(£'000) | 2020<br>(£'000) |
|--------------------------------------------------------------------------------|-----------------|-----------------|
| Increasing access to clean water Southern Province                             | 25              | 25              |
| Supporting sustainable small fisheries in Zambia                               | 23              | -               |
|                                                                                | 48              | 25              |

| Grants received in 2021 from The Barrowman Foundation were as follows: | 2021<br>(£'000) | 2020<br>(£'000) |
|------------------------------------------------------------------------|-----------------|-----------------|
| Improving access to quality education for children in Ghana            | 135             | 138             |
|                                                                        | 135             | 138             |

| Grants received in 2021 from Ethical Tea Partnerships were as follows: | 2021<br>(£'000) | 2020<br>(£'000) |
|------------------------------------------------------------------------|-----------------|-----------------|
| Empowering Tea Communities in Kenya                                    | 136             | -               |
|                                                                        | 136             | -               |

| Grants received in 2021 from The Foreign Service of the Faroe Islands were as follows: | 2021<br>(£'000) | 2020<br>(£'000) |
|----------------------------------------------------------------------------------------|-----------------|-----------------|
| Supporting and strengthening sustainable small-scale fisheries in Zambia               | 50              | -               |
| ActionAid's Covid-19 Emergency Appeal (reported in 'appeals' in note 2a)               | 11              | -               |
|                                                                                        | 61              | -               |

## 18. Related party transactions

ActionAid recognises ActionAid International and other members of the ActionAid group as related parties. Material transactions between the entities are shown below.

|                                               | 2021<br>(£'000) | 2020<br>(£'000) |
|-----------------------------------------------|-----------------|-----------------|
| Grants to ActionAid International             | 21,471          | 20,917          |
| Grants direct to ActionAid Federation members | 6,973           | 9,052           |
|                                               | 28,444          | 29,969          |

See note 7 for details of grants to ActionAid International.

See note 12 for details of a loan given to ActionAid Federation member in Thailand.

See note 13 for creditor balances owed to ActionAid International at the balance sheet date.

As noted in the constitution and governance section of the report of the board of Trustees, ActionAid International is entitled to appoint one trustee to ActionAid's board. This designated trustee is Shantha Sinha, who is a member of the Board of ActionAid India. During 2021, a total of £1,837,054 (2020: 1,828,676) was granted to ActionAid India. All of these grants were in line with the normal course of our charitable activities. She received no remuneration for her work as trustee of ActionAid.

Frances Longley was a Trustee of the Disaster Emergencies Committee (DEC), as are all CEO's of DEC member organisations. During the course of the year, ActionAid received and recognised income from DEC as set out in Note 2a.

No donations from trustees received during the course of the year had restrictions that were outside of our normal charitable activities.

## 19. Subsidiary undertakings

ActionAid has one subsidiary undertaking:

ActionAid Enterprises Limited

A wholly owned subsidiary incorporated in the United Kingdom (No. 5011412).

The total investment in the subsidiary is £1 (2020: £1).

There was no activity undertaken in the subsidiary in 2021 or 2020.

## 20. Obligations under operating leases

| The charity had non-cancellable commitments at the year-end under operating leases for land and buildings expiring as follows: | 2021<br>(£'000) | 2020<br>(£'000) |
|--------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|
| Within one year                                                                                                                | 1,105           | 1,105           |
| In two to five years                                                                                                           | 2,782           | 3,878           |
| After 5 years                                                                                                                  | -               | 10              |
|                                                                                                                                | 3,887           | 4,993           |

## 21. Future income under operating leases

In late 2021, the charity sub-let the second floor of its rented premises in Bowling Green Lane, London.

In 2018, the charity sub-let the ground floor of its rented premises in Bowling Green Lane, London.  
The future minimum lease payments under non-cancellable operating leases are:

|                      | 2021<br>(£'000) | 2020<br>(£'000) |
|----------------------|-----------------|-----------------|
| Within one year      | 242             | 217             |
| In two to five years | 825             | 667             |
|                      | 1,067           | 884             |

## 22. Contingent assets and liabilities

ActionAid originally set up most of ActionAid International's Country Programmes. ActionAid International now manage these Country Programmes on behalf of ActionAid and have taken over the control and the financial responsibility for them. ActionAid is currently working to transfer the country programmes such that they become legally owned by ActionAid International.

Country Programme assets are no longer included in the accounts of ActionAid (since 2007). However, ActionAid retains the legal right to take back management of its Country Programmes from AAI under a termination clause incorporated into the legal agreements in place over management of Country Programmes. Therefore ActionAid has contingent assets in the form of the assets held by those Country Programmes which were originally set up by ActionAid.

No situation exists, or is anticipated to occur, whereby ActionAid would exercise its right to terminate the agreements with ActionAid International, however the legal position is stated here to give a full picture of the assets of ActionAid. It is not practical to estimate the value of assets which would revert to ActionAid control and would be included in the accounts. However, the funds held in ActionAid country programmes at the year-end but not included in these accounts were £9.04m (2020: £9.41m). The majority of this £9.04m (2020: £9.41m) are restricted funds and we would anticipate that if a country programme were to close down, such funds would be redirected to other countries, with a similar level of restriction as opposed to being sent back to ActionAid in UK. These figures do not include those countries which are Associate or Affiliate members of AAI - although they may hold assets which are legally owned by ActionAid. For accounting purposes the depreciated value of these assets is nil (2020: nil).

There also exist potential contingent liabilities for ActionAid relating to the country programmes which are legally owned by ActionAid. Such a liability would only impact ActionAid if ActionAid International had insufficient funds in hand to discharge the obligations of a country programme. ActionAid believes such a circumstance is improbable and any notional exposure cannot be reasonably estimated.

As at the year-end there were a number of projects on which funds are outstanding from the donor pending finalisation of donor audits. Amounts disallowed are generally insignificant as a proportion of overall project budgets and in any event these amounts are considered to be fully recoverable as they are covered by ActionAid International.

### Residual legacies:

At the end of the year, we have been notified that we are entitled to funds from a total of 20 (2020:21) residual legacies. However, as at 31 December 2021, we have not been notified as to the value of our entitlement or when this will be received. As such we are not able to recognise these funds in the financial statements for the year, but we include the existence of these as a contingent asset.

## 23. People's Postcode Lottery (PPL) Income

During the previous year ActionAid received the proceeds of lotteries held by PPL. ActionAid has no ability to alter the price of tickets, determine the prizes or reduce the management fee. As such, PPL is treated as acting as the principal, and so only net proceeds due to ActionAid are recognised under trading income from charitable activities in the statement of financial activities. The net proceeds received are analysed as follows:

|                       | 2021<br>(£'000) | 2020<br>(£'000) |
|-----------------------|-----------------|-----------------|
| Ticket Value          | -               | 8,104           |
| Prize Fund            | -               | (3,868)         |
| Management Fee        | -               | (1,643)         |
| Net proceeds received | -               | 2,593           |

As a result of the change in the laws governing the running of lotteries, in 2021, PPL no longer needed to utilise the gambling license of ActionAid. However, PPL continued to support ActionAid by way of a 2021 Extra Award Grant for £2.594m from the Postcode International Trust. This has been included in note 2b as an Other grants from companies, trusts and NGOs under Charitable grants to AAI and other Federation members.



**ACTIONAID**

England & Wales - Charity number 274467

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# Accounts

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Changing the world  
with **women and girls**  
**act:onaid**

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# Annual Report 2020

act:onaid  
Part of poverty reduction

## Who we are

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ActionAid UK is part of the ActionAid International Federation and raises funds to support the Federation's development and humanitarian work overseas, campaigns in solidarity with people affected by poverty and builds understanding of development issues.

## Our vision

---

A world without poverty and injustice in which every person enjoys their right to a life of dignity.

## Our mission

---

To work with poor and excluded people to eradicate poverty and injustice.

## Our approach

---

Our human rights-based approach aims to ensure that people are drivers of their own change and able to claim the rights they are entitled to. We focus on women and girls because the denial of their rights is a grave injustice and one of the underlying causes of poverty worldwide. By working directly with communities, women's movements, groups and networks, social movements and other allies, we aim to tackle the structural causes and consequences of poverty and injustice.

ActionAid also fights for a fairer world by galvanising the public to challenge the national and global policies and practices that keep people poor. This includes holding governments accountable to ensure public funds are spent effectively and where they are needed the most.

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# Welcome

## from the Chair and Chief Executive

**2020 was a tumultuous and difficult year for the entire world, with the Covid-19 pandemic bringing unprecedented challenges to women and girls in the global south.**

ActionAid has been proud to stand with women and girls and with their wider communities throughout the pandemic. Even with offices closed and many staff working from home, the compassion and generosity of our fantastic supporters – as well as the dedication and agility of our staff, partners and volunteers – have meant that we have continued to put our feminist principles into action in countries around the globe.

In Ethiopia, for example, our Local Rights Programmes (LRPs) using funding from our child sponsors were pioneers in their swift Covid-19 response. In collaboration with local government and women's groups, they implemented a major awareness campaign – distributing leaflets and erecting billboards, making sure people knew about handwashing, face masks and social distancing. ActionAid also supplied sanitiser, liquid soap, water tanks, face masks and other key items. In the Cox's Bazar refugee camp in Bangladesh, our textiles trainers have transformed their women-friendly space into a facemask production workshop, enlisting the help of female refugees to ensure there are plenty of masks for the Rohingya people living in the camp.

Women and girls have been disproportionately affected by the economic strife arising from business closures and job losses. With women being overrepresented in sectors most likely to be affected by shrinking economies – such as service jobs, factory work and the hospitality industry – they have been hit especially hard financially. ActionAid has worked tirelessly to identify the worst affected households and provide them with the staples they need. From Malawi to India and from Nepal to the occupied Palestinian territories, our staff and volunteers have teamed up with local women's networks to distribute food, water, cleaning supplies and other essentials to people whose livelihoods have been devastated.

In addition, we have provided vital support in the form of economic assistance, helping enterprising women to keep small businesses going during the pandemic or to establish new ones in the wake of a job loss. Women's economic independence is at the heart of so much of our work at ActionAid, and this year it has been more critical than ever.

One other devastating effect of Covid-19 has been the increase in cases of domestic violence in many parts of the world. As lockdowns have gone into effect to prevent the spread of the virus, women and girls have been trapped at home, in close quarters with abusers, with limited or no access to support services.

ActionAid has worked to ensure that women and girls still have somewhere they can turn for help when they experience violence or abuse. For example, the Access to Justice SMS platform in Kenya has continued to be a lifeline – enabling survivors to text HELP to a phone number, resulting in a team of local volunteers responding and helping them get the legal, medical and psychosocial support they need.

Although the pandemic forced the cancellation or postponement of much of our planned fundraising activities, we have been heartened by the continued dedication and generosity of our supporters throughout this difficult period.

Our bold and impactful Stand with Women campaign inspired many people to donate and sign our petition, making sure the rights of millions of women and girls around the world continued to be advanced, even as Covid-19 exacerbated inequality in so many ways. By partnering with Grazia magazine and Kiss FM, we were able to reach an even wider audience, and the kind participation of celebrities including Emma Thompson, Indira Varma, Fay Ripley, Jodie Whittaker and Wunmi Mosaku further amplified our work and important message.

We have been closely monitoring the announced cuts to UK overseas aid. Through our official statements as well as our campaigning work, we have sent the clear message that the rights of women and girls must remain a focus of UK aid. As these issues continue to unfold, we pledge to work with women and girls to ensure their voices are heard by the Government.

Women and girls around the world have made significant advances, against some truly daunting odds. Now, as widespread vaccination shows what we hope will be a path out of the pandemic, we pledge to redouble our efforts – with the help of our amazing supporters, campaigners, staff, partners, volunteers and trustees – to stand with women and girls to reduce gender inequality, eliminate violence, and build a better world for all.

Finally, 2020 saw a major change of personnel here at ActionAid as our Chief Executive, Girish Menon, stepped down from his role to begin a new chapter at STiR Education. Throughout his five years leading ActionAid UK, Girish showed himself to be a highly effective and deeply compassionate leader, an inspirational figure who effortlessly embodied the feminist principles and behaviours we strive to uphold. He will be sorely missed, and we wish him the very best of luck in his new role.

Following an extensive search process we are delighted that Frances Longley will be our new Chief Executive. Frances brings a breadth of experience in the international sector, along with enormous passion for the work we do with women and girls in the global south and a strong commitment to our feminist principles. Her leadership will be pivotal for ActionAid UK as we take our next steps forward as an organisation.

We are also delighted to welcome our new Chair of Trustees, Srabani Sen. Srabani took up her position in September and brings with her three decades of experience in the not-for-profit sector, including three CEO roles and three Chair roles, working to address poverty and inequality.



**John Good,**  
Interim Chief Executive



**Srabani Sen,**  
Chair of the Board

# In crisis



Through our Covid-19 response, we reached more than

**9,800,000**

people providing food supplies, sanitation and hygiene support and funding to women's shelters.

We responded to

**44**

separate disaster events ranging from floods and cyclones to conflicts and refugee crises.



Through these interventions we directly supported over

**11,120,000**

people, while indirect support reached more than 22,310,000 people.



## Success story

# A community of women making a real difference

Maureen (pictured with her son) is 25 and lives in Kilifi County on the southern coast of Kenya. She is the secretary of her local branch of the Sauti ya Wanawake ('Voice of Women') movement, an ActionAid-supported network whose aim is to end violence against women and girls.

Sauti ya Wanawake started as a local women's movement in Mombasa in 2001 and now operates in the six counties of Kenya's coastal region. In a country where women's rights do not have widespread support, this movement is championing women's issues and building women's confidence to challenge oppressive systems and advocate for change.

Maureen joined the Sauti movement in 2018. She was inspired by seeing the support that women in her community were receiving from the movement, including sanitary pads and start-up capital for their business ideas. Before joining, Maureen didn't know her rights – she was lacking in self-belief and was unsure how to help other women access support when their rights had been violated. She found it life-changing to become part of a community of women who are making a real difference to society. "The fact that I can defend myself and defend others whose rights are being violated is important to me," she says.





# In solidarity

**96,459**

actions taken to protect the rights of women and girls.



**51,349**

people signed our petition to tell the Government not to cut UK aid.



Over

**2,000**

people invited their MPs to speak in Parliament or join an ActionAid event at party conferences.

## Success story

# Survivors of violence helping others survive the pandemic

Talat (pictured) is 28 and lives in Bhopal, India, where she makes a living as an auto-rickshaw driver – a skill she mastered with the help of ActionAid. Not only has this work enabled her to earn an income and be financially independent, but it has also made it possible for her to help lead our pandemic response and keep her community safe in the face of Covid-19.

The Gauravi centre is a one-stop crisis centre in Bhopal supported by ActionAid. Talat discovered the centre several years ago when she left an abusive marriage. She found support there, during the process of separating from her husband. When the centre began offering training for women

to become drivers, Talat signed up, thinking it would be a good way to earn an income.

When the Covid-19 pandemic hit, Talat found a new way to put her driving skills to use – making urgent deliveries to people in need. The Gauravi centre was looking for drivers, having teamed up with 17 other local organisations to deliver thousands of vital food packages each day to marginalised communities in the Bhopal area. When Talat heard about this team effort, she knew she wanted to be part of it. “Just as I was supported by them, I wanted to also support others,” she says.



# In numbers



ActionAid UK raised

**£29.1m**

from our individual supporters.



ActionAid supporters  
responded generously to our  
Stand with Women campaign,  
giving a total of

**£458,617**

to help tackle the hidden pandemic  
of poverty and violence  
against women.

More than

**21,500**

new supporters in the UK  
signed up to give a regular  
monthly gift.

**STAND  
WITH  
WOMEN**

## Success story

# On the front line of Covid-19 response in Nepal

23-year-old Barsha (pictured) has been a volunteer for ActionAid for three years, having joined the coronavirus response after attending an ActionAid Nepal women's leadership programme.

Her work on the frontline of ActionAid's coronavirus response in Nepal has been life-saving. She has taught people to wash their hands and wear masks and created lists of the most vulnerable people so they can receive food, sanitary products, sanitiser, face masks and other support from ActionAid.

Barsha and her fellow volunteers often go the extra mile to reach those who may otherwise go without help. "There are many people

with problems here," she says. "Some can't walk, some are pregnant and can't work and some are elderly. They had problems coming to the relief distributions. We noticed that some people couldn't come, even after we had provided them with tokens. We knew what their situations were and we delivered the relief to their homes."

Playing an active role though this work has brought about a change in how Barsha sees herself. "Serving the community makes me feel good. It has boosted my self-strength. People usually don't like girls going out and talking, but it is very important to get out of the house and see things. We need to stand up. Now I talk a lot."



# In partnership



With funding from  
People's Postcode Lottery (PPL),  
we supported

**3,331**

girls and young women in  
Zimbabwe and Ghana, helping  
them improve their leadership  
skills and learn about  
their rights.



In 2020 we received nearly

**£2.6m**

from PPL to support our work  
combatting violence against women  
and girls and responding to  
emergencies.



ActionAid supporters in the  
UK raised over

**£11.2m**

to fund child sponsorship  
programmes across 30  
countries.



## Success story

# How child sponsorship saves lives

Nathiele (pictured, centre) is a 16-year-old student who lives with her parents in a semi-arid region of north-eastern Brazil. The town where Nat – as she likes to be called – lives has 66,000 inhabitants, but only one in ten has a formal job. This widespread unemployment means that almost half of the area's population lives with less than half of the minimum wage per month.

Nat has been part of the Child Sponsorship programme since she was 10, and she talks about it as a turning point in her life. "From the moment I started participating in the [sponsorship] activities, I became someone else, much more open-minded. It brought me more knowledge, more opportunities.

I was able to develop a critical sense, learned a lot about how our society is living".

Today, when she's not reading or listening to music, Nat divides her time between studies, youth-oriented activism in her community and her parents' agroecological garden. She wants to work with young people, helping them overcome obstacles, fight prejudice and build bright futures. "I am developing a youth collective in the community that has 20 people," she says. "What I learn, I pass on to them. I'm trying to help these teenagers by talking to them, and I'm organising another seminar. I know it'll be hard, but I also know I'll do it."



# Working together

## ActionAid UK within the ActionAid Federation

ActionAid UK is a proud member of the ActionAid International Federation. ActionAid International brings together the work of the ActionAid International Federation, co-ordinated by the Global Secretariat, based in Johannesburg, South Africa.

The Federation is made up of 43 national organisations, most of which are based in developing countries. In the UK, our role is to raise funds to reduce poverty in the communities and countries where we work, to take action for long-term change and to act in solidarity with women and girls fighting poverty and injustice. By working in partnership with ActionAid International and member countries around the world, we are able to make a bigger global impact.

**We remitted £29.6 million to the ActionAid International Federation in 2020, just under 60% of our total expenditure of £49.1 million. ActionAid UK's total income was £50.3 million, which represents 24.3% of the actual income of the entire Federation for 2020 of £207m.**

The international development and humanitarian work highlighted in this report reflects the results achieved by the Federation as a whole in 2020, and the significant contribution that UK supporters made to these successes.

While many of ActionAid UK's funds go towards supporting the Federation's humanitarian and development work overseas, this isn't the whole story. We also campaign in the UK in solidarity with people affected by global poverty, for example to ask the British Government to consider the impact of its trade policies on women and girls. Other areas of critical expenditure included fundraising, building understanding of development issues, governance and running costs. ActionAid International's combined financial statements can be found at [www.actionaid.org/publications](http://www.actionaid.org/publications).

# Glossary

**ActionAid UK** is part of the [ActionAid International Federation](#) and raises funds to support the Federation's development and humanitarian work overseas, campaigns in solidarity with people affected by poverty and builds understanding of development issues.

**ActionAid International (AAI)** brings together the work of the ActionAid International Federation, coordinated by the Global Secretariat based in Johannesburg, South Africa. The Federation is made up of 43 national organisations, most of which are based in developing countries who manage their own programme delivery but are united by shared values, vision and mission.

**ActionAid** on pages 2–29 of this report refers to the collective work of the ActionAid International Federation. On pages 30–84 of this report, ActionAid refers to ActionAid UK, the UK-registered charity.

**Disasters Emergency Committee (DEC)** brings 14 leading UK aid charities together in times of crisis, including ActionAid UK. The DEC launches appeals to raise money to help those impacted by disaster, making sure that funds reach those who need them most.

