

REGISTERED COMPANY NUMBER: 07186340 (England and Wales)
REGISTERED CHARITY NUMBER: 1137815

Report of the Trustees and
Audited Financial Statements For The Period 11 March 2010 to 31 March 2011
for
Global Poverty Project UK

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TRUSTEES' ANNUAL REPORT

The Board of Trustees, who are also directors for the purpose of company law, have pleasure in presenting the financial statements of Global Poverty Project UK for the period ended 31 March 2011. These accounts comply with current statutory requirements, Global Poverty Project UK's governing documents and the Statement of Recommended Practice, Accounting & Reporting by Charities (SORP 2005).

REFERENCE AND ADMINISTRATIVE DETAILS

Company Registration Number

7186340

Registered Charity Number

1137815

Registered Office and Administrative Office

Oasis Centre
75 Westminster Bridge Road
London
SE1 7HS

Trustees

Elisha London	- appointed 11.3.2010
Simon Moss	- appointed 11.3.2010
Michael Smellie	- appointed 11.3.2010

Advisory Board

Lord McConnell of Glenscorrodale
Laurie Lee
Baroness Jenkin of Kennington
Jane Atkinson
Martha Fray

Bankers

HSBC Bank plc
28 Borough High Street
Southwark
London
SE1 1YB

Solicitors

Allen & Overy LLP
One Bishops Square
London
E1 6AD

Auditors

Adams & Moore
Chartered Certified Accountants
and Registered Auditors
73 Lowfield Street
Dartford
Kent
DA1 1HP

Company Secretary

Simon Moss

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing documents, its Memorandum and Articles of Association and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Related parties

During the year under review the charity had related party transactions with Global Poverty Project Pty Ltd, a company registered in Australia and Global Poverty Project USA, a company registered in USA. These transactions were limited to sharing of campaign costs. All of the entities share some common Trustees.

At the close of business on 31 March 2011 the balances between the entities was nil.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. The trustees have carried out a review of the major strategic, business and operational risks which the Global Poverty Project UK faces and systems have been established to mitigate those risks. These systems will be reviewed periodically to ensure that they continue to meet the needs of the charitable company.

Public benefit

The trustees confirm that they have complied with the duty under Section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit. Where appropriate and relevant, particular reference has been made in this report to specific instances of public benefit promoted through the activities of Global Poverty Project UK.

INTRODUCING THE GLOBAL POVERTY PROJECT

1.4 billion people live in extreme poverty in our world today. This gives us 1.4 billion reasons to respond.

Our purpose at the Global Poverty Project is to increase the number and effectiveness of individuals who are responding to ensure that real action is taken by the public and private sector to contribute to the end of extreme poverty within a generation.

The Global Poverty Project was launched globally at a side-event of the UN High Level Summit in New York in 2009 and launched in the United Kingdom in February 2010.

We are an educational and campaigning organisation. We seek to educate and activate citizens to be a part of the movement to end extreme poverty. At the heart of our work are high quality education tools, content and campaigns that seek to engage, inform and equip individuals to take action.

We are a catalyst for the global movement. We seek to serve the global movement to end extreme poverty by being agile, vocal, grounded in evidence, and pragmatic. We work in partnership and collaboration with others to achieve maximum impact.

We have successfully launched in the United Kingdom. In our first year of operations in the United Kingdom we have successfully launched our signature initiatives including *1.4 Billion Reasons*, *Live Below the Line* and other campaigns in partnership with over 20 different NGOs and partners.

VISION, MISSION & AIMS

Vision: To see a world without extreme poverty within a generation.

Mission: To increase the number and effectiveness of people taking action to end extreme poverty.