**The Department for International Development (DFID)** is a ministerial department which leads the UK's work to end extreme poverty.

**The FCDO (Foreign, Commonwealth & Development Office)** is a newly established government department formed by merging DFID (see above) and the Foreign Secretary's responsibilities with those of the Secretary of State for International Development.

**Promoting Opportunities for Women's Empowerment and Rights (POWER)** is an ActionAid UK project supported by the Ministry of Foreign Affairs of the Netherlands to mobilise and organise rural women in Bangladesh, Ghana and Rwanda to raise awareness of and claim their rights, as farmers and carers.

**People's Postcode Lottery (PPL)** players' support for ActionAid UK is helping transform the lives of women and girls living in poverty.



Goal One:

## **Significantly reduce the risk of violence against women and girls (VAWG)**

ActionAid is working to end violence against women and girls. We create change by:

- supporting women and girls to learn about their rights, develop leadership skills and gain an education or vocational skills which will enable them to earn an independent livelihood;
- working with women's rights organisations, local leaders, men and boys and the media to shift social attitudes and behaviours;
- increasing the ability and commitment of governments and institutions to prevent and respond to violence against women and girls;
- providing comprehensive services, including safe spaces for women and girls, and helping survivors of violence access emotional, legal and medical support.

Violence against women and girls is not inevitable. By empowering women and girls and transforming harmful social norms we are leading long-term, sustainable change. Every day, we are making progress towards ending violence against women and girls.

Our support to women's rights organisations and women's groups has resulted in an increased understanding of and support to women and girls who have experienced violence, and strengthening of mechanisms to approach their local authorities in addressing these. We have also successfully influenced policies at local and national level so that the critical role of support systems to deal with cases of violence are resourced and accessible to those who need it most.

## Our Stand with Women campaign

In September 2020, we launched a five-month campaign called Stand with Women. The campaign highlighted the hidden pandemic, exposed by the global Covid-19 crisis, of escalating violence against women and girls.

Whether it's due to sexual exploitation, female genital mutilation (FGM) or being denied an education, women and girls' rights have always been in lockdown. But since Covid-19 gripped the world, the fight for women's rights has become even more critical. As families retreated behind closed doors, and as jobs and livelihoods disappeared overnight, a new pandemic of poverty and violence was exposed in communities across the globe.

Through our Stand with Women campaign, we raised £458,617 for ActionAid's work tackling violence against women and girls. In addition, 5,000 of our supporters called on the Prime Minister to ask that UK aid, trade and foreign policy protect

women's rights and help end violence against women and girls. The campaign was profiled in UK media outlets and received strong celebrity support, including our 'Stand Up with Women' comedy fundraiser, hosted by Jo Brand.

One of the women featured in the campaign was Florence (pictured), Executive Director of the ActionAid-supported Tusetukirewamu Women's Network in Kampala, Uganda. The network provides invaluable support, vital education and life-changing training to women surviving violence. "I have a passion for working with women, to see that even the last woman can rise up, have her say and be heard," Florence told us. She also works with men and communities that perpetuate and condone gender-based violence. She believes strongly that men can be allies – she runs a men's workshop where men examine their own roles and behaviours and commit to being champions for gender equality.



@ Esther Mbabazi/ActionAid

Goal Two:

## **Fight for women's equal rights to economic opportunities.**

Gender discrimination means that women are more likely to be in insecure, low-wage jobs, be paid less for the same work and have limited access to land and loans.

ActionAid supports women to access secure jobs in safe working environments, free from all forms of violence. Women must enjoy social protection, be paid living wages that are equal to men's and the burden of unpaid domestic work that falls to women must be reduced.

Our work has resulted in a much greater recognition of issues of unpaid care and also on a number of initiatives aimed at ensuring decent and safe working conditions for women, working alongside local governments, businesses and community leaders. It is very encouraging to see a number of programmes that have resulted in an increase of income for women, an increased recognition of their role in contributing to family income and better working conditions for women.

# Feminist economic alternatives

Throughout 2020 our work to advance women's economic rights focused on steering policy debates towards a better understanding of the huge impacts that economic policies like trade, investment and austerity have on women and girls' lives, and feminist alternatives that make transformative change possible.

In the UK, we worked closely with the Trade Justice Movement and others to influence the Trade Bill in Parliament. While the final results came short of what we set out to achieve, we increased MPs' awareness of the importance of having scrutiny over trade deals, secured Committee oversight of deals prior to their ratification and opened up much needed channels for NGOs to engage with the Department for International Trade, including to continue a dialogue on the need for a gender responsive approach to trade.

We are proud to also have produced the four-volume report series [Another World is Possible](#), a compilation of inspiring feminist economic alternatives that secure rights, justice and autonomy for women and a fair, green, gender-equal world. The report series brings together the valuable work and propositions of feminist economists, activists, women's rights organisations and movements around the world on the importance of making deep, transformative change happen. It showcases examples of ways of organising economies around care, of ensuring a just transition and, importantly, of building the conditions for feminist economic alternative to flourish. The report series is an important resource that will guide our programme policy and influencing work for years to come.





## Conclusion of our POWER project

2020 has seen the conclusion of ActionAid's flagship five-year Promoting Opportunities for Women's Empowerment and Rights (POWER) project. Implemented since 2016 and reaching over 19,500 women, the POWER project took a holistic approach to women's economic empowerment. Implemented within Rwanda, Ghana, Bangladesh and also within Pakistan until 2018, POWER was delivered in partnership with local partners in Ghana (Songtaba, Bonatadu, WOM, GLOWA, SODIA, and JIFAN), Rwanda (Duhozanye, FVA and Tubibe Amahoro) and Bangladesh (SKS Foundation).

The final evaluation found that POWER has been a great success, significantly contributing to changes in systems and norms in support of women's rights. Key impacts include an increase in women's individual and collective power and agency and a shift in recognition of women's vital unpaid care

work. POWER has also seen reductions in unpaid care work and a more equal redistribution of work between household members.

Through POWER, smallholder women farmers have expanded the use of agroecological and climate-resilient farming practices. Women's access to markets and their reported safety within market spaces has significantly improved, through the establishment of women's markets, providing skills training to participants, facilitating knowledge sharing and changing social norms around women having their own businesses.

POWER has generated a large amount of programme evidence, resources, learning and best practice which will be invaluable as ActionAid furthers our work in these areas through future programming.



Goal Three:

## **Prioritise women and girls' rights and their leadership in humanitarian crises**

In the management of relief efforts, local women are often left out due to social customs and conventions, increasing their vulnerability. This is a direct result of the gender inequality and discrimination that women and girls also experience in their daily lives.

But women are often the first responders to a crisis, and bring vital skills, resources and experience. ActionAid supports women to take the lead in all aspects of their lives, finding solutions to challenges and building their resilience to climate change occurring as a result of global warming. Ensuring that we work with women means that we do not overlook needs or vulnerabilities that are specific to women and girls.

In 2020, ActionAid responded to 31 new emergencies, supporting more than 22,310,000 people including more than 11,120,000 people with direct support. We also continued to provide support to 13 ongoing crises, meaning we responded to 44 emergencies in total.

# ActionAid's Covid-19 Emergency Response

ActionAid implemented a federation-wide response to Covid-19 with the goal to support the most affected communities in 38 countries. Our focus was particularly on women and girls and marginalised groups in combatting the negative impact of the pandemic and reducing the spread of the virus with a women-led, localised response.

Working with crisis-affected women, networks and organisations, ActionAid was able to not only promote women's leadership in the response to Covid-19 but also amplify the voices and representation of women in humanitarian decision-making spaces.

Kathmandu-based Nabina Gurung (pictured), 21, has been volunteering with ActionAid Nepal and their local partner, Homenet Nepal,

for more than a year. When the pandemic began, Nabina began supporting ActionAid and Homenet with the distribution of essential items for daily wage workers and those in financial difficulty. Nabina and the other volunteers would also distribute items like rice, lentils, sanitary pads, soap, toothpaste and oil.

"Before, people didn't use soap much. Even when they came after work, they only washed their hands with water. I informed them about how often they should be washing hands with soap and water and using hand sanitiser and how they should take care of their health."

Nabina is among the front-line women responders in Nepal who has been at the heart of rolling out ActionAid UK's partnership with Unilever and FCDO for hygiene behaviour change.





# Our strategic objectives

## Mobilise resources

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Despite very challenging circumstances, we are extremely grateful to our generous supporters and funders who continued to support our work. In 2020 ActionAid UK raised a total of £50.3m, an increase on 2019, although slightly short of our original 'pre-pandemic' target.

In addition to the support provided by our individual committed givers – including Child Sponsors, who gave over £11.2m last year – we were delighted to raise an additional £2.1m in response to our emergency Coronavirus Appeal. This includes our first significant corporate partnership with Unilever, in a public-private coalition with FCDO and 21 NGO partners responding to the Covid-19 pandemic which has since [reached over 1 billion people worldwide](#). ActionAid's focus in this partnership was to support life-saving projects in Kenya and Nepal.

We are also delighted that that our two major campaigns, [Share a Better Period](#) and [Stand with Women](#), increased our profile as an organisation supporting women and girls living in poverty

and raised nearly £500,000. The loyalty of our long-term supporters was also demonstrated with legacy income at £3.7m – the most we've ever received – and total donations from our major donors, trusts and corporate partners increasing to £7.7m from £6.9m in 2019. We're also particularly pleased that after many years of decline, our total number of financial supporters increased and now stands at over 150,000.

Due to social distancing measures, we had to make major changes to our events and community fundraising plans, but we are encouraged by our agile pivot to innovative sprint-testing of eight separate virtual fundraising product alternatives, resulting in the successful rollout of 'Go the Distance'. Our overall innovation strategy made progress with 1,000+ ideas and 21 full concepts generated, mainly through our innovation greenhouse ideation process. Finally, good progress was made on our major infrastructure change projects; Data Warehouse, Customer Relationship Management (CRM) system and Child Sponsorship Modernisation.

## Enabling effectiveness

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Our key objective in 2020 was to ensure the safety of our colleagues and the effective running of our operations. Due to changes previously implemented as part of contingency planning work and the flexibility and hard work of our staff, we were able to quickly move to having the vast majority of our staff working effectively and safely from home.

All our London-based staff were able to work from home and our staff in Chard continued their critical work in the office enabling us to manage the key physical aspects of our operations. Despite the pandemic, all our systems and controls, both financial and those supporting our resource mobilisation teams, were seamlessly transferred to a home-working environment. We also put in place multiple resources on wellbeing to support staff during the lockdowns caused by the pandemic.

Despite the national and local lockdowns we continued to embed our feminist behaviours, strengthening the link between our work with rights holders and how we work together as a team in the UK. Staff feedback has shown that living our values is an important aspect of working at ActionAid and we will continue to focus on this area.

We have strengthened our assurance processes to ensure that funds raised in the UK are used for the purposes intended and that our legal obligations are met. We have also continued the development of a new customer relationship management system, which will enable us to have a better understanding of our supporter base and better engage with them in future.



## Influence for change

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The environment for influencing has been challenging, with cuts to government aid that had long been feared being confirmed as the Chancellor's Spending Review announced a cut in Official Development Assistance (ODA) from 0.7% GNI to 0.5%. This, following on a merger between the Department for international Development and the Foreign and Commonwealth Office, has contributed to a reduction in funding for our programmes that is still unfolding and a change in our relationship with government that is still being navigated.

Engagement from our campaigners has remained strong and they have been willing to support us in our calls for the government to review and rethink this decision. We have been working in coalition across the international development sector and beyond to respond to this and ensure that the voices of women and girls are represented in all decisions. ActionAid generated almost 100,000 public actions – a third of all those taken on UK aid last year by charity supporters after the government announced the DFID-FCO merger. We grew our campaigner base in Conservative constituencies and mobilised hundreds of campaigners to get their MPs to attend and ask questions on aid at key debates. We also gained approximately 14,000 new campaigners by partnering with 38 Degrees on an aid petition and helped mobilise UK campaigners to join a walk worldwide demanding a just and more equal

post-Covid society, covering the circumferences of the earth twice.

As part of our Stand with Women campaign, we ran a petition asking supporters to call on Prime Minister Boris Johnson to ensure that UK aid, trade deals and foreign policy protected the rights of women and girls. We gathered over 5,000 signatures and 2% of those who took action went on to make a donation, with an average gift of £11. This was a great example of how campaign asks can be integrated into brand and fundraising projects.

We have deepened the engagement and grown the agency of our Community Campaigners on women's rights through webinars, training and dedicated support. One group of Community Campaigners formed their own autonomous campaigning group, the UK Community Feminists, and have begun publishing a quarterly feminist magazine. This a huge success for our work to build feminist leadership into our campaign training.

As part of the ActionAid federation campaign on women's labour, decent work and public services, in 2020 we continued to support ActionAid Ghana and ActionAid Arab Region to campaign for access to justice for survivors of violence. Ghana's government agreed to pass and domesticate in national law, ILO Convention 189 to end exploitation of domestic workers.

## Support humanitarian action

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The main part of our humanitarian work in 2020 was centred around the Covid-19 crisis. In addition to contributing over £2m for ActionAid's global response with the help of our UK supporters and partners, we developed a policy brief on the [importance of investing in women-led responses to Covid-19](#). Following this, we were able to host a DFID (now FCDO) webinar, with representation from across the new government department. We also worked with sector colleagues (CAFOD, CARE International, Oxfam and Danish Church Aid) to develop a policy brief on [humanitarian funding, partnership and coordination in Covid-19](#), with a focus on supporting women's rights organisations and women humanitarians' engagement with, and representation within, the Covid-19 Global Humanitarian Response Plan.

We continued to support countries to deliver effective programme quality assurance in order to both deliver on [our Humanitarian Signature](#) as well as meet UK donor compliance requirements. As part of this, we continued to oversee the [Core Humanitarian Standard](#) (CHS) verification for the ActionAid International group and the delivery of improvement plans, including for ActionAid UK. We prepared the organisation for the CHS audit which the pandemic postponed from May to September 2021. We provided remote support to countries including Jordan, Haiti and Kenya on the ongoing rollout of the ActionAid Women Led Community Based Protection manual, supporting women's organisations at community level in crisis affected communities to take the lead in

tackling protection matters such a gender-based violence and early marriage.

Alongside our response to Covid-19, we also supported members of the Federation to respond to a range of medium and smaller size crises, including conflict displacement and women's protection in Mozambique and the Democratic Republic of the Congo or to emergency preparedness in Myanmar, working with institutional funding from several sources including the Start Fund and the European Civil Protection and Humanitarian Aid Operations (ECHO). We worked with Mozambique and Zimbabwe to complete the final phase of their DEC-supported recovery work following Cyclone Idai, working with women-led local groups to rebuild homes and re-establish livelihoods. In August, we launched a mini appeal to respond to the huge blast in the port of Beirut, raising almost £118,000 which enabled ActionAid Arab region to work with local civil society and women-led organisations to support repairs to damaged homes, livelihood recovery and trauma counselling for blast survivors.

We also expanded our resilience work to increase our engagement on climate change and its impact on women, securing funding from FCDO for a three-year project in Cambodia to support local women's champions to help women fight against climate change. We are currently raising the public funds with our [She is the answer UK Aid Match appeal](#), with the match funding from the UK Government going directly to the project in Cambodia.

# Our celebrity supporters

The passion and enthusiasm shown by our celebrity supporters inspire others around the world to share our vision: promoting the rights of women and girls. So we'd like to say an enormous thank you to the talented ambassadors who give their time and energy to support women and girls living in poverty.

## Celebrity highlights in 2020

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### Supporting girls' education

Actor David Morrissey appeared in a short film 'The Impossible Question' to highlight the importance of girls' education.

### #MyBodyIsMine

On Valentine's Day, as part of our ongoing work to encourage women and girls to proudly reclaim their rights, take ownership of their bodies and demand an end to sexual harassment, several high-profile women (Wunmi Mosaku, [Pearl Mackie](#), [Anjali Mohindra](#), Sister Sledge, Charlie Webster, Gina Martin, Rebecca Hazlewood and Eno Williams) posted a photograph of themselves with the #MyBodyIsMine hashtag across Twitter, Instagram and Facebook.

### YouTube collaboration

YouTubers Zac and Jay created the first ever mid-year YouTuber calendar, in collaboration with 40 other YouTubers with 50 million subscribers, to raise funds for our Covid-19 response. They raised just over £20,000, half of which was donated to ActionAid (the other half went to The Black Curriculum).

### Supporting our Covid-19 emergency response

We had a wide range of support from celebrities who got involved in several initiatives to raise awareness and funds for our response to the Covid-19 pandemic:

- Long-term supporter and star of Netflix's *Bridgerton* Phoebe Dynevor shared a poem on Instagram by one of her favourite female poets in honour of all the women working on the frontline globally.
- Actress and long-term supporter Rebecca Hazlewood nominated ActionAid to be one of the three charities that fans could donate to after tuning in to an online read-through of the pilot episode of the TV show *Outsourced*.
- Jodie Whittaker, a.k.a. Dr Who, also recorded a video message in support of our appeal.

Wunmi Mosaku, seen here in her new film *His House*, is just one of the celebrities who helped to raise ActionAid's profile and spread our message in 2020.



### Christmas appeal

In support of our Stand with Women Christmas appeal, long-term celebrity Ambassadors [Emma Thompson](#) and Jodie Whittaker recorded video messages recalling inspirational women they had met through ActionAid for us to share on our social channels. Jodie's video had 3,200 views on Twitter.

Six high profile women ([Sally](#) and Phoebe Dynevor, Samantha Bond, Indira Varma, Fay Ripley and Rae Duke) decorated and posted Christmas star tree decorations and posted them on their social channels in support of the appeal.

As part of our media partnership with Grazia magazine, Wunmi Mosaku, Pearl Mackie, Gina Martin and Anna Maxwell Martin all recorded videos which were shared on Grazia's social media platforms over four weeks leading up to Christmas.

### Stand with Women

We joined forces with actor and Celebrity Ambassador Wunmi Mosaku during the promotion of her film *His House*. She and ActionAid Bangladesh Country Director Farah Kabir appeared alongside the film's writer/director Remi Weekes in a panel Q&A event streamed on YouTube.

Wunmi also let us take over her Twitter account for two hours to coincide with the release of the film, allowing us to share engaging content about our work, including links to our Stand with Women campaign.



# The year ahead

This focus on the rights of women and girls is supported by three strategic objectives, which reflect ActionAid UK's role in the wider Federation:

## Mobilise resources

**We raise a significant portion of the ActionAid Federation's overall income and supporting the Federation through the likely difficult economic conditions caused by the pandemic is our focus in 2021.**

We will engage our supporters with campaigns that draw together our community-led approach, research and creativity. Our UK Aid Match appeal 'She is the answer' allows us to highlight the women we work with in Cambodia who are leading their communities' response to climate change and campaigning for gender-just solutions.

Our relationships are important to us, we are fortunate to have strong and long-standing partnerships with major donors, trusts and foundations. In 2020 our relationships with the corporate sector developed significantly with Unilever and FCDO partnering with us to fund women led response to Covid-19.

We will continue to engage with the UK Government to influence the volume and quality of aid and call for a positive impact on women and girls' rights in the establishment of the Foreign, Commonwealth & Development Office.

In 2021, we want to deepen our relationships and seek new partners to work with to tackle the challenges ahead.



Maureen lives in Kenya, where she is Secretary of her local chapter of the Sauti ya Wanawake (Voice of Women) movement. Throughout the Covid-19 pandemic, she and her fellow Sauti members have worked tirelessly to spread health messages and to help women and girls affected by domestic violence.

We continue to invest in better systems and technology to make our fundraising more effective and are currently developing a new customer relationship system for implementation in 2022.

## Influence for change

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### **We influence for change at all levels, from local communities to multilateral institutions.**

During the Covid-19 pandemic and looking ahead towards the long recovery period ahead, ActionAid is calling on governments to address the systemic barriers for the realisation of women and girls' rights. In the UK, we will be working with the Government and Parliament to ensure movement towards a more gender-just and transparent policy on international trade, including by influencing the UK's approach to trade impact assessments and calling for parliamentary scrutiny of new trading arrangements with countries in the global south. Together with teams in ActionAid Jordan and Ghana, we will also promote the ratification of the ILO Convention 190 to end gender-based violence in the workplace.