Charitable Objects:

The company is established for the public charitable purposes of raising awareness and encouraging action for the relief of global poverty in the UK and overseas, without limitation, by:

1. Educating people principally in the UK about global poverty and the movement to end global poverty;
2. Empowering people principally in the UK to take action on global poverty
3. Encouraging and assisting people in other countries to undertake the activities described above

Our Approach

In our view, there are three elements to such a response that balances the short and long-term needs. This is our core methodology:

- **Project:** Show the public that progress is happening to stem the tide of disaffection, and replace it with a sense of hope, opportunity and renewed commitment.
- **Amplify:** Give the public a tangible way of being a part of current success so they take ownership of it, and become long-term supporters.
- **Advocate:** Campaign to key law-makers to protect international development funding and allocate effectively

Policy Focus Areas:

The Global Poverty Project has a global policy mandate to address the following objectives, as required.

1. Foreign Aid Quantity - Increase the quantity of aid given by OECD countries.
2. Foreign Aid Focus - Ensure the aid given is targeted towards the achievement of the Millennium Development Goals.
3. Macro Trade - Improve the multilateral trading position for developing countries by reducing established unfair trading relationships.
4. Consumer level trade - To see an increased consumer demand for fair trade products and an increased supply of fair trade products.
5. Enabling Environment - Improve the enabling environment of under developed countries through improved education, infrastructure and governance.

2010 - 2011 Aims:

1. **Engage and Inform:** Improved attitudes of the general public in the UK towards anti-poverty commitments.
2. **Individual Commitments and Actions:** Higher quantity and quality of social and political action in support of the anti-poverty agenda by individuals and through partnerships.
3. **Research:** Contributing to a UK anti-poverty sector that is more effective, collaborative, integrated and prepared to face the challenges posed by extreme poverty.

ENGAGE AND INFORM

The Global Poverty Project educates people about the status of extreme poverty around the world, barriers that exist in the fight against extreme poverty, and what individuals can do in response.

Questions and inaccurate perceptions about the causes of extreme poverty and what can be and is currently being done about it, are major barriers to public engagement with the issues of extreme poverty.

By focusing on engagement with and education of the UK public, the Global Poverty Project aims to change attitudes to being more accurate about the realities of extreme poverty, and so more supportive of actions taken to fight it.

How we are engaging and informing the general public in the UK

Live Presentations - *1.4 Billion Reasons*

Activity

Our groundbreaking *1.4 Billion Reasons* presentation has been in high demand and has demonstrated a significant positive attitude change towards issues of extreme poverty of audience members.

Launched at the United Nations High Level Meeting on the Millennium Development Goals in 2008, *1.4 Billion Reasons* is based on leading research, and was developed in collaboration with experts such as Jeffrey Sachs and Hans Rosling. It provides a macroeconomic overview and real life stories of the status of extreme poverty around the world, barriers that exist, how progress is being made and what individuals can do in response.

During the first year of operation, The Global Poverty Project UK successfully trained and accredited 21 voluntary presenters to deliver the *1.4 Billion Reasons* presentation nationwide. The presenters have collectively delivered 176 presentations around the UK, reaching a total of 30,346 people.

1.4 Billion Reasons Reach

Sector	Presentations	Attendees
Faith	31	6,681
Community	30	5,440
Corporate	8	253
School	40	10,418
University/youth	67	7,644
	176	30,436

Outcomes

Qualitative and quantitative research has demonstrated that the *1.4 Billion Reasons* presentation has been successful in changing the attitudes of its audience members towards extreme poverty to being more positive.

At the end of the Financial year, our tracking survey had 590 responses (274 seen presentation, 316 haven't). Results include:

- Increase from 57% to 65% in those believing that we should personally give money to charities that work in developing countries.
- Increase from 82% to 90% in those believing that we should personally buy fairtrade and ethically sourced products.
- Increase from 70% to 81% in those believing that we should personally take actions to urge government and/or business to do more.
- Increase from 80% to 89% in those believing that our government should give long-term aid for things like education, healthcare and infrastructure to enable poor countries to build their local skills and capacity.
- Increase from 78% to 87% in those believing that our government should increase trade between us and poor countries, ensuring that trading relationships are fairer for poor countries.
- Decrease from 61% to 56% in those believing that "a great deal" of extreme poverty is caused by corruption amongst governments and businesses working in developing countries.
- Increase from 35% to 45% in those believing that we should "increase" our current contributions to foreign aid in developing countries.