We will also be working with the UK Government as the G7 Host to ensure gender equality is prioritised in G7 discussions. As some of the most powerful governments in the world, the G7 sets the political agenda and decisions made at this summit can have a significant impact on women and girls living in poverty – including

through decisions on economic recovery and decent jobs, trade and climate change. Our work will include co-organising the Women's 7 (the W7) summit, which brings together women's rights activists to influence the G7.

We continue to work with colleagues across the Federation, and sector, to influence the UK – and wider government and multilateral stakeholders – to adopt more feminist and women-led approaches to humanitarian action. In 2021 we will advocate for UK policy and overseas development aid (UK Aid) to embed localisation, focusing on direct funding for women's rights organisations (WROs) during emergencies such as the Covid-19 pandemic. We will also be advocating for a stronger focus on gender equality, women's rights, and women's leadership in the next iteration of the Grand Bargain global framework, due for renewal in 2021.

Just as the response to the pandemic has been brilliantly led by women leaders, women's rights organisations must be in the driving seat of the recovery. Being at the frontline, they know best what women and girls' needs are and how best to address them.

## Support humanitarian action

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### **We continue to scale up our humanitarian response and resilience work, focusing particularly on women's leadership in emergencies.**

ActionAid is on the frontline of the Covid-19 crisis, helping to stop the spread and save lives. Local women are leading ActionAid's efforts to stop the spread of Covid-19 in their communities and counter its impacts. We will increase our work on resilience and preparedness, to help women leaders and their communities be better able to

respond to and recover from crisis. We will work with women to recover from the economic effects of the pandemic.

We continue to monitor emerging crises in a number of countries where ActionAid is present and work with our colleagues in country to seek funding, scale up and respond to needs.

Our work on humanitarian policy is focused on shifting the power from global/international actors to local and national actors (localisation).

# Statutory Report and Financial Statements

ActionAid is a company limited by guarantee and registered in England and Wales under company number 01295174. ActionAid is registered as a charity with the Charity Commission for England and Wales under charity number 274467, and with the Office of the Scottish Charity Regulator under charity number SC045476.

In this section of the Annual Report 2020, 'ActionAid' refers to the UK-registered charitable company.

The Trustees present their statutory report with the financial statements of ActionAid for the year 2020. The Trustees' report has been prepared in compliance with the Charities Act 2011, the Charities and Social Investment Act 2016 and is also a Directors' Report as required by Section 415 of the Companies Act 2006.

# Fundraising Statement

**At ActionAid we value the incredible support we receive and aim to build strong, long lasting relationships with all our supporters, in line with our Every Supporter Matters ethos and ActionAid values. We focus our efforts on raising funds to support people living in poverty to change their lives and communities for good. We raise money to carry out programmes that are ending violence against women and girls, helping women claim their rights to economic opportunities and empowering local women to lead the response in humanitarian emergencies, thanks to our supporters' dedicated support.**

## How we fundraise

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We aim to inspire people to give or raise money to support our work - our dedicated child sponsors offer long-term support and a personal connection to the communities in which we work. Other contributors to our Individual Giving programme make one-off and regular gifts, participate in our ActionAid Lottery, or purchase Christmas cards and Gifts in Action virtual products. Our Events & Community Engagement team continue to support individuals and community groups who fundraise for us at a local level, as well as our event participants, who take on challenges such as marathons or cycles, a lot of which were sadly cancelled or completed virtually due to the impact of the pandemic in 2020.

We are so grateful to have received over 132 Legacy gifts in 2020 from supporters who chose to leave us a gift in their Will, which totalled £3.7m. We are also part of the Will Aid network, which connects individuals looking to write their Will with a participating solicitor who can support them through this process and do not charge for their service. We do ask those who participate in the scheme to consider donating the cost of the Will to share between the nine partner charities. However, there is no obligation to leave a gift to ActionAid, nor to donate to us when using the service, but we are grateful to those generous supporters who chose to do so.

Our Philanthropy & Partnerships team works with individuals and organisations able to give at a high level, including our ActionAid Ambassadors, Businesses, Trusts and Grant Making organisations. We are very grateful to our generous supporters who together gave £7.7 million in 2020 to a range of emergency and long-term programming, as well as providing vital unrestricted funding. We were delighted that a philanthropic supporter agreed to match donations for our Covid-19 appeal, helping us raise over £300,000. We are proud to continue to benefit from income raised by individuals playing the People's Postcode Lottery.

We are delighted to have had some amazing partnerships with some incredible organisations over the past twelve months, such as Buttermilk, Daughter Studio and FX Home. We monitored the activity which involved our commercial participants by keeping up to date with social media posts and conducting spot-checks to ensure the agreed messaging was being used; no issues were spotted. Our agreements ensured that the 2016 Charities Act was adhered to by the partner, as well as agreements to report any relevant complaints. We engaged on a regular basis with our partners to monitor the activity and seek any feedback. We are also very grateful to have received a corporate donation from Intimina, and a grant from Unilever and FCDO to support our work and strategic aims.

We find that one of the most effective ways to raise money through direct fundraising is to work with specialist fundraising service providers. Working in partnership with industry experts means we can inform and inspire as many people as possible about ActionAid's work. Following our rigorous procurement process, we carefully select the agencies we work with and will only work with organisations who agree to abide by our very high standards (in 2020 we only worked with existing suppliers). We make sure we work closely with our agencies to train fundraisers and we regularly monitor their work to ensure they continue to operate at the expected high standards.



## **Maintaining high standards**

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At ActionAid we strive to meet and maintain high standards across fundraising and ensure our supporters and values are at the centre of our decision making. We are proudly registered with the Fundraising Regulator and work to the Code of Fundraising Practice. We have not been the subject of any investigations by the Fundraising Regulator. We continue to monitor and work to current guidance from the Institute of Fundraising and Data & Marketing Association and regularly participate in discussion groups with each.

All new fundraising staff who joined us in 2020 received a face to face or virtual induction with our Head of Fundraising & Marketing Compliance, and training on Data Protection in relation to Fundraising and Marketing. Our Compliance Handbook is issued to all staff and reiterates the content of this induction, such as our agreed structure for solicitation statements, and how we collect then manage marketing consent.

## **Monitoring activity carried out on our behalf**

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In 2020, fundraising agencies supported us in street, private site and telephone fundraising activities. We know that working with any third party requires careful, active monitoring and we manage this in accordance with our Working with Agencies Framework which was developed in 2018. If an agency is unable to satisfactorily address any ongoing concerns on either compliance or supporter experience, we will cease working with them. During 2020 ActionAid did not cease working with any of the agencies working on our behalf – all our partners met the requirements set out by the framework to a good standard.

In 2020 we mystery shopped our face-to-face fundraisers, where restrictions allowed, and undertook call listening on our telephone campaigns, regularly discussing the results with our suppliers. We employ a Fundraising Engagement & Monitoring Officer as a dedicated resource in this area, to train our agencies and coordinate our monitoring. How our agencies perform against our framework is closely checked by the Head of Fundraising & Marketing Compliance, who reports on this to our Trustees on a quarterly basis.

Although our local Events & Community Engagement supporters work 'In Aid Of' rather than 'On Behalf Of' ActionAid, we provide them with a Stay Safe & Legal guide to highlight the relevant provisions in the Fundraising Code.

## **Our approach during the pandemic**

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As 2020 brought about new challenges to the ways in which we were able to fundraise and enable the work we do, we always adhered to government guidance in line with Covid-19 restrictions and monitored this closely. We undertook rigorous risk assessments of our fundraising practices and always followed the Chartered Institute of Fundraising's recommendations and guidance during restrictions. The relevant changes were implemented by our agencies to ensure we upheld a high standard of safety for members of staff and the public. We are continuing to review and adapt our response to the challenges brought about by the pandemic to mitigate its impact on our work.

## **Complaints and feedback**

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ActionAid genuinely welcomes and values respectful feedback. Feedback allows us to monitor, learn from and take appropriate action, following the comments and experiences shared with us. We encourage people to get in touch with us via our website page with any concerns – the page outlines the process and what people can expect from us. It also advises them of how they can escalate

any issue to the Fundraising Regulator if they are unsatisfied with our approach or response. We are gratified that no complainant chose to do so in 2020. Complaints are a very important part of how we evolve and learn and ensure we continue to improve fundraising activity and future plans in this area of our work. We have quarterly reports that are shared with our Board of Trustees on the complaints we have received, the activity they relate to and the actions that we have taken, to ensure that they have a good overview of this feedback and how it is addressed.

We received a total of 193 (2019: 159) complaints about our fundraising work in 2020, out of over 2.8 million outbound and inbound communications. Each complaint was classified for severity and swiftly addressed in line with our policy, giving a full and open response to the complainant. Any complaint relating to an agency was discussed urgently with that organisation: all our agencies are required to supply us with prompt and thorough investigation results, with defined actions to address any identified issues.

## **Protecting our supporters and the general public**

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Supporting ActionAid should be a positive experience for everyone, and we strive to ensure that any interaction is conducted with respect, dignity, and fairness. We have a Treating Donors Fairly Policy, which ensures that all supporters and potential supporters are treated fairly, and that any individuals who may be in vulnerable circumstances or are unable to make an informed decision are protected. We continue to monitor our policy to reflect current best practice guidance from the Chartered Institute of Fundraising. This policy is outlined to all new Fundraising staff at induction and is highlighted in our Compliance Handbook. Any agency we work with is also required to work to this policy as part of their contract with us. Our Fundraising Engagement & Monitoring Officer trains third party staff on its content both at induction and in regular refresher training; adherence to the policy then forms part of our ongoing agency monitoring.

We carefully manage how we communicate with our supporters, to ensure that we maintain an appropriate level of contact with them. We maintain a supporter communications calendar across Fundraising & Campaigns, with representatives from relevant teams meeting regularly to ensure that we have a holistic view of how and when we contact our supporters. We offer multiple ways for our supporters to manage their communication preferences, and any suppression requests received via the Fundraising Preference Service are added to our database within three working days.

# Keeping people safe

As an organisation that works with women and girls living in poverty, we take the risk of harm happening within our organisation very seriously. ActionAid is committed to preventing any form of sexual harassment, exploitation and abuse (including child abuse and adult-at-risk abuse) and responding robustly when these harms take place. We have a zero-tolerance approach to sexual harassment, exploitation, abuse and other harmful behaviours.

The best way to prevent such harm is to be survivor-centred and to give survivors the confidence to come forward in the knowledge that they will be listened to, heard and believed. We work with survivors to ensure they are central to any response, are not further harmed or disempowered by any processes and receive support throughout. We provide medical support, legal support and psychosocial counselling as appropriate. We are committed to ensuring that our safeguarding work continuously learns from the voices and experience of marginalised and oppressed groups and challenges destructive systems of power, in line with ActionAid's intersectional feminist approach.

Globally, our structure is that safeguarding policies and standards are set and performance against them monitored by the staff of ActionAid International, known as the Global Secretariat (GS).

Where a safeguarding incident occurs in the UK it is for ActionAid to investigate and handle the matter, but since the majority of our work is undertaken overseas, it is often in other countries that safeguarding reports are received. Where this is the case, it is the responsibility of that country member of the Action Aid International federation to investigate in line with the policies, processes and procedures upheld across the Federation. If UK-funded projects are involved, ActionAid seeks regular assurances from the GS (Global) Safeguarding team about the progress of the investigation and monitors its outcome. The GS (Global) Safeguarding Team has oversight of all country investigations to ensure that these are handled properly and that lessons learned from cases are implemented. In some cases, the GS Safeguarding team may themselves carry out the investigation.

ActionAid Trustees have a duty to ensure that we do not cause harm to those we seek to support, employ or work with. This means assuring themselves that there is a zero-tolerance approach to safeguarding violations wherever UK funds are being spent overseas or within the organisation itself. As a result, every concern is looked into, irrespective of who the subject of complaint is. To enable the Board to maintain oversight of safeguarding matters both in the UK and overseas, Trustees receive a quarterly report of all cases within the UK organisation, and where UK funding is involved, as well as a more general update on progress with implementing the safeguarding development plan.

One member of the Board acts as a designated Board Safeguarding Focal Person, who receives more regular updates and additional information on the progress of individual cases. We are currently in the process of appointing a new Focal Person, as Doris Afreh, who held the position throughout 2020, stepped down from the Board in May 2021.

If Trustees have concerns about the way that safeguarding standards are being implemented in a member country, they would support that country to improve, working with the Global Safeguarding Team. Ultimately if there is an ongoing risk to those we work with and the assurances received are not robust enough, then they will consider whether to continue funding that member.

In this way, the Trustees of ActionAid maintain oversight of safeguarding across any work carried out around the world using funds raised in the UK, or within the UK organisation, and work to fulfil their responsibility to protect those we seek to support through our programmes and those who have committed to work for us.

At ActionAid, we consider it essential that we prioritise creating an environment in which people feel safe to report incidents that make them feel uncomfortable or threatened in any way. We do this by creating a safe working culture that upholds the rights and dignity of all, founded on ActionAid's values and mission, outlined in ActionAid's Code of Conduct and our Feminist Leadership approach. Staff, other representatives working with ActionAid, Rights Holders and community members need to feel confident that our safeguarding policies will protect and support keeping people safe. If a staff member or other ActionAid representative does not report an incident or suspicion, they will be in breach of the Safeguarding Policy and may face disciplinary proceedings. This does not apply to survivors who can decide if, when and how to report. We have a Sexual Harassment, Exploitation, and Abuse (SHEA) at Work Policy, the purpose of which is to ensure that ActionAid provides a safe working environment and that procedures are in place to protect staff and other representatives from any form of sexual harassment, exploitation and abuse carried out by any member of the ActionAid Federation or other representative.

**In 2020 ActionAid took a number of steps to further strengthen safeguarding across the organisation including:**

- Increasing capacity for safeguarding by appointing a Safeguarding Coordinator.
- Undertaking an internal safeguarding review which identified many areas of strength and good practice across all teams in ActionAid and identified areas of further development in relation to systems, communication and oversight all of which have been addressed through a development plan.
- Revising mandatory safeguarding training for all staff.
- Rolling out AAI Donor Reporting Standard Operating Procedures (SOPs).
- Further strengthening the role of the Safeguarding Oversight Panel.

Although we are deeply saddened that anyone associated with us has experienced any form of harassment, exploitation or abuse – or has concerns – we are very grateful to those who have come forward over the past year. Thanks to them, we have continued to improve our practices around safeguarding to ensure that we are and continue to be survivor-centred.

ActionAid's Safeguarding Policy is available on our website. This Policy will be reviewed and updated in 2021.

## **Safeguarding statistics for 2020**

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The following table sets out the cases that ActionAid responded to in 2020, and the outcomes of these cases. It is important to note that these figures do not relate to the entire ActionAid International (AAI) Federation, but rather cases relevant to ActionAid (the England and Wales-registered charity). This includes any incident where the complainant and/or the subject of the complaint is an ActionAid staff member, or other individuals acting as representatives of ActionAid. These figures also include cases in countries where any work is funded from the UK.

In the interests of transparency, we have included the figures for 2018, 2019 and have noted the number of cases that were carried over into 2020, since it can take some time for an investigation to be completed. This gives a complete picture of the cases dealt with in 2020. The incidents included

in the figures range from breaches of policy and verbal sexual harassment to sexual and non-sexual assault. The decrease in the number of reports received in 2020 compared to previous years has been investigated. The introduction of Donor Reporting SOPs by AAI means that ActionAid only receives reports from AAI which relate to countries where any work is funded from the UK. The international coronavirus pandemic may also have impacted on reporting. This is because activities which we undertake which may result in reports being made e.g. UK staff travelling to visit programmes who may receive safeguarding complaints, the amount of travelling locally in-country and our programmes themselves, have been impacted by Covid-related restrictions.

We have set out the figures so that it is possible to see how we are dealing with the complaints/reports we receive. However, it is important to note that a report can result in a range of outcomes. It may be that the report cannot be fully investigated, or that after the investigation it is found not to be substantiated. If a report is substantiated there is a range of disciplinary action open to us if the subject of the complaint is a member of staff, but in some cases they are a third party not employed by us or one of our partners, so disciplinary action is not possible.

Our safeguarding policies make clear that when incidents take place they should always be responded to swiftly, robustly and, where possible, with an investigation. However, in a few cases, this is simply not possible; for example, where the survivor does not name the subject of the complaint. Where we cannot carry out a full investigation, we will always look at ways of using the complaint to identify areas of focus, including changing behaviours, culture and abuse of power through training and awareness-raising; improvements to policies and procedures; and enhancing the way in which we support survivors.

Where a report that an employee has abused another person is investigated and substantiated, we would launch disciplinary action in line with our policies and may also report the matter to the police if a crime has potentially been committed.

In a few cases, resolutions might exist besides disciplinary action. For example, a staff member might be given additional training. Lastly, we may not be able to discipline a person if they are not employed by us, directly or indirectly, but a concern is nonetheless reported to us of harm experienced within the community. This might occur where the survivor is a participant in one of our programmes and feels safe to come to our staff/partners for help.

In these cases, we will seek to support the survivor and, where applicable, will report the matter to the authorities. In the tables on the following page, the numbers relate to cases concerning either survivors who are adult programme participants, child programme participants, or staff and/or associated personnel (including partners and third parties) who are either the subjects of concern or survivors. A number of cases were reported in the last few months of 2020 and therefore remained open at the end of the year.

| <b>Adult programme participants (incl. community members)</b>                                                       | <b>2018</b> | <b>2019</b> | <b>2020</b> |
|---------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|
| Number of reports received                                                                                          | 2           | 4           | 1           |
| At the end of 2018, 2019 and 2020 respectively, how many open reports were carried forward into the following year? | 2           | 1           | 1           |
| How many reports were not investigated and are now closed?                                                          | 0           | 0           | 0           |
| How many reports were investigated and are now closed?                                                              | 0           | 5           | 1           |
| Out of the reports substantiated, how many resulted in dismissals?                                                  | 0           | 0           | 0           |
| Out of the reports substantiated, how many resulted in other disciplinary action?                                   | 0           | 0           | 0           |

#### **Child programme participants (incl. community members)**

|                                                                                                                     |   |    |   |
|---------------------------------------------------------------------------------------------------------------------|---|----|---|
| Number of reports received                                                                                          | 7 | 13 | 5 |
| At the end of 2018, 2019 and 2020 respectively, how many open reports were carried forward into the following year? | 2 | 2  | 3 |
| How many reports were not investigated and are now closed?                                                          | 0 | 0  | 0 |
| How many reports were investigated and are now closed?                                                              | 5 | 13 | 4 |
| Out of the reports substantiated, how many resulted in dismissals?                                                  | 0 | 0  | 0 |
| Out of the reports substantiated, how many resulted in other disciplinary action?                                   | 0 | 0  | 1 |

#### **AA Staff/Volunteers (incl. relatives/partners/other NGO staff)**

|                                                                                                                     |    |    |    |
|---------------------------------------------------------------------------------------------------------------------|----|----|----|
| Number of reports received                                                                                          | 14 | 26 | 14 |
| At the end of 2018, 2019 and 2020 respectively, how many open reports were carried forward into the following year? | 4  | 9  | 8  |
| How many reports were not investigated and are now closed?                                                          | 0  | 3  | 1  |
| How many reports were investigated and are now closed?                                                              | 10 | 18 | 14 |
| Out of the reports substantiated, how many resulted in dismissals?                                                  | 2  | 1  | 1  |
| Out of the reports substantiated, how many resulted in other disciplinary action?                                   | 3  | 4  | 4  |

Of the cases above reported in 2020, 7 relate to someone directly employed by an ActionAid entity. None of these were members of ActionAid staff in the UK.

In 2020, a case was closed and not investigated: this was because an investigation was unable to proceed as the complainant did not provide detail which could be followed up (for instance, date, location, survivor) and stopped responding to communication from the GS (Global) Safeguarding team.

# Financial review

**The Covid-19 pandemic did have a financial impact on us throughout 2020, both positive and negative. Compared to 2019 an increase in income of £1.2m and a reduction in expenditure of £1.5m has led to an overall 2020 surplus of £1.3m, compared to a deficit of £1.6m achieved in 2019. This was made up of a £1.3m surplus in unrestricted funds and a small deficit in restricted funds.**

The movement in unrestricted funds was due to a strong income performance aligned with a delay in spending some designated funds that are ring-fenced to be sent to country programmes. These funds will now be remitted in 2021.