Sarah's Story

I came to The Global Poverty Project presentation laden to an extent, with pre-formed ideas about poverty, what can be done about poverty and who can make a difference.

I certainly didn't think I was one of those people and a few random donations to charities were a realistic limit.

After seeing the presentation and seeing the progress that has been made over a generation, I realised that there are many different ways of combating poverty and that is not the futile task that it is sometimes painted as. I left the presentation feeling ENABLED.

I may not have new ideas or answers but The Global Poverty Project has made me realise that's not a problem. I have been inspired to learn more and I know I am capable of supporting, in some way, great work that is helping people out of poverty.

I went into work and asked if I could take some unpaid leave to do something good. I was given a month.

I'm now in Zambia, volunteering for On Call Africa. I perform HIV, malaria, pregnancy, STI and urine analysis tests in our mobile clinics. This service has improved our clinic immensely - any delay in the diagnosis of malaria, for example, can have serious consequences for the patient concerned.

I've also taken a prominent role in delivering health education on issues including hand washing and basic hygiene, nutrition, and reproductive health.

This is just the beginning of my change in attitude towards my role in ending global poverty in a generation!

Richard's Story

I have been interested in the issues surrounding poverty since the 1980s when I tried to arrange my own version of Live Aid, and couldn't quite understand why it didn't seem to get the same level of interest as the original! Another event in the 80s was to prove pivotal in developing my attitudes even further. I was on my honeymoon in Kenya. Having eaten a superb lobster meal in a restaurant overlooking the Indian Ocean near Mombasa, I decided to take a better look at the view. Just to the right, barely visible, was a village of people living in absolute poverty. People were carrying out manual labour with weights that would guarantee that their bodies would not reach the age of 30 intact.

That journey was one where I travelled not only to a different continent. It was a journey of transition from an emphasis on compassion to an emphasis on justice. For me compassion is taking seriously the situation of those in poverty and looking to support them in their need. Justice is an altogether different matter. Justice means taking seriously the dignity of each person, it means ensuring that people are fairly paid and fairly treated, and it means taking responsibility for our part in contributing to injustice. Inspiring for me. It was one of the first times I had left a poverty related presentation where I was inspired by hope not guilt.

This is the great part of The Global Poverty Project's approach, it resonates with my desire for justice and it leaves people empowered and motivated by hope. Hope that we can see an end to extreme poverty, hope that it can be in my lifetime and clarity about what I can do to be an agent of that hope. I was so convinced of the benefits of the work that I have trained to become a presenter of the 1.4 Billion reasons presentation.

The Global Poverty Project has helped me with ideas of how to connect with the problem of corruption. The provision of the information on the recent UK Bribery Act, has led to a developing relationship with my local MP, and has provided a platform for me to encourage my MP to be a supporter of policies which will have a positive impact on the poorest in our world. I feel so privileged to be alive today as part of the generation who will see an end to extreme poverty.

Media Outreach

Through media, The Global Poverty Project is able to reach a much larger audience than through presentations alone, bringing the issues of extreme poverty closer to home for the general public, and disseminating accurate information to readers to encourage positive attitude change leaving them with the skills to enhance efforts to pursue social change.

In the 2010-2011 financial year, the Global Poverty Project UK has reached approximately 20,293,792 people through media outreach.

Since 26th October 2010 116 blog posts were published, achieving a total of 113,765 views. Site traffic progressively grew from 36,536 UK page views in February 2010, to 59,822 page views in March 2011.

Social networking has been an effective communications strategy. Over 3,955,133 post views on Facebook were achieved and an estimated reach of 9,000,000 people via Twitter. 50 articles and stories were published on The Global Poverty Project in the UK, with a combined reach of 7,338,659.