## Income

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In 2020, the income of ActionAid grew by 2.4% from £49.1million to £50.3 million, following a decrease of 1.0% in 2019. This was our best performance for three years. The increase was driven by a very strong performance in unrestricted donations and legacies in particular.

In line with previous years, more than 75% of our income was in the form of donations and legacies. During the pandemic we have continued to understand how fortunate we are and to be immensely thankful of the growing commitment and loyalty of our financial supporters. This support saw our income from donations and legacies grow to £39.3m in 2020 (2019 £38.6m). The level of legacy income was up by £1.4m from the previous year at £3.7m.

Committed giving income was down by just under £0.4m, but at a decrease of 1.3% this was a much better result than in 2019 (a decrease of 3.7%). We also achieved net gains of supporters in both our Child Sponsorship and Regular Giving products during the time of the pandemic in our strongest performance for a number of years. These positive results offset the impact of Covid-19 on our events income, which was still able to achieve 50% of previous year's totals without major events such as the London Marathon and Ride London taking place. The team achieved this by developing several new virtual events for our supporters, proving that it was possible to adapt our Fundraising Events programme during a national lockdown.

As in 2019, there was one Disasters Emergency Committee appeal. We were allocated £0.9m from the DEC Coronavirus Appeal. Going forward the strategy continues to aim to grow committed income through increased fundraising investment, but this will be continually reviewed to ensure that value for money is being achieved.

Grant income increased by 7% from £7.1m to £7.6m in 2020. This was driven by the winning of a Covid-related grant from Unilever and FCDO and also by an increase in grant income from the European Union. We were also successful in being part of a winning consortium on our first significant Foreign, Commonwealth & Development Office commercial contract in 2020. However, the implementation of this was delayed by the merger of the Department for International Development and the Foreign & Commonwealth Office. This merger, the impact of the pandemic and the reduction in government funding for development aid in the future has meant that our future grant pipeline has been affected significantly. However, growing our institutional income through grants and commercial contracts continues to be part of our strategy and as such the investment continues in this area.

In 2020, we were pleased to collaborate with key programme donors and partners, including: UK Aid; The Netherlands Ministry of Foreign Affairs; Disasters Emergency Committee; Amplify Change; Start Network; Comic Relief; Humanitarian Grand Challenge; People's Postcode Lottery; Hewlett Foundation; Options, Frontline AIDS, PLAN International.

During 2020, we utilised the Coronavirus Job Retention Scheme and received just over £0.3m in furlough payments.



Although overall income grew, restricted income fell by £0.2m (0.9%) in 2020 to £22.8m. As explained below, this has led to a reduction in the level of grants remitted to the Federation and expenditure overall and on Charitable activities in particular as our restricted income is passed on to other ActionAid Federation members directly.

## Expenditure

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As with income, the impact of the Covid-19 pandemic could be seen in the patterns of our expenditure in 2020 as well. Within fundraising, expenditure was diverted from face-to-face campaigns to Direct Response TV and digital channels and innovation due to social distancing rules and nationwide lockdowns. Expenditure on international and national travel was 10% of 2019 levels due to travel bans, meaning that we made more use of technology and local suppliers to carry out grant management oversight and content gathering respectively. In addition, the pandemic and national lockdowns affected the ability of our in-country partners to continue with their project work in line with previous plans, leading to delays but also to new Covid-related activities. As a result of these factors, overall expenditure in 2020 was £49.1m, down from £50.6m in 2019.

The decrease in expenditure is driven by a reduction in Charitable activities from 2019 of £1.9m to £37.4m. This represented 76% of our total expenditure (2019: 78%). Our charitable activities include grants to the ActionAid Federation, emergency and humanitarian work, campaigning and policy influencing in the UK and overseas and education work in the UK on our charitable objects. The focus of these activities is to enable people living in poverty to hold governments and companies to account, to improve the quality of public education, respond to emergencies and to promote women and girls' rights. The reduction in Charitable activity expenditure in 2020 was mainly due to a fall in grants remitted to the Federation of £1.3m, as a result of the fall in restricted income seen in 2020 and delays in programme activities on the ground as a result of Covid-19 lockdowns.

In line with our current strategy, total fundraising expenditure increased to £11.7m (2019 £11.3m) including an allocation of £2.6m of support and governance cost, the same as in 2019. This was a result of an increase in innovation and investment in committed giving fundraising, being more agile and successful in our use of fundraising channels and in the maintenance of our institutional business development teams. While these figures demonstrate our commitment to investment in future fundraising, we are also carefully monitoring the long-term effectiveness and income returns from these investments to ensure that they offer best value to maximise income.

Support and governance costs are allocated to Fundraising and Charitable activity expenditure based on the number of staff employed working in each of these areas. Support and governance costs have slightly decreased from £5.2m in 2019 to £5.0m in 2020.

## Reserves

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Reserves are funds that we are yet to spend. Our supporter and donors expect that their money will help us to realise our vision in an appropriate timeframe and for this reason we do not hold excessive reserves. Our restricted reserves represent funds received for specific project work.

Our restricted reserves remain at £3.0m.

Our policy for General fund reserves is to retain a minimum of 2.6 months of planned annual expenditure (equivalent to £4.5million). Our Trustees believe that this balances the need to apply funds to our mission whilst at the same time ensuring there are sufficient funds to run our day-to-day business, to pre-finance some projects and to protect us from unanticipated shocks. Our general reserves fell to £9.5 million at the end of 2020 (£9.7 million in 2019), which represents 5.5 months of planned annual expenditure (5.6 months in 2019). We believe this is an acceptable level due to uncertainty about the impact of the Covid-19 pandemic and its impact on the future economy as



well as other financial risks to the economy such as the impact of Brexit. It will also allow us to make planned investments over the next three years to 2023 in line with the strategy, meaning we expect to make unrestricted deficits over the next two years and break even in 2023. Our current forecast is that the general reserve will fall over the next three years to the policy level, with funds being used to invest in new systems and fundraising investments required to deliver the new strategy.

Following a review of future funding requirements Trustees have decided that an additional £0.6m of funds will be granted to members of the Federation to support delivery of the organisation's vision and mission.

ActionAid Trustees have established designated reserves that relate to our holding of tangible fixed assets £0.3m; Emergency and Humanitarian response £0.5m; and Exchange rate movements £0.4m. A further two designated reserves were set up at the end of the year, being People's Postcode Lottery funds for overseas programmes £1.1m, and Strategic Investment Pot (SIP) £0.3m. Further details of these funds can be found in Note 14. The balance of the designated funds at the end of 2020 was £2.724 million (2019: £1.294 million). The Emergency and Humanitarian response designated fund remains at £0.5m, but there continue to be active discussions amongst senior management as to whether this is the correct level of the reserve and whether any of this can be utilised in other ways. As a result, we expect some of these funds to be actively utilised in 2021.

## **Grant-making policy**

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We grant our funds to the ActionAid International for wider disbursement to the Federation's country programmes and their partners, according to the management agreement that exists between ActionAid and ActionAid International. We also grant funds directly to other ActionAid Federation members. On occasions we make grants to other carefully selected charities where it is deemed that this is the most effective way of delivering our charitable aims. In 2021, we are signing bilateral granting agreements with each Federation member to which we remit Committed giving and institutional grants.

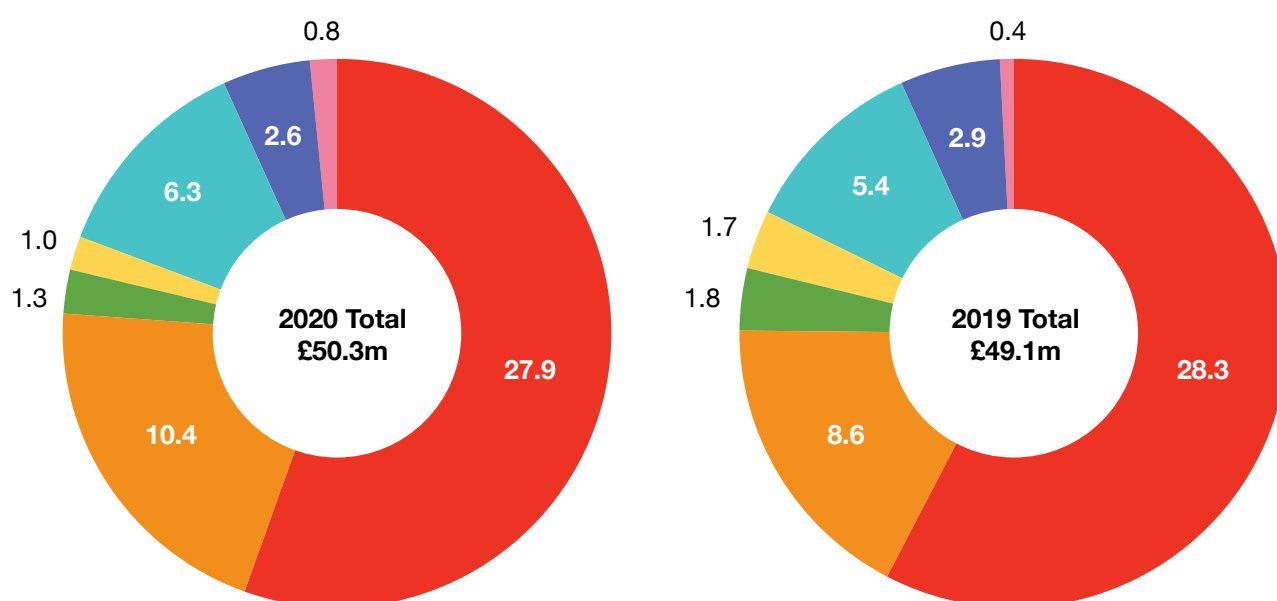
## **AA International's Finances**

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These accounts reflect the financial performance of the UK charity, which is a member of the ActionAid International Federation. To find out more about ActionAid International's work or finances, see: [www.actionaid.org](http://www.actionaid.org)

## Where does our money come from?

We receive income from a number of sources and the proportions have not changed significantly from 2019, with committed giving from individuals as the largest element. Funding from individuals is the best guarantee of our true independence as a charity.

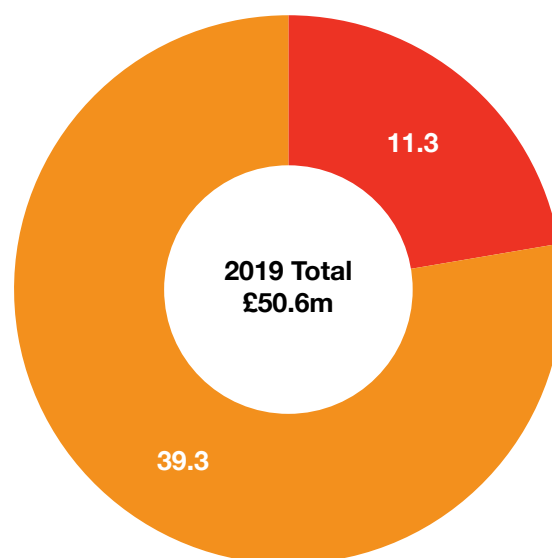
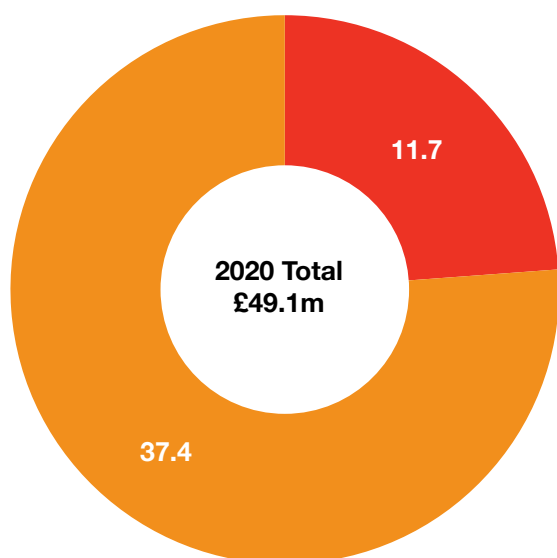


| Income                                 | 2020<br>£m  | 2019<br>£m  |
|----------------------------------------|-------------|-------------|
| Committed giving                       | 27.9        | 28.3        |
| Appeals, individuals and legacies      | 10.4        | 8.6         |
| NGOs, trusts and companies             | 1.3         | 1.8         |
| DEC                                    | 1.0         | 1.7         |
| Government and EU (including DFID PPA) | 6.3         | 5.4         |
| Trading income                         | 2.6         | 2.9         |
| Other                                  | 0.8         | 0.4         |
| <b>TOTAL</b>                           | <b>50.3</b> | <b>49.1</b> |

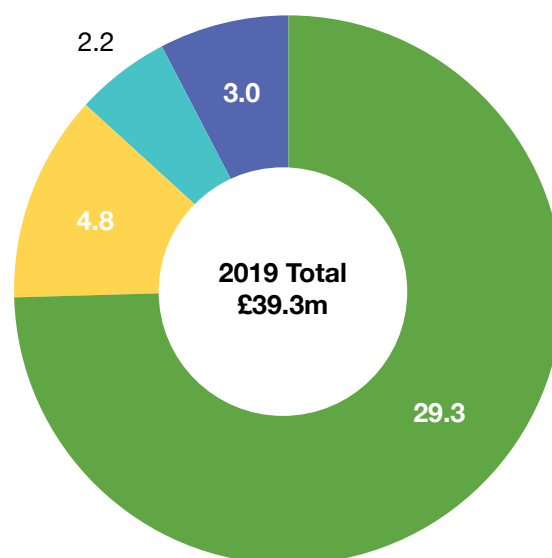
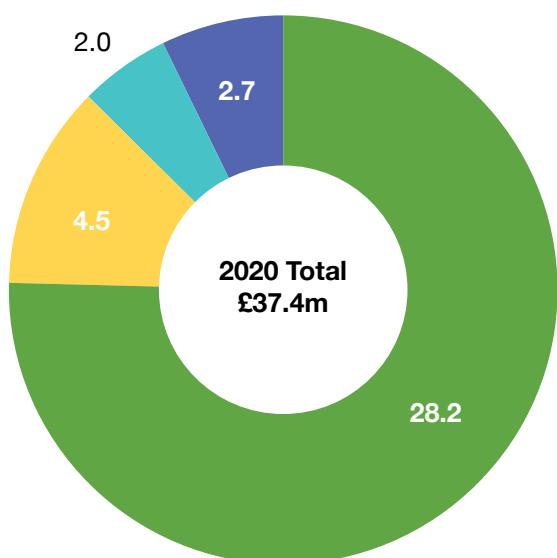
## How was the money spent?

The chart on the next page shows our 2020 and 2019 expenditure split between raising funds and our charitable work. ActionAid has made grants to ActionAid International to assist country programmes to deliver against our ambitious strategy and to strengthen our global Federation. We also undertake activities in the UK in pursuit of our global mission.

Our expenditure on our charitable work is further split out on the next page between key activities.



| Expenditure                                                 | 2020<br>£m  | 2019<br>£m  |
|-------------------------------------------------------------|-------------|-------------|
| <span style="color: red;">■</span> Raising funds            | 11.7        | 11.3        |
| <span style="color: orange;">■</span> Charitable activities | 37.4        | 39.3        |
| <b>TOTAL</b>                                                | <b>49.1</b> | <b>50.6</b> |



| Charitable activities                                                     | 2020<br>£m  | 2019<br>£m  |
|---------------------------------------------------------------------------|-------------|-------------|
| <span style="color: green;">■</span> Grants to AAI and Federation members | 28.2        | 29.3        |
| <span style="color: yellow;">■</span> Emergency and Humanitarian response | 4.5         | 4.8         |
| <span style="color: teal;">■</span> Campaigning and policy influencing    | 2.0         | 2.2         |
| <span style="color: blue;">■</span> Education work                        | 2.7         | 3.0         |
| <b>TOTAL</b>                                                              | <b>37.4</b> | <b>39.3</b> |

# Principal risks and uncertainties

**ActionAid operates in a rapidly changing environment where it is critical to identify and mitigate the principal risks faced by the organisation. The Board of Trustees has ultimate responsibility for risk management within ActionAid, including risks related to the use of funds in ActionAid countries in receipt of UK funds. Operational responsibility for managing risks on a day-to-day basis is delegated to the Chief Executive and the Senior Leadership Team.**

Trustees are satisfied that appropriate internal control systems are in place within ActionAid to manage the key strategic and operational risks that are identified. The following framework provides the Trustees with assurance that systems are in place to manage risks:

- The Board of Trustees receives regular reports on performance against the board-approved strategy and annual plans and budgets. Trustees also review the work of its respective committees and the Senior Leadership Team on the oversight and management of significant risks and consider the adequacy and effectiveness of mitigating actions to reduce the impact of identified risks.
- The Board of Trustees has oversight of our public communications strategy. It ensures that we are fundraising in a manner which is in line with both our legal obligations and public expectations of charities, and that associated risks are identified and managed appropriately.
- The Performance, Finance and Audit Committee has oversight of organisational risks and the internal controls framework within which we operate. The committee approves the ActionAid risk-based internal audit plan, the Senior Leadership Team reviews the significant organisational risks on a regular basis and ensures that the internal control system within which ActionAid operates is effective in managing identified risks. The Senior Leadership Team considers new and emerging risks, reviews internal audit and risk management reports, and assesses progress on implementing mitigating actions.
- We recognise both our legal obligation and moral duty to safeguard funds entrusted to us and have zero tolerance towards fraud, bribery, corruption and terrorist financing. In addition to policies and procedures for raising complaints and grievances, there is also a whistleblowing policy whereby members of staff or volunteers can raise suspicions of wrongdoing, risk or malpractice within the organisation.
- There are operational, communication and reputation management plans in place to help ensure effective and timely management of risks associated with the increasing scrutiny of the charity sector, including fundraising practices and the efficient use of resources.

Our most significant risks and mitigating actions, covering our work in the UK and our work in support of ActionAid International, are reviewed on an annual basis by senior management and our Trustees. These are set out on the following page.

## Risks

**Safeguarding rightsholders:** Our programmes work with vulnerable adults and children. A failure in our safeguarding practice could contribute to harm to vulnerable adults or children. We have adapted our approach to safeguarding in response to the pandemic and associated travel restrictions. We continue to focus on safeguarding and build it into all aspects of our work but assessing the effectiveness of our efforts is difficult under the current restrictions.

**Travel safety:** ActionAid is satisfied with its own and Global Secretariat policy and process around staff and volunteer safety when travelling. We have had incidents of non-compliance with our policies and processes and are working to prevent future non-compliance.

ActionAid is aware that perception and assessment of risk vary within our Federation and other members have a higher risk tolerance than ActionAid. This may mean that someone from ActionAid visiting another Federation member and relying on their safety processes faces a level of risk which ActionAid deems unacceptable. This increases the risk of harm to that person or to those with them.

**Recession and its impact on income:** Covid-19 pandemic has a significant impact on UK and global economy leading to a reduction in funding, both institutional and voluntary. This may affect the sustainability of ActionAid in its current form.

**Customer Relationship Management (CRM) and data warehouses:** A review in 2018 highlighted that our current CRM and data warehouses need replacing as the system has aged and there is limited knowledge in the organisation to keep it performing at the required level.

**Coordination with member countries and capacity to deliver programmes:** Without effective coordination of ActionAid International member countries and ActionAid in their dealings with UK stakeholders, our ability to raise funds, influence policy and campaign in the UK may be adversely affected.

## Mitigating actions

ActionAid receives assurances from the Global Secretariat through annual attestations from ActionAid Federation members on their safeguarding practices and procedures. Mitigating actions to improve controls are identified and followed up through the Global Secretariat. A global safeguarding lead coordinates the Federation's work on safeguarding including its policies, systems, processes and training. Across ActionAid countries there are staff who act as safeguarding focal points. We have adapted our safeguarding approach to manage the impact of Covid-related travel restrictions.

Continue to supplement ActionAid's internal security management skills with specialist advice from the Global Secretariat and travel safety advisory specialists. Strengthen measures to prevent travel where ActionAid and Global Secretariat policy and process have not been observed. Put in place measures to detect incidents of non-compliant travel.

Seek assurance from the Global Secretariat on safety policy and process across the Federation.

We are accessing government support such as the furlough scheme. We have started a cost reduction project to cut expenditure. We are focusing on growing income from sources less affected by the pandemic. We continue to innovate to identify new income sources.

We are developing a new CRM. We have a dedicated project team tasked with its delivery. We expect to implement the system in 2022.

We are working with the Global Secretariat to communicate and reinforce guidelines on working with UK stakeholders. The Contract Management System has improved our ability to identify ActionAid International member countries that have a relationship with UK stakeholders and manage associated risks.

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**Maintaining the restrictions placed on funding during Covid-related disruption:**

ActionAid has a duty to ensure that funding it provides is used in accordance with the restriction placed upon it. Child Sponsorship is a restricted individual giving product that funds projects in the Local Rights Programme (LRP) where the sponsored child lives. Covid-19 has disrupted LRP programming and there is a risk that funds are not used for their intended purpose. This could result in ActionAid failing part of its regulatory duty.

ActionAid receives assurances from the Global Secretariat and from countries in receipt of ActionAid Child Sponsorship funding.

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**Growing the Federation's humanitarian capacity:**

ActionAid wants to increase the scale and quality of the Federation's humanitarian work. There is a mismatch between the UK's ambitions and the capacity of the Federation. This may lead to loss of credibility as a humanitarian actor and prevent the UK from delivering the humanitarian objectives in its strategy.

ActionAid have invested in greater technical capacity so we can support programmes in the Federation. We have funded pilot projects to develop the Federation's approach to humanitarian work.

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**Assurances on Federation Systems:** The UK relies on the Federation's Global Secretariat for cross Federation assurance on compliance to policy and regulation. We reviewed the level of assurance provided and are working with the Global Secretariat to strengthen the process, frequency and follow up on assurance from ActionAid countries in regard to compliance with key policies and processes. The Covid-19 pandemic means that both the Global Secretariat and ActionAid will stop assurance activities that require face-to-face contact or site visits. However, assurance processes are still ongoing remotely and should not impact on future audits and assurance policy attestations.

Global Secretariat has an internal audit team and an assurance team. ActionAid and the Global Secretariat continue to work together on enhancing the level of assurance through the assurance policy attestations and continue to monitor delivery of country audits. In addition, new arrangements to monitor compliance against country funding agreements and branch oversight are providing additional assurance mechanisms.

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**Public attitudes to international development:**

The proportion of the UK public that have favourable attitudes to international development may fall if the UK endures a severe recession and the UK public choose to support domestic causes.

Continue to monitor public sentiment towards international development. Increase investment in fundraising innovation to diversify income. Continue to invest in core individual giving programme.

# Directors' duties

How ActionAid's Directors have complied with their duties in regard to the following:

## **The likely consequences of any decision in the long term**

All key decisions that will have an impact on the long-term future of the charity are discussed at the relevant sub-committee and Board. For major and long running projects, the Board receives regular updates to ensure that there is appropriate oversight and that appropriate action is taken where necessary.

## **The interest of the company's employees**

The impact of major decisions on staff are discussed by the Board who also receive regular updates on staff pay, health and safety, and safeguarding.

The Board receives a summary of the annual engagement survey which highlights both strengths and areas for potential improvement on employment matters and how these will be mitigated through specific actions.

## **The need to foster the company's business relationships with suppliers, customers and others**

The Board receives regular updates on supporters' complaint levels and any underlying themes. In addition, a survey is undertaken with key partners annually, feedback from which is shared with the Board. The Board regularly discusses the nature of the relationships it wants with key stakeholders and there are clear processes for engagement with suppliers and donors.

## **The impact of the company's operations on the community and the environment**

ActionAid's key objective is to have an impact on the lives of people living in poverty. The Board receives regular updates on the work that funds raised in the UK are being used for, to ensure funds are used efficiently and effectively. In addition, an assurance framework is in place with the rest of the Federation to ensure compliance requirements for funding are met and the expected impact is delivered.

## **The desirability of the company maintaining a reputation for high standards of business conduct**

The nature of ActionAid's work as a charity makes the maintenance of its reputation for keeping high standards of particular importance. Appropriate systems and processes are in place to ensure the highest standards in business conduct. The Senior Leadership Team will also update the Board with any matters that may have given rise to a reputational risk including any mitigating actions being taken.

## **The need to act fairly between members of the Federation**

While an independent entity, ActionAid is a member of an International Federation and as such has a common strategy with fellow members. ActionAid Board members work to ensure the work of ActionAid is well aligned with the rest of the Federation and its work is influenced by its fellow members working in the global south.

# Governance, leadership and Trustee declaration

**Our accountability is to people living in poverty and injustice, and also to our supporters here in the UK, to ensure that they have confidence in how we use our resources.**

ActionAid is a full affiliate member of ActionAid International (AAI), an association registered in The Hague (Netherlands), and with its global secretariat and head office in Johannesburg, South Africa.

Financial statements have been prepared in accordance with the accounting policies and comply with the charitable company's Memorandum and Articles of Association, applicable laws and requirements of Accounting and Reporting by Charities: Statement of Recommended Practice (Charities SORP FRS102).

ActionAid is an England & Wales and Scotland-registered charity and also a company limited by guarantee. We are governed by a Board of Trustees who are also considered directors under company law.

ActionAid has a wholly-owned subsidiary – ActionAid Enterprises Limited (company number 05011412). The company did not trade in the year ending 31 December 2020.

## Public benefit

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Full details of how ActionAid provides a benefit to a sufficient section of the public in line with our charitable purposes is set out in the Strategic Review section of this report. ActionAid has made grants of just over £29.6m million to the ActionAid International Federation in 2020 to assist country programmes to deliver against our ambitious strategy and strengthen our Federation. Please refer to note 7 in the accounts for the detail.

The Trustees confirm that in setting objectives and planning activities for 2020, they gave consideration to the Charity Commission's public benefit guidance.

## The ActionAid Board of Trustees

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ActionAid's Board of Trustees is charged with ensuring a sharp focus on our mission and values. We set the strategic direction, ensure that we are financially sound and answerable to people living in poverty and injustice around the world and to our supporters in the UK, and make certain that we are compliant with all the relevant laws and regulations. We take seriously our responsibility to safeguard funds entrusted and have a zero-tolerance policy on fraud, bribery and corruption.

The Board delegates day-to-day decision-making and operations to the Chief Executive and the Senior Leadership Team. The Board meets formally four times a year and holds an annual away-day to consider ActionAid's strategic direction given the changing context in which international development charities operate.



There are two committees of the Board:

- **The Performance, Finance and Audit Committee** is responsible for risk and assurance oversight of the highest standards of integrity, financial reporting and internal control. In addition to reviewing organisational performance and results against the Annual Plan, the committee also makes certain that ActionAid's systems of financial control comply with legal requirements and provide reasonable assurance against material misstatement or loss. It also has oversight of safeguarding across our organisation.
- **The Governance and Relationships Committee** has responsibility for good governance across the organisation including overseeing governance reviews and managing the Board Development Plan, which sets clear objectives for the Board's work plan and development. It acts as a nominations committee for appointments to the Board's committees, as well as having oversight of the recruitment and induction of new Trustees. The Governance and Relationships Committee also focuses on the relationships between ActionAid, ActionAid International and other countries within the Federation, as well as leading our input into international policy, principles and governance structures, especially the General Assembly of AAI. Lastly, the Committee has oversight of remuneration, setting overall salary policy for ActionAid and making recommendations to the Board regarding the salary of the Chief Executive.

In addition to these two formally constituted Committees, there is also the **Insight and Foresight Group**, which meets two to three times a year. This Group has no set membership, though Trustees are asked to attend at least one meeting per year. The Group has a roving brief to look in depth at the major strategic matters affecting ActionAid in a generative way.

The Board Chair and the Committee chairs meet regularly as an informal committee known as the Chairs Group to provide strong cohesive leadership and effective coordination.

The ActionAid Board plays an active role in the AAI General Assembly, the top-level decision-making body within the Federation.

Trustees, including the Chair, are recruited by open selection and are appointed for a four-year term, renewable for a further four years. We conducted extensive Trustee recruitment in early 2020, and as a result appointed four new Trustees on 24 March 2020: Doris Afreh, Eva Appelbaum, Paul George and Abdul Shiil. We began the recruitment process for a new Chair in March 2020, and appointed Srabani Sen on 1 September 2020. John Monks and Helen Pankhurst resigned from their respective Interim Co-Chair roles on 1 September, remaining on the board as Trustees. Both the new Chair and all new Trustees received a tailored induction and all Trustees take part in additional training throughout the year to ensure they continue to develop their skills as Trustees and are aware of relevant legislative changes.

Skills audits allow us to maintain Board diversity and skills that are appropriate to current and future challenges. There are regular governance reviews, usually every two to three years, the last one being in 2017. Annual Trustee appraisals ensure that Trustees receive the information and development opportunities they need to make an effective contribution to ActionAid's governance. AAI and ActionAid together pay for Trustee Indemnity Insurance for the ActionAid Trustees.

## Trustee responsibilities for reporting and financial statements

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The Trustees (who are also directors of ActionAid for the purposes of company law) are responsible for preparing the report of the Trustees including the Strategic Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. These statements must give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware there is no relevant audit information of which the charitable company's auditor are unaware; the Trustees have taken all steps that they ought reasonably to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

## Internal control

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The Trustees have overall responsibility for ActionAid's systems of internal control. Trustees recognise that systems of control can only provide a reasonable and not complete assurance against inappropriate or ineffective use of resources, or against the risk of errors or fraud.

Trustees remain satisfied that ActionAid's systems provide reasonable assurance that the charity operates efficiently and effectively, safeguards its assets, maintains proper records and complies with relevant laws and regulations.

ActionAid operates a comprehensive accountability system. This includes an annual plan and budget, both of which are approved by the Board. Trustees consider actual results compared with plans and forecasts, and non-financial performance data. Other controls include delegation of authority and segregation of duties. The internal audit function reviews the effectiveness of internal controls and submits reports to the Performance, Finance and Audit Committee.

## Members' guarantee

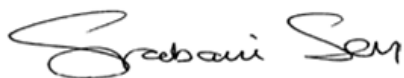
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Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 December 2020 was 13 (2019: 9).

## Auditor

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Sayer Vincent LLP was reappointed as the charitable company's auditor during the year. The firm is willing to continue in that capacity. The report of the Trustees including the Strategic Report was approved by the Trustees on 18 June 2021 and signed on their behalf by:



**Srabani Sen**  
(Chair)



**David Todd FCA**  
(Treasurer)

# Corporate Directory

## Board of Trustees

| Name              | Office                                 | Date of appointment/resignation                                                                                                                |
|-------------------|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Srabani Sen       | Chair                                  | Appointed as Trustee and Chair on 1 September 2020                                                                                             |
| John Monks        | Trustee<br>Interim Co-Chair            | Appointed Trustee 1 October 2013<br>Appointed as Interim Chair on 2 March 2020<br>Resigned as Interim Chair on 1 September remaining a Trustee |
| Helen Pankhurst   | Trustee<br>Interim Co-Chair            | Appointed Trustee 21 July 2017<br>Appointed as Interim Chair on 2 March 2020<br>Resigned as Interim Chair on 1 September remaining a Trustee   |
| David Todd        | Honorary Treasurer                     | Appointed 19 October 2014                                                                                                                      |
| Shantha Sinha     | ActionAid International Representative | Appointed 14 June 2019                                                                                                                         |
| Kath Abrahams     |                                        | Appointed 13 December 2018                                                                                                                     |
| Catharine Brown   |                                        | Appointed 12 March 2015                                                                                                                        |
| Sophie Healy-Thow |                                        | Appointed 10 March 2016                                                                                                                        |
| Joanna Maycock    |                                        | Appointed 4 December 2014                                                                                                                      |
| Doris Afreh       |                                        | Appointed 24 March 2020                                                                                                                        |
| Eva Appelbaum     |                                        | Appointed 24 March 2020                                                                                                                        |
| Paul George       |                                        | Appointed 24 March 2020                                                                                                                        |
| Abdul Shiil       |                                        | Appointed 24 March 2020                                                                                                                        |

## Governance and Relationships Committee

| Name              | Office | Date of appointment/resignation |
|-------------------|--------|---------------------------------|
| Helen Pankhurst   | Chair  | appointed 1 January 2018        |
| Shantha Sinha     |        | appointed 14 June 2019          |
| Joanna Maycock    |        | appointed 1 January 2018        |
| Sophie Healy-Thow |        | appointed 1 January 2018        |
| Eva Appelbaum     |        | appointed 3 September 2020      |
| Abdul Shiil       |        | appointed 3 September 2020      |

## Performance, Finance and Audit Committee

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| Name            | Office | Date of appointment/resignation              |
|-----------------|--------|----------------------------------------------|
| David Todd      | Chair  | appointed as member and Chair 9 October 2014 |
| John Monks      |        | appointed 12 December 2013                   |
| Catharine Brown |        | appointed 24 September 2015                  |
| Kath Abrahams   |        | appointed 12 March 2019                      |
| Doris Afreh     |        | appointed 14 September 2020                  |
| Paul George     |        | appointed 14 September 2020                  |

Further information about the Trustees is available on the ActionAid website:

[www.actionaid.org.uk/about-us/our-Trustees-and-directors](http://www.actionaid.org.uk/about-us/our-Trustees-and-directors)

## Senior Leadership Team

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- Girish Menon, Chief Executive (stepped down 15 December 2020)
- Orla Fee, Director of Communications and Public Engagement
- Edward Tait, Director of Fundraising
- John Good, Interim Chief Executive (appointed 16 December 2020)
- John Good, Chief Operating Officer (until 15 December 2020)
- Jillian Popkins, Director of Policy, Advocacy and Programmes

## Patron

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His Royal Highness, The Prince of Wales

## Legal and Administrative Information

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### Auditor

Sayer Vincent LLP  
4th Floor  
Invicta House  
108-114 Golden Lane  
London  
EC1Y 0TL

### Solicitors

Bates Wells  
10 Queen Street Place  
London  
EC4R 1BE

### Bankers

Lloyds Banking Group  
25 Gresham Street  
London  
EC2V 7HN

### Company Secretary

Victoria Skinner

Registered Office 33–39 Bowling Green Lane,  
London, EC1R 0BJ  
Tel: 020 3122 0561  
Email: [mail@actionaid.org](mailto:mail@actionaid.org)  
Web: [www.actionaid.org.uk](http://www.actionaid.org.uk)

# Annual Remuneration Statement

## 1. Summary

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**This is ActionAid's annual governance statement for remuneration. The Deputy Director of People and Culture confirms that the organisation has complied with its salary policy during 2020.**

There were no additional ex gratia payments or tribunal judgements against us relating to employment or remuneration matters during the year.

## 2. Governance Arrangements for Remuneration

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A committee of the Board of Trustees ensures that there is a formal transparent policy and process for agreeing the level of available funds for salaries of all staff. The Board also sets the remuneration of the Chief Executive.

The aim of the approach is to balance the need to attract, retain and motivate high quality individuals who deliver high levels of impact against our mission with the financial considerations of being a charity. To inform these decisions, and to ensure that our approach is fair, we benchmark our pay awards with comparator organisations using various data sources, the consumer price index and affordability to ensure that we remain financially sustainable.

## 3. Remuneration Policies (salary and benefits)

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All employees can view our remuneration and benefits policies, and we openly share with them how the annual pay award has been decided. This is ratified by the Trade Union (Unite) each year. The policies are aligned to the organisation's mission, vision and values whilst being cognisant of the market place and financial landscape within which we operate.

A key reference point from this (although not formally encapsulated in our salary policy) is the ratio between the highest and lowest-paid employee (our apprentices) and we maintain a commendable ratio of under 5:1. We are a Living Wage employer, and champion the Living Wage initiative. We are an active member of the Charity Pay Club sharing pay data and information that helps us to benchmark salaries and benefits with similar organisations in the sector. We also use other external data sources (including XperthHR and Croner) to compare ActionAid to similar organisations in size and scope. Taking data from a range of different sources produces a robust and consistent picture of the market enabling us to compare our salaries to the median level of base pay that other organisations pay for similar roles at our job size level, functionality and location, enabling us to be fair and competitive.

A summary of our remuneration policy is available on request.

## 4. Review of the Year

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Remuneration is overseen by the Board's Governance and Relationships Committee, which met three times in 2020. It ensures that our Remuneration Policies (Salary and Benefits) are adhered to, and also that we remain compliant with the recommendations of the NCVO guidelines on senior pay.

The annual pay negotiations with the Trade Union were successfully completed in 2019 for 2020.

## 5. Senior staff pay

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As per the NCVO guidelines the following states the numbers of senior members of staff at each of the relevant pay bands. This is not what they actually earned in 2020 and thus differs from what is set out in Note 8 to the accounts, but reflects their salary band at the end of 2020.

| <b>Pay bands</b>     | <b>Number of staff members in band during 2020</b><br><i>taking into account their full time equivalent salary</i><br><i>(as some individuals are part-time)</i> |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| £100,000 to £110,000 | 1                                                                                                                                                                |
| £90,000 to £99,999   | 2                                                                                                                                                                |
| £80,000 to £89,999   | 1                                                                                                                                                                |
| £70,000 to £79,999   | 2                                                                                                                                                                |
| £60,000 to £69,999   | 11                                                                                                                                                               |

Our CEO was paid £114,490 in 2020.

Members of our senior leadership team (excluding the Chief Executive) were paid a total of £378,128 for 2020. (This comprises of Gross salary plus Employer pension contribution).

This figure does not include pension contributions or employer NI contributions, and therefore differs from the SORP report.

## 6. Future plans

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We are three years into our new five-year strategy. In 2021-2022 we will be undertaking a review of how we reward and recognise employees, benchmarking salaries and benefits against other, similar organisations to ensure that our pay provision remains objective, fair and consistent whilst also maintaining transparency.

# Independent Auditor's Report

Independent auditor's report to the members of ActionAid

## Opinion

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We have audited the financial statements of ActionAid (the 'charitable company') for the year ended 31 December 2020 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 December 2020 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended)

## Basis for opinion

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We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

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In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on ActionAid's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.



## Other information

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The other information comprises the information included in the Trustees' annual report, including the strategic report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

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In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' Annual Report, including the strategic report, for the financial year for which the financial statements are prepared, is consistent with the financial statements; and
- The Trustees' Annual Report, including the strategic report, has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

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In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of Trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

## Responsibilities of Trustees

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As explained more fully in the statement of Trustees' responsibilities set out in the Trustees' annual report, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going

concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## **Auditor's responsibilities for the audit of the financial statements**

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We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

## **Capability of the audit in detecting irregularities**

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In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations;
  - Reporting received from ActionAid International on internal audit and local self-attestation activities undertaken in the year;
  - Monitoring of country programmes within the ActionAid Federation from the UK, particularly those identified as high-risk.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.

- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

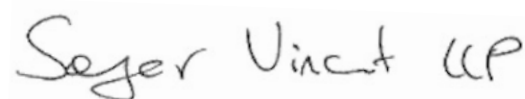
Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Use of our report

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This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report or for the opinions we have formed.