The release on 17th February 2011 of the 'I want to be an aid worker' video, created by The Global Poverty Project, was especially influential. Since its release: it was viewed 24,518 times; it was shared 3,085 times on Facebook; it prompted many blogs and responses online. The controversy provoked by the video was incredibly successful in generating discussion about viewers' assumptions surrounding being an aid worker and fighting extreme poverty.

INDIVIDUAL COMMITMENTS AND ACTIONS

We exist to improve the number and effectiveness of individuals taking action on extreme poverty. All our activities are designed to provide individuals with simple, effective ways to take action and contribute to our policy objectives of more and better aid, better micro and macro trade, and the enabling environment.

How do we equip individuals for action?

Individual Commitments

Activity

At the end of our *1.4 Billion Reasons* presentation we call for audience members to make commitments that will positively benefit the movement to eradicate extreme poverty. This allows us to measure the impact that the presentation has on the number of people who are committing to take action in support of the anti-poverty agenda. To date, an impressive 13,369 presentation attendees have made a commitment.

Outcomes

Our tracking survey found from the 274 people who had seen the presentation, in relation to actions contributing to the anti-poverty agenda:

- 67% reported having taken at least one specific follow-up action
- 55% reported having learnt more about the issues
- 64% reported talking to friends and family
- 19% reported volunteering here or overseas on issues of poverty
- 25% reported making a donation to charity
- 42% reported buying Fairtrade or ethically sourced products
- 15% reported taking political action by contacting their MP or a company to express their views
- 10% reported having attended another event about extreme poverty

Monthly Actions

Activity

Once individuals have made commitments we direct them towards monthly campaigns they can take to continue to take action. Campaigns have focused on promoting Fairtrade consumption, encouraging action around bribery, and demonstrating support for reaching aid levels of 0.7%.

Monthly actions from FY2010-2011 include:

- Host a presentation of 1.4 Billion Reasons
- Learn more: read 'Half the Sky'
- Invite your MP to see 1.4 Billion Reasons
- Show off your Fairtrade Label this Fairtrade Fortnight
- UK Bribery Act under threat - act now
- 500 people are already Living Below the Line. Will you?
- Honouring Promises: Write to your MP or local paper about protecting the aid budget

Outcomes

Partnerships with development education providers and NGOs

During 2010-2011 we worked in partnership with 23 development education providers and NGOs at presentations and through our outreach activities. Through our work, we have seen our partners benefit in some of the following ways:

- Establishment of new Oxfam groups at the University of Manchester and University of Lancashire.
- Generated more than 100 new signups for Oxfam in the North-West
- Establishment of a new International Development society at the University of York, building membership from 0 to 75.
- Increased membership for People and Planet at London South Bank University and University of York.
- Increased sales of Fairtrade products through the 46% of respondents who have seen the presentation and tell us they are buying more Fairtrade and ethically sourced produce.
- Increased RESULTS supporter base by more than 300 from events around the country, as well as directing 352 people to a joint action on the Global Fund to Fight HIV/AIDS, Tuberculosis and Malaria.
- Helped double the number of supporters of RESULTS UK, supporting them in securing an additional £12 million from DFID to fight TB.
- Generated more than 1900 new signups for ONE through our Universities tour as part of the their No Child Born with HIV campaign.
- Advocates for International Development have expanded their membership base in more than a dozen law firms and schools through the delivery of *1.4 Billion Reasons*.
- In our campaigning we partnered with Transparency International to support their action to save the UK Bribery Act and in so doing our supporters wrote more than 250 letters to Justice Secretary Ken Clarke, as well as 60 letters to the Prime Minister's Office. Our combined efforts have resulted in the Government publicly confirming that the Act will be implemented as passed - although we remain vigilant about the lagging implementation date.
 - *“We greatly appreciate the support the Global Poverty Project movement has given for the ‘no dilution, no delay’ campaign. We continue to need this support until we know that there is an irreversible commitment to a date for the Act’s commencement.” Chandrashekhar Krishnan, Executive Director, Transparency International UK*

RESEARCH

We engage in and contribute to research related to the general public's attitudes towards development initiatives. This is in order to understand existing barriers to action against extreme poverty and so empower the sector to take action to resolve this.