**Noelia Serrano** (Senior statutory auditor)

18 June 2021

for and on behalf of Sayer Vincent LLP, Statutory Auditor  
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

# Statement of financial activities

for the year ending 31 December 2020 incorporating an income and expenditure account.

|                                                                                         | Notes | Restricted funds (£'000) | Unrestricted funds (£'000) | 2020 Total (£'000) | Restricted funds (£'000) | Unrestricted funds (£'000) | 2019 Total (£'000) |
|-----------------------------------------------------------------------------------------|-------|--------------------------|----------------------------|--------------------|--------------------------|----------------------------|--------------------|
| <b>Income</b>                                                                           |       |                          |                            |                    |                          |                            |                    |
| Income from:                                                                            |       |                          |                            |                    |                          |                            |                    |
| Donations and legacies                                                                  | 2a    | 15,192                   | 24,059                     | <b>39,251</b>      | 15,902                   | 22,706                     | 38,608             |
| Investment income                                                                       | 2c    | -                        | 95                         | <b>95</b>          | -                        | 91                         | 91                 |
| Income from charitable activities:                                                      |       |                          |                            |                    |                          |                            |                    |
| Grants                                                                                  | 2b    | 7,605                    | -                          | <b>7,605</b>       | 7,096                    | -                          | 7,096              |
| Income from other trading activities                                                    | 2d    | 7                        | 3,039                      | <b>3,046</b>       | 7                        | 3,303                      | 3,310              |
| Other income                                                                            | 2e    | -                        | 316                        | <b>316</b>         | -                        | -                          | -                  |
| <b>Total Income</b>                                                                     |       | <b>22,804</b>            | <b>27,509</b>              | <b>50,313</b>      | <b>23,005</b>            | <b>26,100</b>              | <b>49,105</b>      |
| Expenditure on:                                                                         |       |                          |                            |                    |                          |                            |                    |
| Raising funds:                                                                          |       |                          |                            |                    |                          |                            |                    |
| Raising funds                                                                           | 4     | 307                      | 11,368                     | <b>11,675</b>      | 390                      | 10,900                     | 11,290             |
| Fundraising trading: costs of goods sold and other costs                                | 4     | -                        | 11                         | <b>11</b>          | -                        | 9                          | 9                  |
| Charitable activities                                                                   | 6     | 22,531                   | 14,909                     | <b>37,440</b>      | 23,444                   | 15,834                     | 39,278             |
| <b>Total Expenditure</b>                                                                |       | <b>22,838</b>            | <b>26,288</b>              | <b>49,126</b>      | <b>23,834</b>            | <b>26,743</b>              | <b>50,577</b>      |
| <b>Net (expenditure) / income</b>                                                       |       | <b>(34)</b>              | <b>1,221</b>               | <b>1,187</b>       | <b>(829)</b>             | <b>(643)</b>               | <b>(1,472)</b>     |
| <b>Net (expenditure) / income for the year before other recognised gains and losses</b> |       | <b>(34)</b>              | <b>1,221</b>               | <b>1,187</b>       | <b>(829)</b>             | <b>(643)</b>               | <b>(1,472)</b>     |
| <b>Exchange rate (losses) gains</b>                                                     |       | <b>-</b>                 | <b>78</b>                  | <b>78</b>          | <b>(4)</b>               | <b>(157)</b>               | <b>(161)</b>       |
| <b>Net movement in funds</b>                                                            |       | <b>(34)</b>              | <b>1,299</b>               | <b>1,265</b>       | <b>(833)</b>             | <b>(800)</b>               | <b>(1,633)</b>     |
| <b>Total funds brought forward at 1 January</b>                                         |       | <b>3,021</b>             | <b>10,947</b>              | <b>13,968</b>      | <b>3,854</b>             | <b>11,747</b>              | <b>15,601</b>      |
| <b>Total funds carried forward at 31 December</b>                                       |       | <b>2,987</b>             | <b>12,246</b>              | <b>15,233</b>      | <b>3,021</b>             | <b>10,947</b>              | <b>13,968</b>      |

The notes on pages 62-84 form part of these financial statements. There are no recognised gains and losses other than those shown above. Movements in funds are disclosed in notes 14 and 15 to the financial statements.

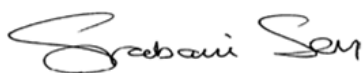
All income and expenditure derives from continuing activities.

# Balance sheet

As at 31 December 2020

|                                                | Notes | 2020<br>£'000 | 2019<br>£'000 |
|------------------------------------------------|-------|---------------|---------------|
| <b>Tangible fixed assets</b>                   | 11    | 349           | 439           |
| <b>Current assets</b>                          |       |               |               |
| Debtors                                        | 12    | 4,198         | 3,279         |
| Cash equivalent on deposit                     |       | 7,000         | 7,000         |
| Cash at bank                                   |       | 6,087         | 6,714         |
|                                                |       | <b>17,285</b> | 16,993        |
| <b>Liabilities</b>                             |       |               |               |
| Creditors: amounts falling due within one year | 13    | 2,401         | 3,464         |
| <b>Net current assets</b>                      |       | <b>14,884</b> | 13,529        |
| <b>Net assets</b>                              |       | <b>15,233</b> | 13,968        |
| <b>Funds</b>                                   |       |               |               |
| Restricted funds                               | 15    |               |               |
| Income funds                                   |       | 2,987         | 3,021         |
| Unrestricted funds                             |       |               |               |
| Designated funds                               | 14    | 2,724         | 1,294         |
| General funds                                  |       | 9,522         | 9,653         |
| <b>Total funds</b>                             |       | <b>15,233</b> | 13,968        |

Approved by the Trustees and signed on their behalf by



**Srabani Sen**  
(Chair)



**David Todd FCA**  
(Treasurer)

**Date** 18 June 2021

Registered in England and Wales – company no. 01295174

# Statement of cash flows

For the year ended 31st December 2020

|                                                                    | 2020<br>(£'000) | 2019<br>(£'000) |
|--------------------------------------------------------------------|-----------------|-----------------|
| <i>Cash flows from operating activities</i>                        |                 |                 |
| Net cash (used in) operating activities                            | (800)           | (1,384)         |
| <b>Cash flows from investing activities</b>                        |                 |                 |
| Interest received                                                  | 95              | 91              |
| Purchase of tangible fixed assets                                  | -               | (145)           |
| <b>Net cash (used in) investing activities</b>                     | <b>(705)</b>    | <b>(1,438)</b>  |
| <b>Change in cash and cash equivalents in the year</b>             | <b>(705)</b>    | <b>(1,438)</b>  |
| Cash and cash equivalents at the beginning of the year             | 13,714          | 15,313          |
| Change in cash and cash equivalents due to exchange rate movements | 78              | (161)           |
| <b>Cash and cash equivalents at the end of the year</b>            | <b>13,087</b>   | <b>13,714</b>   |

| <i>Reconciliation of (expenditure) / net income to net cash flow from operating activities</i> | 2020<br>(£'000) | 2019<br>(£'000) |
|------------------------------------------------------------------------------------------------|-----------------|-----------------|
| Net movement in funds                                                                          | 1,265           | (1,633)         |
| Depreciation                                                                                   | 90              | 79              |
| (Increase) in debtors                                                                          | (919)           | (9)             |
| (Decrease) / Increase in creditors                                                             | (1,063)         | 109             |
| Interest receivable                                                                            | (95)            | (91)            |
| Exchange rate movements                                                                        | (78)            | 161             |
| Net cash (used in) operating activities                                                        | (800)           | (1,384)         |

| <i>Analysis of cash and cash equivalents</i> | Jan<br>2020<br>(£'000) | Cashflows<br>(£'000) | Other<br>(£'000) | Dec<br>2020<br>(£'000) |
|----------------------------------------------|------------------------|----------------------|------------------|------------------------|
| Cash at bank                                 | 6,714                  | (705)                | 78               | 6,087                  |
| Cash Equivalent on deposit                   | 7,000                  | -                    | -                | 7,000                  |
| <b>Total cash and cash equivalents</b>       | <b>13,714</b>          | <b>(705)</b>         | <b>78</b>        | <b>13,087</b>          |
| Loans falling due within one year            | (63)                   | -                    | -                | (63)                   |
| <b>Total</b>                                 | <b>(63)</b>            | <b>-</b>             | <b>-</b>         | <b>(63)</b>            |

# Notes forming part of the financial statements

For the year ended 31st December 2020

## 1. Accounting policies

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### Statutory information

ActionAid is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 33–39 Bowling Green Lane, London EC1R 0BJ.

### Basis of accounting

These financial statements are 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 (FRS102) – (Charities SORP FRS102), the Financial reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (September 2015) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the Trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

### Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

### Going concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have made this assessment for a period of at least one year from the date of approval of the financial statements. As part of their assessment the Trustees have considered the impact of COVID-19. The Trustees have concluded that there is a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future and continue as a going concern. The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

### Trading Subsidiary

There was no activity in the subsidiary undertaken in the year and therefore the accounts are not consolidated.

### Country Programmes

ActionAid maintains legal ownership of a number of overseas country programmes which are no longer included in these financial statements. This treatment reflects the operational organisation of the programmes as their activities, assets and liabilities are under the direction of ActionAid International and are deemed to be 'controlled' by the ActionAid International board following internationalisation. Although assets may revert to ActionAid in the highly unlikely event that the internationalisation process is halted, the economic rights and obligations connected with country programmes have been transferred to ActionAid International under the terms of various formal agreements between the entities. ActionAid is currently investigating the best way to transfer the country programmes that it legally owns to ActionAid International.

### Fund accounting

All funds raised by ActionAid are used in the furtherance of its charitable objects. There are three types of funds as follows:



## 1. Accounting policies (continued)

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**Restricted** funds are raised on the basis of an agreement or understanding with the donors that their use will be restricted to certain specified projects, activities or areas of operation. These restricted funds are accounted for separately.

**Unrestricted** funds are those that are spent at the discretion of ActionAid's Trustees for use on any of the charity's general charitable purposes. With the consent of the relevant donors, tax recovered through Gift Aid is generally treated as unrestricted.

**Designated** funds are unrestricted funds that have been set aside by the Trustees for a specific purpose.

The accounting for sponsorship and other committed giving income is in accordance with the information provided to supporters. For all child sponsorships commencing after 2003, income is restricted as follows: 20% is unrestricted. Of the balance, 70% is restricted to benefit the community in which the child lives, 10% can be spent on wider activities in the same country, 10% can be applied to international activities, with the remaining 10% available to cover local sponsorships administration and information gathering.

ActionAid aims to make its income more flexible by encouraging supporters to transfer from child sponsorship to less restricted forms of giving over time such as Next Step. In January 2015 Next Step income was derestricted such that 100% of income from those donors that were contacted became unrestricted. Of those not contacted, 20% of Next Step income is also unrestricted and of the balance, 90% spent within the selected country, while 10% may be applied to international activities.

### Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition has not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

Gifts in kind are recognised when they relate to something that ActionAid would have paid for had they not been received for free and for which there is particular benefit. When this is the case if the benefit to the charity is reasonably quantifiable and measurable, the gift in kind will be credited to income and debited to expenditure on the basis of the lower of a market price valuation or the gross value to ActionAid and the corresponding expenditure is taken to the appropriate heading on the SOFA or is capitalised.

### Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

### Expenditure

All expenditure is accounted for on an accruals basis. Costs reported under each heading in the statement of financial activities reflect the allocation of activities directly attributable to that heading and an apportionment of support and governance costs (see below).



## 1. Accounting policies (continued)

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Where the costs of direct activities fall under more than one of the headings, they are apportioned on a consistent basis by senior management.

The cost of raising funds represents expenditure incurred in the UK on raising funds from committed giving supporters, institutional donors and other members of the public, as well as keeping them informed as to how their donations are being spent.

### Charitable activities comprise:

- Grants from ActionAid to ActionAid International and Federation members to be spent on managing and delivering the long-term development and rehabilitation projects in ActionAid International country programmes worldwide. This includes expenditure of funds received from the European Union for projects in country programmes.
- Grants from ActionAid to ActionAid International and Federation members to be spent on managing and delivering the emergency relief and humanitarian relief projects in ActionAid International country programmes worldwide.
- Policy-influencing and campaigning work carried out in the UK and internationally.
- Education work carried out in the UK and internationally.

Governance costs are the costs associated with the governance arrangements of the charity. The costs included in this category relate to organisational administration and compliance with constitutional and statutory requirements. Costs are allocated across the categories of the costs of raising funds and charitable expenditure. The basis of the cost allocation is staff numbers.

Support costs include expenditure on general management, payroll administration, budgeting and accounting, information technology, property management, communications, human resources and financing. Costs are allocated across the categories of the costs of raising funds and charitable expenditure. The basis of the cost allocation is staff numbers.

### Grants payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the Trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

### Indirect cost recovery

Indirect cost recovery is treated as an allocation out of unrestricted support cost expenditure to restricted support cost expenditure against the appropriate restricted Funding Source code.

### Tangible fixed assets and depreciation

Tangible fixed assets costing more than £5,000 are capitalised and included at cost, including any incidental expenses of acquisition.

Depreciation is calculated on a straight-line basis for the following categories of fixed assets:

#### Office equipment:

|                        |                                        |
|------------------------|----------------------------------------|
| Computers              | 3 years                                |
| Other equipment        | 5 years                                |
| Leasehold improvements | 15 years / remaining life of the lease |

### Investments in subsidiaries

Investments in subsidiaries are at cost.

## 1. Accounting policies (continued)

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### Operating leases

Rentals applicable to operating-lease contracts, where substantially all the benefits and risks of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the lease term.

### Debtors

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

### Cash at bank and in hand

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

### Cash equivalent on deposit

Cash equivalent on deposit includes cash held in medium term highly liquid investments with a maturity of between three months to twelve months from the date of acquisition.

### Creditors and provisions

Creditors and provisions 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 and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### Pensions

ActionAid contributes to a defined contribution pension scheme in the UK and contributions for the year are charged in the Statement of Financial Activities as they become due.

### Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of transaction. All foreign currency balances have been translated at the exchange rate prevailing at the balance sheet date. Gains and losses on translation are included in the Statement of Financial Activities.

### Taxation and irrecoverable VAT

As a registered charity, ActionAid is potentially exempt from tax on income and gains falling within Sections 466 to 493 of the Income and Corporation Taxes Act 2010 as its income is charitable and applied towards charitable purposes.

In common with many other charities, ActionAid is unable to recover the majority of VAT that is incurred on purchases of goods and services in the UK. The amount of VAT that cannot be recovered is included within the appropriate underlying cost.

### Related party disclosures

Related party transactions are detailed in note 18.

## 2. Income

|                                                           | Restricted (£'000) | Unrestricted (£'000) | 2020 Total (£'000) | Restricted (£'000) | Unrestricted (£'000) | 2019 Total (£'000) |
|-----------------------------------------------------------|--------------------|----------------------|--------------------|--------------------|----------------------|--------------------|
| <b>2 (a) Donations and legacies</b>                       |                    |                      |                    |                    |                      |                    |
| Committed giving                                          | 10,001             | 17,946               | <b>27,947</b>      | 10,241             | 18,081               | 28,322             |
| Appeals & individual donors                               | 4,176              | 2,407                | <b>6,583</b>       | 3,970              | 2,341                | 6,311              |
| Disasters Emergency Committee (DEC) appeals - see below   | 1,005              | -                    | <b>1,005</b>       | 1,691              | -                    | 1,691              |
| Legacies                                                  | 10                 | 3,706                | <b>3,716</b>       | -                  | 2,284                | 2,284              |
| <b>TOTAL</b>                                              | <b>15,192</b>      | <b>24,059</b>        | <b>39,251</b>      | <b>15,902</b>      | <b>22,706</b>        | <b>38,608</b>      |
| <i>Disasters Emergency Committee (DEC) Appeals income</i> |                    |                      |                    |                    |                      |                    |
| Cyclone Idai Appeal                                       | 91                 | -                    | <b>91</b>          | 1,368              | -                    | 1,368              |
| Indonesia Tsunami Appeal                                  | -                  | -                    | <b>-</b>           | 323                | -                    | 323                |
| Coronavirus appeal                                        | 914                | -                    | <b>914</b>         | -                  | -                    | -                  |
| <b>TOTAL</b>                                              | <b>1,005</b>       | <b>-</b>             | <b>1,005</b>       | <b>1,691</b>       | <b>-</b>             | <b>1,691</b>       |

DEC is the umbrella body for the 14 leading charities in the UK responding to major international disasters. Its aim is to raise money cost effectively in the UK from the general public. The monies raised are distributed to the charities on the basis of an agreed formula reflecting the charities' capacity and expertise.

|                                                           | Emergency income (£'000) | Non-emergency income (£'000) | 2020 Total (£'000) | Emergency income (£'000) | Non-emergency income (£'000) | 2019 Total (£'000) |
|-----------------------------------------------------------|--------------------------|------------------------------|--------------------|--------------------------|------------------------------|--------------------|
| <i>All Emergency/ Non-emergency income by type - 2020</i> |                          |                              |                    |                          |                              |                    |
| Income from:                                              |                          |                              |                    |                          |                              |                    |
| Donations and legacies                                    | 2,707                    | 36,544                       | <b>39,251</b>      | 2,511                    | 36,097                       | 38,608             |
| Investment income (note 2c)                               | -                        | 95                           | <b>95</b>          | -                        | 91                           | 91                 |
| Income from charitable activities:                        |                          |                              |                    |                          |                              |                    |
| Grants (note 2b)                                          | 1,091                    | 6,514                        | <b>7,605</b>       | 1,425                    | 5,671                        | 7,096              |
| Income from other trading activities (note 2d)            | -                        | 3,046                        | <b>3,046</b>       | 7                        | 3,303                        | 3,310              |
| Other income (note 2e)                                    | -                        | 316                          | <b>316</b>         | -                        | -                            | -                  |
|                                                           | <b>3,798</b>             | <b>46,515</b>                | <b>50,313</b>      | <b>3,943</b>             | <b>45,162</b>                | <b>49,105</b>      |

**2. Income (continued)**

|                                                                   | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2019<br>(£'000) |
|-------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| <b>2 (b) Income from charitable activities</b>                    |                       |                         |                       |                       |                         |                       |
| <b>Grants from governments and other public authorities:</b>      |                       |                         |                       |                       |                         |                       |
| <b>CHARITABLE GRANTS TO AAI &amp; FEDERATION MEMBERS</b>          |                       |                         |                       |                       |                         |                       |
| UK Government (Note 17)                                           | 1,185                 | -                       | <b>1,185</b>          | 1,089                 | -                       | 1,089                 |
| Europe Aid                                                        | 1,710                 | -                       | <b>1,710</b>          | 464                   | -                       | 464                   |
| Dutch Ministry of Foreign Affairs (Note 17)                       | 2,219                 | -                       | <b>2,219</b>          | 2,245                 | -                       | 2,245                 |
| Comic Relief (Note 17)                                            | -                     | -                       | -                     | 508                   | -                       | 508                   |
| Other grants from companies, trusts and NGOs                      | 166                   | -                       | <b>166</b>            | 119                   | -                       | 119                   |
|                                                                   | 5,280                 | -                       | <b>5,280</b>          | 4,425                 | -                       | 4,425                 |
| <b>EMERGENCY &amp; HUMANITARIAN RESPONSE</b>                      |                       |                         |                       |                       |                         |                       |
| ECHO                                                              | 122                   | -                       | <b>122</b>            | (24)                  | -                       | (24)                  |
| Other grants from governments and other public authorities        | 1,051                 | -                       | <b>1,051</b>          | 1,533                 | -                       | 1,533                 |
| Other grants from companies, trusts and NGOs                      | 840                   | -                       | <b>840</b>            | -                     | -                       | -                     |
|                                                                   | 2,013                 | -                       | <b>2,013</b>          | 1,509                 | -                       | 1,509                 |
| <b>CAMPAIGNS &amp; POLICY WORK</b>                                |                       |                         |                       |                       |                         |                       |
| Europe Aid                                                        | 51                    | -                       | <b>51</b>             | 66                    | -                       | 66                    |
| Other grants from companies, trusts and NGOs                      | 261                   | -                       | <b>261</b>            | 1,096                 | -                       | 1,096                 |
|                                                                   | 312                   | -                       | <b>312</b>            | 1,162                 | -                       | 1,162                 |
| <b>TOTAL Grants from governments and other public authorities</b> | <b>7,605</b>          | <b>-</b>                | <b>7,605</b>          | <b>7,096</b>          | <b>-</b>                | <b>7,096</b>          |
| <b>2 (c) Investment income</b>                                    |                       |                         |                       |                       |                         |                       |
| Interest on deposits                                              | -                     | 95                      | <b>95</b>             | -                     | 91                      | 91                    |
| Total investment income                                           | -                     | 95                      | <b>95</b>             | -                     | 91                      | 91                    |
| <b>2 (d) Income from other trading activities</b>                 |                       |                         |                       |                       |                         |                       |
| People's Postcode Lottery (note 23)                               | -                     | 2,593                   | <b>2,593</b>          | -                     | 2,873                   | 2,873                 |
| Office rental income                                              | -                     | 233                     | <b>233</b>            | -                     | 376                     | 376                   |
| Other                                                             | 7                     | 213                     | <b>220</b>            | 7                     | 54                      | 61                    |
| <b>Total income from trading activities</b>                       | <b>7</b>              | <b>3,039</b>            | <b>3,046</b>          | <b>7</b>              | <b>3,303</b>            | <b>3,310</b>          |
| <b>2 (e) Other income</b>                                         |                       |                         |                       |                       |                         |                       |
| Income from Job Retention Scheme                                  | -                     | 316                     | <b>316</b>            | -                     | -                       | -                     |
| <b>Total Other income</b>                                         | <b>-</b>              | <b>316</b>              | <b>316</b>            | <b>-</b>              | <b>-</b>                | <b>-</b>              |

### 3. Support costs

|                                                    | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2019<br>(£'000) |
|----------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| <i>Support costs comprise the following items:</i> |                       |                         |                       |                       |                         |                       |
| Communications                                     | -                     | 262                     | <b>262</b>            | -                     | 291                     | <b>291</b>            |
| General management                                 | -                     | 221                     | <b>221</b>            | -                     | 214                     | <b>214</b>            |
| Finance                                            | (1)                   | 544                     | <b>543</b>            | (2)                   | 543                     | <b>541</b>            |
| Human resources                                    | -                     | 688                     | <b>688</b>            | -                     | 754                     | <b>754</b>            |
| Information technology                             | 1                     | 631                     | <b>632</b>            | -                     | 643                     | <b>643</b>            |
| Office administration                              | -                     | 329                     | <b>329</b>            | -                     | 313                     | <b>313</b>            |
| Performance and accountability                     | -                     | 389                     | <b>389</b>            | -                     | 399                     | <b>399</b>            |
| Property costs                                     | -                     | 1,019                   | <b>1,019</b>          | -                     | 1,091                   | <b>1,091</b>          |
| Supporter administration                           | -                     | 583                     | <b>583</b>            | -                     | 505                     | <b>505</b>            |
| Indirect Cost Recovery                             | 300                   | (300)                   | <b>-</b>              | 380                   | (380)                   | <b>-</b>              |
|                                                    | <b>300</b>            | <b>4,366</b>            | <b>4,666</b>          | <b>378</b>            | <b>4,373</b>            | <b>4,751</b>          |

Indirect cost recovery reflects the reallocation of support costs from unrestricted funds to various restricted grants in line with budgets agreed with the respective donors in line with our policy set out in Note 1.