The purpose of research is to inform action. By disseminating the research around the anti-poverty sector in the UK, organisations can cultivate appropriate responses, therefore overcome these obstacles to action. Collectively, this will contribute to a much stronger anti-poverty sector, and also indirectly contribute to increased social and political action by the general public.

How we are creating and using research to improve the anti-poverty sector?

Create and publish research publications, datasets and toolkits online

Between November 2010 and January 2011 we led and co-authored the 'Knowing the Audience' research report with Think Global (formally DEA). This research project was designed to inform the debate about how the development sector can and should progress to build public support for anti-poverty activities. The study surveyed 53 development professionals in order to ascertain their views and understandings of public attitudes towards development, and how this understanding interacts with development education activities and perceptions.

In addition, we contributed to the 'Finding Frames' report (Darnton & Kirk, 2011) which considers how an understanding of individuals' values and frames can be used to re-engage the public with the issues of extreme poverty, and increase support for activities to eradicate it.

Our regular blogging activities have probed public attitudes research, and analysed NGO campaigns through our 'Perspectives on Poverty' series. The 20 posts in this series had a total of 22,814 views (25% higher per post than the site average).

All of these resources, and their wide dissemination throughout the development community in the UK, has ensured that a large number of actors have been provided with tools that will contribute towards improving the effectiveness of the sector.

LIVE BELOW THE LINE

Activity

Live Below the Line is a campaign run by the Global Poverty Project that is taking off around the world, demonstrating that people are looking for a real way to engage with the issue of extreme poverty through something we all do: eat and drink.

It challenges individuals to live below the extreme poverty line for 5 days, living on £1 a day for food and drink for a week, to raise funds and awareness for the 1.4 billion people that have no choice but to live below the line everyday for everything.

This year saw the development of the first *Live Below the Line* campaign in the UK following from its successful launch in Australia in 2010. We launched the inaugural *Live Below the Line* campaign in March 2011 alongside our Major Partners Christian Aid, the Salvation Army International Development, RESULTS UK, Restless Development and Think Global, and Strategic Partners mysupermarket.com, [therightethos](http://therightethos.com), and Trade Union Council.

This campaign has been demonstrated to work as a tool for engaging individuals on the issues of extreme poverty by:

- **Going beyond concerts:** *Live Below the Line* raises awareness of the challenges faced by people living in extreme poverty to a mainstream audience through public appeal whilst raising funds for organisations who work to eradicate it.
- **Going deeper than a famine initiative:** *Live Below the Line* is a challenging and meaningful way to think about and have an experience of extreme poverty being more than about hunger: but about lack of choice and opportunity.
- **Going wider than a sponsored sports event:** *Live Below the Line* is something that everyone can do (“people like me”).

Outcomes

Engaging and informing the public, and changing attitudes

Though we can never fully understand what it is like to live in extreme poverty, by participating in this campaign, individuals engage with the issue of extreme poverty in an experiential way. This has been demonstrated to contribute towards changing attitudes to being much more supportive of anti-poverty commitments in the UK. Participants are also much more likely to take more and better social and political action in support of the anti-poverty agenda.

Increasing development awareness

As a tool for reaching new audiences, *Live Below the Line* is powerful. Participants demonstrated their level of engagement through talking about the issues; participants spoke to an average of 20 - 60 people. *Live Below the Line* also created new supporters and activists; 99% of participants surveyed indicated they would take new actions in their lives after the challenge.

Charitable Impact

Campaign participants raised over £180,000 for our charity partners through personal sponsorship, therefore supporting the work of charity partners fighting extreme poverty around the world.

FINANCIAL REVIEW

Financial Position

Overall income for the period was £262,488 and we are indebted to an anonymous donor who provided funding through the Charities Aid Foundation of £180,430 unrestricted funding to enable us to launch our operation in March 2010 in the certainty that we were able to continue in operation through the foreseeable future.