Support and governance costs have been allocated to the categories below on the basis of employee numbers working in each relevant area.

|                                 | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2019<br>(£'000) |
|---------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| Costs of raising funds (note 4) | 158                   | 2,303                   | <b>2,461</b>          | 191                   | 2,207                   | <b>2,398</b>          |
| Charitable activities (note 6)  | 142                   | 2,063                   | <b>2,205</b>          | 187                   | 2,166                   | <b>2,353</b>          |
|                                 | <b>300</b>            | <b>4,366</b>            | <b>4,666</b>          | <b>378</b>            | <b>4,373</b>            | <b>4,751</b>          |

## 4. Costs of raising funds

|                                                          | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2019<br>(£'000) |
|----------------------------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| Committed giving                                         | -                     | 5,793                   | 5,793                 | -                     | 5,553                   | 5,553                 |
| Other appeals, legacies & individual donors)             | 70                    | 2,335                   | 2,405                 | 10                    | 2,296                   | 2,306                 |
| Grants                                                   | 79                    | 779                     | 858                   | 189                   | 616                     | 805                   |
|                                                          | 149                   | 8,907                   | 9,056                 | 199                   | 8,465                   | 8,664                 |
| Support costs allocated (note 3)                         | 158                   | 2,303                   | 2,461                 | 191                   | 2,207                   | 2,398                 |
| Governance costs allocated (note 5)                      | -                     | 158                     | 158                   | -                     | 228                     | 228                   |
| <b>Total costs of raising funds before trading costs</b> | 307                   | 11,368                  | 11,675                | 390                   | 10,900                  | 11,290                |
| Trading                                                  | -                     | 11                      | 11                    | -                     | 9                       | 9                     |
| <b>Total costs of raising funds</b>                      | 307                   | 11,379                  | 11,686                | 390                   | 10,909                  | 11,299                |

Based on the above information and the income in Note 2, the ratio between direct fundraising costs (excluding support costs allocated) and the income generated for each major area of donated income is as follows:

|                                                   | Total 2020<br>(%) | Total 2019<br>(%) |
|---------------------------------------------------|-------------------|-------------------|
| Committed giving                                  | 21%               | 20%               |
| Other income from donations and legacies          | 21%               | 22%               |
| <b>Overall income from donations and legacies</b> | 21%               | 20%               |

## 5. Governance costs

|                                    | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2019<br>(£'000) |
|------------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| External audit fees                | -                     | 44                      | 44                    | -                     | 38                      | 38                    |
| Legal & professional fees          | -                     | 19                      | 19                    | -                     | 10                      | 10                    |
| Board (including Trustee expenses) | -                     | 1                       | 1                     | -                     | 17                      | 17                    |
| Apportionment of staff time        | -                     | 234                     | 234                   | -                     | 207                     | 207                   |
| Internal Audit                     | -                     | 2                       | 2                     | -                     | 181                     | 181                   |
| <b>Total governance costs</b>      | -                     | 300                     | 300                   | -                     | 453                     | 453                   |

External audit fees above include only the costs related to the external audit of ActionAid, inclusive of VAT. Full information of remittances made to our external auditors (exclusive of VAT) can be found in note 10.

## 5. Governance costs (continued)

Governance costs have been allocated to the categories below on the basis of employee numbers working in each relevant area.

|                                 | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2020<br>(£'000) | Restricted<br>(£'000) | Unrestricted<br>(£'000) | Total 2019<br>(£'000) |
|---------------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-------------------------|-----------------------|
| Costs of raising funds (note 4) | -                     | 158                     | 158                   | -                     | 228                     | 228                   |
| Charitable activities (note 6)  | -                     | 142                     | 142                   | -                     | 225                     | 225                   |
|                                 | -                     | 300                     | 300                   | -                     | 453                     | 453                   |

## 6. Charitable activities

| 2020                                          | Grants (note 7)<br>(£'000) | Direct costs<br>(£'000) | Staff costs<br>(£'000) | Support cost<br>allocation<br>(£'000) | Governance<br>cost allocation<br>(£'000) | Total 2020<br>(£'000) |
|-----------------------------------------------|----------------------------|-------------------------|------------------------|---------------------------------------|------------------------------------------|-----------------------|
| Charitable grants to AAI & Federation members | 26,262                     | 159                     | 1,118                  | 586                                   | 38                                       | 28,163                |
| Emergency and Humanitarian response           | 3,782                      | 93                      | 410                    | 231                                   | 15                                       | 4,531                 |
| Campaigns & policy work                       | 245                        | 102                     | 1,077                  | 541                                   | 35                                       | 2,000                 |
| Education work                                | -                          | 1,093                   | 752                    | 847                                   | 54                                       | 2,746                 |
| <b>Total 2020</b>                             | 30,289                     | 1,447                   | 3,357                  | 2,205                                 | 142                                      | 37,440                |

Of the Charitable Activities set out above, £22,530,938 was funded from restricted funds and £14,908,691 from unrestricted funds.

Included within the Grants to AAI & Federation members is an amount of £324,577 that relates to grants in kind to AAI (representing support costs relating to AAI)

| 2019                                            | Grants (note 7)<br>(£'000) | Direct costs<br>(£'000) | Staff costs<br>(£'000) | Support cost<br>allocation<br>(£'000) | Governance<br>cost allocation<br>(£'000) | Total 2019<br>(£'000) |
|-------------------------------------------------|----------------------------|-------------------------|------------------------|---------------------------------------|------------------------------------------|-----------------------|
| Charitable grants to AAI and Federation members | 27,522                     | 216                     | 955                    | 538                                   | 51                                       | 29,282                |
| Emergency & humanitarian response               | 3,894                      | 144                     | 459                    | 277                                   | 26                                       | 4,800                 |
| Campaigns and policy work                       | 160                        | 438                     | 939                    | 633                                   | 61                                       | 2,231                 |
| Education work                                  | -                          | 1,066                   | 907                    | 905                                   | 87                                       | 2,965                 |
| <b>Total 2019</b>                               | 31,576                     | 1,864                   | 3,260                  | 2,353                                 | 225                                      | 39,278                |

Of the Charitable Activities set out above, £23,443,642 was funded from restricted funds and £15,834,448 from unrestricted funds.

Included within the Grants to AAI & Federation members is an amount of £339,818 that relates to grants in kind to AAI (representing support costs relating to AAI)

## 7. Grants to ActionAid International and ActionAid country programmes

|                              | <b>Total<br/>2020<br/>(£'000)</b> | <b>Total<br/>2019<br/>(£'000)</b> |                                            | <b>Total<br/>2020<br/>(£'000)</b> | <b>Total<br/>2019<br/>(£'000)</b> |
|------------------------------|-----------------------------------|-----------------------------------|--------------------------------------------|-----------------------------------|-----------------------------------|
| <i>Restricted funds:</i>     |                                   |                                   | <i>Restricted funds:</i>                   |                                   |                                   |
| <b>Africa</b>                |                                   |                                   | <b>Asia</b>                                |                                   |                                   |
| Burundi                      | 577                               | 495                               | Afghanistan                                | 538                               | 471                               |
| Democratic Republic of Congo | 634                               | 972                               | Bangladesh                                 | 1,342                             | 1,866                             |
| Ethiopia                     | 515                               | 654                               | Cambodia                                   | 526                               | 432                               |
| Ghana                        | 1,057                             | 1,448                             | India                                      | 945                               | 1,134                             |
| Kenya                        | 1,727                             | 1,280                             | Myanmar                                    | 881                               | 544                               |
| Liberia                      | 116                               | 128                               | Nepal                                      | 665                               | 373                               |
| Malawi                       | 321                               | 355                               | Palestine                                  | 129                               | 108                               |
| Mozambique                   | 977                               | 739                               | Indonesia                                  | 276                               | 524                               |
| Nigeria                      | 367                               | 548                               | Vietnam                                    | 183                               | 330                               |
| Rwanda                       | 916                               | 1,363                             | Thailand                                   | -                                 | 8                                 |
| Senegal                      | 183                               | 198                               | Arab Regional Initiative                   | 128                               | 74                                |
| Sierra Leone                 | 1,425                             | 1,312                             |                                            | 5,613                             | 5,864                             |
| Somaliland                   | 353                               | 263                               |                                            |                                   |                                   |
| South Africa                 | 67                                | 78                                |                                            |                                   |                                   |
| Tanzania                     | 298                               | 333                               |                                            | <b>Total<br/>2020<br/>(£'000)</b> | <b>Total<br/>2019<br/>(£'000)</b> |
| Gambia                       | 319                               | 495                               | <i>Restricted funds:</i>                   |                                   |                                   |
| Uganda                       | 548                               | 595                               | <b>Latin America and the<br/>Caribbean</b> |                                   |                                   |
| Zambia                       | 249                               | 181                               | Brazil                                     | 158                               | 172                               |
| Zimbabwe                     | 571                               | 463                               | Guatemala                                  | 551                               | 555                               |
|                              | 11,220                            | 11,900                            | Haiti and the<br>Dominican Republic        | 440                               | 337                               |
|                              |                                   |                                   |                                            | 1,149                             | 1,064                             |



## 7. Grants to ActionAid International and ActionAid country programmes (continued)

|                                                                                                                   | Total<br>2020<br>(£'000) | Total<br>2019<br>(£'000) |
|-------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| <i>Restricted funds:</i>                                                                                          |                          |                          |
| ActionAid International - projects involving more than one country                                                | 1,885                    | 1,684                    |
| Remittances to country programmes for EU projects                                                                 | 1,250                    | 1,129                    |
| <b>Total restricted funds</b>                                                                                     | <b>21,117</b>            | 21,641                   |
| <i>Unrestricted funds:</i>                                                                                        |                          |                          |
| ActionAid International (cash grants)                                                                             | 7,375                    | 7,961                    |
| Country Programmes (Other-PPL)                                                                                    | 1,152                    | 1,366                    |
| <b>Unrestricted charitable grants to ActionAid International</b>                                                  | <b>8,527</b>             | 9,327                    |
| ActionAid International (grants in kind representing support costs incurred on behalf of ActionAid International) | 325                      | 340                      |
| <b>Total unrestricted funds</b>                                                                                   | <b>8,852</b>             | 9,667                    |
| <b>Total grants to ActionAid International and ActionAid country programmes</b>                                   | <b>29,969</b>            | 31,308                   |
| <i>Grants to partner organisations:</i>                                                                           |                          |                          |
| Alianza Colombia                                                                                                  | -                        | 73                       |
| Care International                                                                                                | -                        | 80                       |
| CAFOD                                                                                                             | -                        | 99                       |
| GADN                                                                                                              | 54                       | 70                       |
| Oxfam                                                                                                             | 50                       | -                        |
| IWRW                                                                                                              | 74                       | -                        |
| LatinDad                                                                                                          | 56                       | -                        |
| Restricted grants (individually under £100,000)                                                                   | 67                       | 66                       |
| Unrestricted grants                                                                                               | 19                       | 20                       |
| <b>Total grants to partner organisations</b>                                                                      | <b>320</b>               | 408                      |
| <b>Total grants</b>                                                                                               | <b>30,289</b>            | 31,716                   |
| <b>Total grants above have been allocated in these financial statements as set out below:</b>                     |                          |                          |
| Costs of raising funds                                                                                            | -                        | 35                       |
| Governance costs                                                                                                  | -                        | 105                      |
| Charitable activities                                                                                             | 30,289                   | 31,576                   |
| <b>Total grants</b>                                                                                               | <b>30,289</b>            | 31,716                   |

## 8. Particulars of employees

| <b>The average number of employees (head count based on number of staff employed) during the year was:</b> | <b>Total<br/>2020</b> | <b>Total<br/>2019</b> |
|------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|
| Charitable activities                                                                                      | 72                    | 68                    |
| Fundraising                                                                                                | 81                    | 69                    |
| Support staff                                                                                              | 58                    | 54                    |
| <b>Total</b>                                                                                               | <b>211</b>            | <b>191</b>            |
| The average number of full time equivalent staff in the year was                                           | 196                   | 182                   |

| <b>Total remuneration of employees (full-time and part-time) was:</b> | <b>Total<br/>2020<br/>£'000</b> | <b>Total<br/>2019<br/>£'000</b> |
|-----------------------------------------------------------------------|---------------------------------|---------------------------------|
| Gross wages and salaries                                              | 8,407                           | 7,707                           |
| Redundancy and termination costs                                      | -                               | 42                              |
| Social security costs                                                 | 861                             | 790                             |
| Employer's contributions to defined contribution pension schemes      | 570                             | 504                             |
| <b>Total</b>                                                          | <b>9,838</b>                    | <b>9,043</b>                    |

The number of staff whose emoluments (excluding employer NI and employer pensions contributions) are greater than £60,000 are shown below:

|                     | <b>Total<br/>2020</b> | <b>Total<br/>2019</b> |
|---------------------|-----------------------|-----------------------|
| £60,001 - £70,000   | 8                     | 10                    |
| £70,001 - £80,000   | 2                     | 2                     |
| £80,001 - £90,000   | 1                     | 1                     |
| £90,001-£100,000    | 1                     | 1                     |
| £100,001 - £110,000 | 2                     | 1                     |
|                     | <b>14</b>             | <b>15</b>             |

The remuneration, being the gross salary and employer's pension contributions, of the Chief Executive, Girish Menon, during 2020 was £114,490 (2019: £112,177), with £8,450 (2019: £8,309) paid into defined contribution schemes on his behalf.

In 2020, the remuneration, being the gross salary and Employer's pension contributions, paid to the Directors of ActionAid, who the Board consider to be key management personnel, fell within the following bands: Director of Fundraising £90,001 - £100,000; Director of Public Engagement £80,001 - £90,000; Director of Policy, Advocacy & Partnerships £100,001 - £110,000; Director of Organisational Effectiveness £100,001 - £110,000. Together with the Chief Executive, the costs of these key management personnel, inclusive of gross salaries, employer's pension contributions and employer's national insurance contributions were £546,973 in 2020 (2019: £532,688) of which £25,814 (2019: £32,901) was paid into defined contribution pension schemes.

Of those employees who earned £60,000 or more during the year (as defined above) employer contributions were made to defined contribution pension schemes in respect of twelve (2019: thirteen) employees. During the year this amounted to £65,890 (2019: £70,351).

Of the expenditure included as Redundancy and termination costs of £NIL (2019: £42k) relates to redundancy costs.

## 8. Particulars of employees (continued)

ActionAid has an expenses policy in place which controls what can and cannot be claimed by Trustees, staff and volunteers. Expenses can only be claimed if they have been incurred for valid and necessary business purposes. They will only be paid if they are on the approved list of allowable expenses, have been authorised and have supporting documentation. Inevitably ActionAid incurs significant costs on overseas trips but travel must always be by the most cost effective method and using public transport where possible. All trips are for valid business reasons and ActionAid is constantly seeking new ways to avoid overseas travel and find alternative ways to communicate and manage the business.

In 2020, the Chief Executive incurred costs of £483 (2019: £4,848). For more information on the principles and implementation of our remuneration policies, please see the Annual Remuneration Statement for 2020 (pages 53-54).

## 9. Trustees' remuneration

No remuneration or other payments have been made to the Trustees of ActionAid for their services as board members or for other services provided to the organisation in 2020 or 2019. The most significant element of Trustees' expenses is the cost of visits to country programmes but also includes attendance at board meetings (both ActionAid and ActionAid International). In 2020, one trustee incurred a total of £141 (2019: seven Trustees incurred a total of £7,624) through expenses reimbursed and costs incurred by ActionAid on their behalf.

## 10. Net (expenditure)/income

|                                                                                | 2020<br>(£'000) | 2019<br>(£'000) |
|--------------------------------------------------------------------------------|-----------------|-----------------|
| Net (expenditure) / income are stated after the following charges / (credits): |                 |                 |
| Depreciation                                                                   | 90              | 79              |
| Operating lease rentals Payable - property                                     | 914             | 841             |
| Operating lease rentals Receivable - property                                  | (158)           | (255)           |
| Auditor's remuneration - statutory audit current year                          | 37              | 35              |
| Auditor's remuneration - statutory audit prior years                           | -               | (3)             |
| Auditor's remuneration - other services                                        | 3               | 4               |

## 11. Tangible fixed assets

|                            | Leasehold<br>improvements<br>(£'000) | Office<br>equipment<br>(£'000) | Total<br>(£'000) |
|----------------------------|--------------------------------------|--------------------------------|------------------|
| <b>Cost</b>                |                                      |                                |                  |
| At 1 January 2020          | 717                                  | 716                            | <b>1,433</b>     |
| Additions                  | -                                    | -                              | -                |
| Disposals                  | -                                    | -                              | -                |
| At 31 December 2020        | 717                                  | 716                            | <b>1,433</b>     |
| <b>Depreciation</b>        |                                      |                                |                  |
| At 1 January 2020          | (399)                                | (595)                          | <b>(994)</b>     |
| Charge for year            | (59)                                 | (31)                           | <b>(90)</b>      |
| Disposals                  | -                                    | -                              | -                |
| At 31 December 2020        | (458)                                | (626)                          | <b>(1,084)</b>   |
| <b>Net book value</b>      |                                      |                                |                  |
| <b>At 31 December 2020</b> | <b>259</b>                           | <b>90</b>                      | <b>349</b>       |
| At 31 December 2019        | 318                                  | 121                            | 439              |

All tangible fixed assets held are for furtherance of charitable objectives and not for investment purposes.

## 12. Debtors

|                                                                                         | 2020<br>(£'000) | 2019<br>(£'000) |
|-----------------------------------------------------------------------------------------|-----------------|-----------------|
| <b>a) Debtors recoverable in more than one year:</b>                                    |                 |                 |
| Debtors that in the normal course of events would be recoverable in more than one year: |                 |                 |
| Other debtors*                                                                          | 437             | 437             |
| Prepayments                                                                             | 15              | 19              |
|                                                                                         | <b>452</b>      | 456             |
| <b>b) Debtors recoverable within one year:</b>                                          |                 |                 |
| Accrued income                                                                          | 2,808           | 1,856           |
| Other debtors                                                                           | 91              | 171             |
| Prepayments                                                                             | 395             | 379             |
| Tax recoverable                                                                         | 449             | 402             |
| Amounts due from employees                                                              | 3               | 15              |
|                                                                                         | <b>3,746</b>    | 2,823           |
| <b>Total debtors</b>                                                                    | <b>4,198</b>    | 3,279           |

Amounts due from employees represents floats for overseas visits forming part of the employee's role and season ticket loans.

\* Other debtors of £437,500 relates to a loan given by ActionAid to ActionAid Thailand in 2018 and 2019 to enable investment in fundraising activities. Per the terms of loan, the amount is repayable when ActionAid Thailand starts generating a net positive result forecast to be in 2022. Any amount still owing on the loan at the end of 2027 will be repaid by ActionAid International on behalf of ActionAid Thailand. ActionAid has committed to provide up to £750,000 in total under this loan arrangement.