Expenditure for the period was £224,571. Fundraising costs accounted for 10.4% of the total and governance costs a further 6.6%, leaving 83% being spent on charitable activities.

On the balance sheet, unrestricted reserves stand at £23,526 at the end of the year and restricted funds at £14,391.

Reserves

The trustees consider that unrestricted reserves need to be held to ensure an orderly wind down in the event of Global Poverty Project UK ceasing its operations. This has been estimated at £30,000 being approximately three months' of core direct costs. At the year end, unrestricted reserves stood at £23,526 and this underfunding will be addressed by the trustees during the coming year.

This policy is reviewed by the trustees annually. Future financial planning must take into account the level of reserves held and the charity's requirements for reserves given that these will vary as circumstances change.

CHALLENGES

As an organisation, we are determined to learn and improve from our past experiences.

Funding

The support of the Department for International Development and Charities Aid Foundation has enabled our work to be established in the United Kingdom. Beyond these grants our greatest challenge has been limited funding available for development education and campaigning work.

In order to increase our capacity, volunteers and interns have been recruited throughout the financial year. However, given the short duration of their commitments and high turnover rates, continuity has been hindered. In addition, staff have been required to dedicate more time to volunteer management and training than originally expected, so diverting time away from other key activities.

Currently strategies are being implemented to diversify our funding base in order to address this challenge.

Scale

1.4 Billion Reasons has generated significant interest and demand. However, due to limited organisational capacity we have not been able to meet the full demand. This challenge is being addressed through the development of a grass-roots training program to increase the number and reach of presenters in 2011 - 2012 (see future plans below).

FUTURE PLANS

Our dedication to the eradication of extreme poverty means we constantly strive to achieve more than ever before. By reviewing and evaluating our previous performance, and looking at what the current priorities relating to extreme poverty are, we have set out a number of plans for the future.

Increased reach of *1.4 Billion Reasons*

In order to broaden the reach and scale of *1.4 Billion Reasons* in 2011 - 2012 we will be expanding operations to include a grass-roots training and ambassador programme that will train individuals to deliver the presentation within their own communities.

Live Below the Line 2012

The enormous success of Live Below the Line 2011 has built a strong foundation for *Live Below the Line* to be an annual UK campaign involving an increased number of charity partners, celebrities, media and participants.

Justice

We will continue to campaign to ensure the UK introduces resource transparency rules as transparency is the first step to fighting corruption. These would require UK listed companies to publish what they pay in fees, royalties and taxes to poor country governments. We are also campaigning to ensure that the UK Bribery Act is fully implemented.

Good aid

During the 2011-2012 period we will campaign on at least two good aid priorities to ensure that the UK government keeps its promises to the world's poor. In May/June 2011 we are partnering with ONE to deliver a tour on vaccines, targeting UK decision-makers in the lead up to the GAVI pledging conference in June; this has the opportunity to raise \$4.3b to save the lives of 4 million children under 5 in the next 5 years.

Polio

As part of the Global Poverty Project's broader international campaign we will work to leverage the public to support and fund the eradication of polio in the next 3 years through education and mobilisation activities.

Implementation of funding and financial sustainability model

In order to diversify the sources of our financial resources, and ensure that we can expand our capacity and increase our sustainability, a funding and financial sustainability model will be implemented.

Governance Review

An international and UK governance review is currently underway which will be implemented in the next financial year.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also directors of Global Poverty Project UK for the purpose of company law) are responsible for preparing the Trustees' 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 which 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 judgments 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;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. 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.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the trustees are aware, there is no relevant information (as defined by Section 418 of the Companies Act 2006) of which the charitable company's auditors are unaware, and each trustee has taken all the steps that they ought to have taken as a trustee in order to make them aware of any audit information and to establish that the charitable company's auditors are aware of that information.