## 13. Creditors

|                                             | 2020<br>(£'000) | 2019<br>(£'000) |
|---------------------------------------------|-----------------|-----------------|
| <b>Amounts falling due within one year:</b> |                 |                 |
| Interest-free loans                         | 63              | 63              |
| Trade creditors                             | 602             | 504             |
| Accruals                                    | 566             | 785             |
| Other creditors                             | 32              | 108             |
| Amounts due to ActionAid International      | 810             | 1,722           |
| Taxation and social security                | 266             | 247             |
| Deferred income                             | 62              | 35              |
| <b>TOTAL creditors</b>                      | <b>2,401</b>    | 3,464           |

## 14. Designated funds

| <i>i) Designated funds</i>        | Balance as at<br>1 January 2020<br>(£'000) | New designations<br>(£'000) | Utilised in the year<br>(£'000) | Balance as at 31<br>December 2020<br>(£'000) |
|-----------------------------------|--------------------------------------------|-----------------------------|---------------------------------|----------------------------------------------|
| <b>Designated funds</b>           |                                            |                             |                                 |                                              |
| Tangible fixed assets fund        | 439                                        | -                           | (90)                            | <b>349</b>                                   |
| Emergency and Humanitarian fund   | 500                                        | -                           | (10)                            | <b>490</b>                                   |
| Exchange rate movement fund       | 355                                        | -                           | 79                              | <b>434</b>                                   |
| PPL funds for overseas programmes | -                                          | 1,136                       | -                               | <b>1,136</b>                                 |
| Strategic investment pot (SIP)    | -                                          | 315                         | -                               | <b>315</b>                                   |
|                                   | 1,294                                      | 1,451                       | (21)                            | <b>2,724</b>                                 |

**Designated tangible fixed assets Fund:** The fund for fixed assets represents the net book value at the balance sheet date of unrestricted tangible fixed assets. This fund is not therefore available for current expenditure, as the assets are used in the day to day operation of the charity.

**Designated Emergency & Humanitarian Fund:** This fund represents funds that have been ring-fenced to allow ActionAid to spend funds for fundraising in the event of a DEC fundraising appeal in a country in which the ActionAid Federation currently operates. The ability to utilise these funds is at the discretion of the Senior Leadership team. The balance on this account will be maintained if funds are available.

**Designated Emergency Response Fund:** This fund represents funds that have been ring-fenced to allow ActionAid to remit funds to partners (ActionAid and non-ActionAid) in emergency type situations. These do not have to be linked to DEC emergencies but is at the discretion of the Senior Leadership Team. This amount will be retained if funds are available.

**Designated Exchange Rate Movement Fund:** This fund represents unrealised gains and losses that have been suffered by ActionAid. These funds are not available for normal operational use and will be used against future exchange rate movements.

**Designated PPL funds for overseas programmes:** These are funds received from People's Postcode Lottery that are designated for use in programmes overseas and as such will be remitted to other ActionAid Federation members.

**Designated Strategic Investment Pot (SIP):** Strategic Investment pot are funds that are kept separate from the core budget and are used for specific and chosen strategic projects within ActionAid in UK. Projects must satisfy set criteria and be aligned to the current strategy.

| <i>ii) Designated funds - comparative</i> | Balance as at<br>1 January 2019<br>(£'000) | New designations<br>(£'000) | Utilised in the year<br>(£'000) | Balance as at 31<br>December 2019<br>(£'000) |
|-------------------------------------------|--------------------------------------------|-----------------------------|---------------------------------|----------------------------------------------|
| <b>Designated funds</b>                   |                                            |                             |                                 |                                              |
| Tangible Fixed Assets Fund                | 373                                        | <b>145</b>                  | <b>(79)</b>                     | <b>439</b>                                   |
| Emergency & Humanitarian Fund             | 500                                        | -                           | -                               | <b>500</b>                                   |
| Emergency Response Fund                   | 250                                        | <b>84</b>                   | <b>(334)</b>                    | -                                            |
| Exchange rate Movement Fund               | 512                                        | -                           | <b>(157)</b>                    | <b>355</b>                                   |
|                                           | 1,635                                      | <b>229</b>                  | <b>(570)</b>                    | <b>1,294</b>                                 |

## 15. Restricted funds

|                                        | Balance as<br>at 1 January<br>2020 (£'000) | Income<br>(£'000) | Transfers<br>(£'000) | Expenditure<br>(£'000) | Balance<br>as at 31<br>December<br>2020 (£'000) |
|----------------------------------------|--------------------------------------------|-------------------|----------------------|------------------------|-------------------------------------------------|
| <b>Restricted funds – 2020</b>         |                                            |                   |                      |                        |                                                 |
| Africa                                 | 1,321                                      | 11,054            | -                    | (11,631)               | <b>744</b>                                      |
| Asia                                   | 838                                        | 6,508             | -                    | (6,908)                | <b>438</b>                                      |
| Latin America and the Caribbean        | 5                                          | 1,416             | -                    | (1,415)                | <b>6</b>                                        |
| International projects and other funds | 857                                        | 3,826             | -                    | (2,884)                | <b>1,799</b>                                    |
| <b>Total restricted funds – 2020</b>   | <b>3,021</b>                               | <b>22,804</b>     | <b>-</b>             | <b>(22,838)</b>        | <b>2,987</b>                                    |

|                                        | Balance as<br>at 1 January<br>2019 (£'000) | Income<br>(£'000) | Transfers<br>(£'000) | Expenditure<br>(£'000) | Balance as at<br>31 December<br>2019 (£'000) |
|----------------------------------------|--------------------------------------------|-------------------|----------------------|------------------------|----------------------------------------------|
| <b>Restricted funds – 2019</b>         |                                            |                   |                      |                        |                                              |
| Africa                                 | 991                                        | 13,353            | -                    | (13,023)               | 1,321                                        |
| Asia                                   | 1,812                                      | 5,761             | -                    | (6,735)                | 838                                          |
| Latin America and the Caribbean        | 11                                         | 1,241             | -                    | (1,247)                | 5                                            |
| International projects and other funds | 1,040                                      | 2,650             | -                    | (2,833)                | 857                                          |
| <b>Total restricted funds – 2019</b>   | <b>3,854</b>                               | <b>23,005</b>     | <b>-</b>             | <b>(23,838)</b>        | <b>3,021</b>                                 |

**Restricted funds:** Restricted funds held by ActionAid at the start and end of the year include funds for European Union-funded projects. ActionAid also holds funds for a small number of projects or activities which are managed by ActionAid directly. All other incoming resources are granted to ActionAid International on receipt as ActionAid International is the entity within the ActionAid family which holds and manages the vast majority of restricted funds.

The expenditure in the table above includes direct payments made to country programmes for EU-funded projects. At the year end date some funds sent directly to country programmes may not have been entirely spent.

|                                     | <b>Balance as at<br/>31 December<br/>2020<br/>(£'000)</b> | Balance as at<br>31 December<br>2019<br>(£'000) |
|-------------------------------------|-----------------------------------------------------------|-------------------------------------------------|
| EU and ECHO-funded projects         | <b>115</b>                                                | (148)                                           |
| Other projects managed by ActionAid | <b>2,872</b>                                              | 3,169                                           |
| <b>Total restricted funds</b>       | <b>2,987</b>                                              | 3,021                                           |

Projects funded by the European Commission are generally development projects intended to run for several years; projects funded by the European Commission Humanitarian Aid Office are short-term emergency relief projects. Projects may be based in one country or may be initiatives spanning a number of countries internationally.

Fund balances may be negative when expenditure is made on a project that is expected to be reimbursed by a government or other agency, but where, at the end of the financial year, not all the conditions have been met that would justify this income being recognised within the accounts. This results in an excess of expenditure over income on some project funds at the year end point. The total deficit fund balances at the year end amounted to £0.42m (2019: £0.25m). The Trustees consider that the likelihood of reimbursement is sufficient to justify carrying the deficit fund balances at the end of the year for all projects in deficit.

## 16. Analysis of net assets between funds

|                                                               |                       | Unrestricted          |                    |                       |
|---------------------------------------------------------------|-----------------------|-----------------------|--------------------|-----------------------|
|                                                               | Restricted<br>(£'000) | Designated<br>(£'000) | General<br>(£'000) | Total 2020<br>(£'000) |
| <i>i) Analysis of net assets between funds</i>                |                       |                       |                    |                       |
| <b>Fund balances at 31 December 2020 are represented by:</b>  |                       |                       |                    |                       |
| – Tangible fixed assets                                       | -                     | 349                   | -                  | <b>349</b>            |
| – Current assets                                              | 3,798                 | 2,375                 | 11,112             | <b>17,285</b>         |
| – Current liabilities                                         | (811)                 | -                     | (1,590)            | <b>(2,401)</b>        |
|                                                               | 2,987                 | 2,724                 | 9,522              | <b>15,233</b>         |
| <i>ii) Analysis of net assets between funds – comparative</i> |                       |                       |                    |                       |
|                                                               | Restricted<br>(£'000) | Designated<br>(£'000) | General<br>(£'000) | Total 2019<br>(£'000) |
| <b>Fund balances at 31 December 2019 are represented by:</b>  |                       |                       |                    |                       |
| – Tangible fixed assets                                       | -                     | 439                   | -                  | <b>439</b>            |
| – Current assets                                              | 4,743                 | 855                   | 11,395             | <b>16,993</b>         |
| – Current liabilities                                         | (1,722)               | -                     | (1,742)            | <b>(3,464)</b>        |
|                                                               | 3,021                 | 1,294                 | 9,653              | <b>13,968</b>         |



## 17. Grants received

|                                                                                             |                         |                         |
|---------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| <b>Grants received in 2020 from the FCDO were as follows:</b>                               | <b>2020<br/>(£'000)</b> | <b>2019<br/>(£'000)</b> |
| CSSF Commonwealth Equality Project – Zero Violence                                          | 150                     | -                       |
| Girls' Education Challenge Sierra Leone (funds received through Plan)                       | 648                     | 630                     |
| SPEAK Out Rwanda                                                                            | 9                       | 9                       |
| Sabalaa - Support Economic Empowerment for Women & Girls in Kenya                           | -                       | 8                       |
| Aid Match Violence Against Girls in Kenya                                                   | 362                     | 424                     |
| Leave No Girl Behind                                                                        | 16                      | 18                      |
|                                                                                             | <b>1,185</b>            | <b>1,089</b>            |
| <b>Grants received in 2020 from The Barrowman Foundation were as follows:</b>               | <b>2020<br/>(£'000)</b> | <b>2019<br/>(£'000)</b> |
| Improving access to quality education for children in Ghana                                 | 138                     | -                       |
|                                                                                             | <b>138</b>              | <b>-</b>                |
| <b>Grants received in 2020 from Comic Relief were as follows:</b>                           | <b>2020<br/>(£'000)</b> | <b>2019<br/>(£'000)</b> |
| Empowering communities to collectively abandon FGM/C in Somaliland                          | -                       | 65                      |
| Safe Cities in the DRC                                                                      | -                       | 141                     |
| Fit for the Future - The Programme Cycle Fellowship                                         | -                       | 300                     |
| Comic Relief Levelling the Field                                                            | -                       | 2                       |
|                                                                                             | <b>-</b>                | <b>508</b>              |
| <b>Grants received in 2020 from The Dutch Ministry for Foreign Affairs were as follows:</b> | <b>2020<br/>(£'000)</b> | <b>2019<br/>(£'000)</b> |
| FLOW Women's rights to sustainable livelihoods 2 (POWER)                                    | 2,219                   | 2,245                   |
|                                                                                             | <b>2,219</b>            | <b>2,245</b>            |
| <b>Grants received in 2020 from Guernsey Overseas Aid Commission were as follows:</b>       | <b>2020<br/>(£'000)</b> | <b>2019<br/>(£'000)</b> |
| Strengthening food security, agriculture in Somaliland                                      | -                       | 40                      |
| Increasing access to clean water Southern Province                                          | 25                      | -                       |
|                                                                                             | <b>25</b>               | <b>40</b>               |

**17. Grants received (continued)**

| <b>Grants received in 2020 from The START Fund were as follows:</b>               | <b>2020<br/>(£'000)</b> | <b>2019<br/>(£'000)</b> |
|-----------------------------------------------------------------------------------|-------------------------|-------------------------|
| Nyiragongo Volcanic Disaster Risk Reduction Project                               | -                       | 2                       |
| Response to Cholera in the DRC - Alert number 296                                 | -                       | 108                     |
| Emergency response to communities in Fizi High Plateau Minembwe DRC               | -                       | 299                     |
| Life-saving support to drought affected people in Baringo county, Kenya           | -                       | 100                     |
| Flood Disaster in Western Urban Area                                              | -                       | 83                      |
| Food assistance to most affected populations of Kalehe DRC                        | -                       | 102                     |
| Flood response in Petit-Goave, Haiti                                              | -                       | 41                      |
| Flood response in Kogi, Delta, Borno and Adamawa                                  | -                       | 346                     |
| Response to the floods in the Upper East Ghana                                    | -                       | 300                     |
| Humanitarian Assistance to vulnerable people affected by armed conflict in Bojayá | -                       | 80                      |
| Alert 091 – Somaliland                                                            | <b>160</b>              | -                       |
| Alert 438 – Mozambique                                                            | <b>141</b>              | -                       |
| Alert 423 – DRC                                                                   | <b>140</b>              | -                       |
| Alert 453 – Ethiopia                                                              | <b>111</b>              | -                       |
| Alert398 – Emergency assistance for crisis in Salambila                           | <b>100</b>              | -                       |
| Alert CV19011 – Myanmar                                                           | <b>99</b>               | -                       |
| SF CV19 103 Mozambique                                                            | <b>96</b>               | -                       |
| Alert 410 – Emergency food and WASH relief Sofala                                 | <b>96</b>               | -                       |
| Alert 408 – Zimbabwe flood response in Binga                                      | <b>42</b>               | -                       |
|                                                                                   | <b>985</b>              | <b>1,461</b>            |

| <b>Grants received in 2020 from The Alborada Trust were as follows:</b>                      | <b>2020<br/>(£'000)</b> | <b>2019<br/>(£'000)</b> |
|----------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Cyclone Idai Phase Two                                                                       | <b>120</b>              | -                       |
| DEC Cyclone Idai appeal                                                                      | -                       | 50                      |
| Alborada Trust – accrued income FSC                                                          | -                       | 120                     |
| Improving water, sanitation, hygiene and the environment for Rohingya refugees in Bangladesh | <b>85</b>               | 98                      |
|                                                                                              | <b>205</b>              | <b>268</b>              |

## 18. Related party transactions

ActionAid recognises ActionAid International and other members of the ActionAid group as related parties. Material transactions between the entities are shown below.

|                                        | 2020<br>(£'000) | 2019<br>(£'000) |
|----------------------------------------|-----------------|-----------------|
| Grants to ActionAid International      | 20,917          | 23,225          |
| Grants to ActionAid Federation members | 9,052           | 8,083           |
|                                        | <b>29,969</b>   | <b>31,308</b>   |

See Note 7 for details of grants to ActionAid International.

See Note 12 for details of a loan given to ActionAid Federation in Thailand that has been guaranteed by ActionAid International.

See Note 13 for creditor balances owed to ActionAid International at the balance sheet date.

As noted in the constitution and governance section of the report of the board of Trustees, ActionAid International is entitled to appoint one trustee to ActionAid's board. This designated trustee is Shantha Sinha, who is a member of the Board of ActionAid India. During 2020, a total of £1,828,676 (2019: £2,076,460) was granted to ActionAid India. All of these grants were in line with the normal course of our charitable activities. She received no remuneration for her work as trustee of ActionAid.

Girish Menon is a Trustee of the Disasters Emergency Committee (DEC). During the course of the year, ActionAid received and recognised income from DEC as set out in Note 2a.

No donations from Trustees received during the course of the year had restrictions that were outside of our normal charitable activities.

## 19. Subsidiary undertakings

ActionAid has one subsidiary undertaking:

ActionAid Enterprises Limited

A wholly owned subsidiary incorporated in Great Britain and registered in England and Wales (No. 5011412).

The total investment in the subsidiary is £1 (2019: £1).

There was no activity undertaken in the subsidiary in 2020 or 2019.

## 20. Obligations under operating leases

|                                                                                                                                       | 2020<br>(£'000) | 2019<br>(£'000) |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|
| <b>The charity had non-cancellable commitments at the year end under operating leases for land and buildings expiring as follows:</b> |                 |                 |
| Within one year                                                                                                                       | 1,105           | 1,105           |
| In two to five years                                                                                                                  | 3,878           | 4,421           |
| After five years                                                                                                                      | 10              | 499             |
|                                                                                                                                       | <b>4,993</b>    | <b>6,025</b>    |

## 21. Future income under operating leases

In 2016, the charity sub-let the second floor of its rented premises in Bowling Green Lane, London. This arrangement terminated in December 2019.

In 2018, the charity sub-let the ground floor of its rented premises in Bowling Green Lane, London. The future minimum lease payments under non-cancellable operating leases are:

|                      | 2020<br>(£'000) | 2019<br>(£'000) |
|----------------------|-----------------|-----------------|
| Within one year      | 217             | 190             |
| In two to five years | 667             | 787             |
|                      | 884             | 977             |

## 22. Contingent assets and liabilities

ActionAid originally set up most of ActionAid International's Country Programmes and as such may still legally own some of the assets of those entities that have not subsequently become affiliates. Country programmes are now managed by ActionAid International rather than ActionAid. ActionAid is currently investigating the best way to transfer the country programmes that it legally owns to ActionAid International.

Country Programme assets are no longer included in the accounts of ActionAid (since 2007). However, ActionAid retains the legal right to take back management of its Country Programmes from AAI under a termination clause incorporated into the legal agreements in place over management of country programmes. Therefore ActionAid has contingent assets in the form of the assets held by those Country Programmes which were originally set up by ActionAid.

No situation exists, or is anticipated to occur, whereby ActionAid would exercise its right to terminate the agreements with ActionAid International, however the legal position is stated here to give a full picture of the assets of ActionAid. It is not practical to estimate the value of assets which would revert to ActionAid control and would be included in the accounts. However, the funds held in ActionAid country programmes at the year end but not included in these accounts were £9.41m (2019: £7.96m). The majority of this £9.41m (2019: £7.96m) are restricted funds and we would anticipate that if a country programme were to close down, such funds would be redirected to other countries, with a similar level of restriction as opposed to being sent back to ActionAid in UK. These figures do not include those countries which are Associate or Affiliate members of AAI - although they may hold assets which are legally owned by ActionAid. For accounting purposes the depreciated value of these assets is nil (2019: nil).

There also exist potential contingent liabilities for ActionAid relating to the country programmes which are legally owned by ActionAid. Such a liability would only impact ActionAid if ActionAid International had insufficient funds in hand to discharge the obligations of a country programme. ActionAid believes such a circumstance is improbable and any notional exposure cannot be reasonably estimated.

As at the year end there were a number of projects on which funds are outstanding from the donor pending finalisation of donor audits. Amounts disallowed are generally insignificant as a proportion of overall project budgets and in any event these amounts are considered to be fully recoverable as they are covered by ActionAid International.

### Residual legacies:

At the end of the year, we have been notified that we are entitled to funds from a total of 21 (2019: 15) residual legacies. However, as at 31 December 2020, we have not been notified as to the value of our entitlement or when this will be received. As such we are not able to recognise these funds in the financial statements for the year, but we include the existence of these as a contingent asset.

## 23. People's Postcode Lottery (PPL) Income

During the year, ActionAid received the proceeds of lotteries held by PPL. ActionAid has no ability to alter the price of tickets, determine the prizes or reduce the management fee. As such, PPL is treated as acting as the principal, and so only net proceeds due to ActionAid are recognised under trading income in the statement of financial activities. The net proceeds received are analysed as follows:

|                              | 2020<br>(£'000) | 2019<br>(£'000) |
|------------------------------|-----------------|-----------------|
| Ticket Value                 | 8,104           | 8,976           |
| Prize Fund                   | (3,868)         | (3,591)         |
| Management Fee               | (1,643)         | (2,512)         |
| <b>Net proceeds received</b> | <b>2,593</b>    | <b>2,873</b>    |

**Cover image:** Hilda is working to transform her community as a member of the Sauti ya Wanawake (Voice of Women) women's movement, a local partner of ActionAid Kenya.