AUDITORS

The auditors, Adams & Moore, will be proposed for re-appointment at the forthcoming Annual General Meeting.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:

.....
Ms E London - Trustee

Date:

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF GLOBAL POVERTY PROJECT UK

We have audited the financial statements of Global Poverty Project UK for the period ended 31 March 2011 on pages twenty-two to twenty-seven. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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. 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 auditors' 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.

Respective responsibilities of trustees and auditors

As explained more fully in the Statement of Trustees' Responsibilities, 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.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the financial statements to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2011 and of its incoming resources and application of resources, including its income and expenditure, for the period 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.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires 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; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Report of the Trustees.

Mr E Johnson (Senior Statutory Auditor) for and on behalf of Adams & Moore Chartered Certified Accountants
and Registered Auditors
73 Lowfield Street Dartford
Kent
DA1 1HP

Date:

STATEMENT OF FINANCIAL ACTIVITIES
For the period 11 March 2010 to 31 March 2011

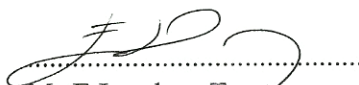
		Unrestricted funds	Restricted funds	Total funds
	Notes	£	£	£
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income	2	194,487	68,001	262,488
RESOURCES EXPENDED				
Costs of generating funds				
Fundraising trading: cost of goods sold and other costs	3	23,377	-	23,377
Charitable activities				
Computer consumables		1,399	1,479	2,878
Insurance		525	-	525
Rent		12,448	-	12,448
Printing, postage and stationary		2,380	-	2,380
Social security costs		-	1,310	1,310
Wages		2,472	17,422	19,894
Telephone		101	-	101
Contracted services		35,294	33,399	68,693
Recruitment cost		330	-	330
Trustees salary		59,166	-	59,166
Trustees expenses		5,993	-	5,993
Travel		13,834	-	13,834
Governance costs	6	14,881	-	14,881
Support costs		(1,239)	-	(1,239)
Total resources expended		170,961	53,610	224,571
NET INCOMING RESOURCES before transfers		23,526	14,391	37,917
Gross transfers between funds	12	-	-	-
Net incoming/(outgoing) resources		23,526	14,391	37,917
TOTAL FUNDS CARRIED FORWARD		23,526	14,391	37,917

BALANCE SHEET
At 31 March 2011

	Notes	Unrestricted funds £	Restricted funds £	Total funds £
CURRENT ASSETS				
Debtors: amounts falling due within one year	10	52,835	15,641	68,476
Cash at bank		5,502	-	5,502
		<u>58,337</u>	<u>15,641</u>	<u>73,978</u>
CREDITORS				
Amounts falling due within one year	11	<u>(34,811)</u>	<u>(1,250)</u>	<u>(36,061)</u>
NET ASSETS		<u>23,526</u>	<u>14,391</u>	<u>37,917</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>23,526</u>	<u>14,391</u>	<u>37,917</u>
FUNDS				
	12			
Unrestricted funds				23,526
Restricted funds				<u>14,391</u>
TOTAL FUNDS				<u>37,917</u>

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board of Trustees on 8-12-2011 and were signed on its behalf by:


 Ms E London -Trustee

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

Incoming resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the statement of financial activities on a straight line basis over the period of the lease.

2. VOLUNTARY INCOME

	£
Campaign fees	55,000
Gifts and donations income	10,149
Grant income	190,430
Presentations	6,909
	<hr/>
	262,488
	<hr/>

3. FUNDRAISING TRADING: COST OF GOODS SOLD AND OTHER COSTS

	£
Contracted services	7,602
Staff costs	13,331
Computer consumables	314
Fundraising expenses	616
Printing, postage and stationery	1,072
Recruitment cost	411
Travel	31
	23,377

4. CHARITABLE ACTIVITIES COSTS

	Direct costs	Total
	£	£
Computer consumables	2,878	2,878
Insurance	525	525
Rent	12,448	12,448
Printing, postage and stationery	2,380	2,380
Social security costs	1,310	1,310
Wages	19,894	19,894
Telephone	101	101
Contracted Services	68,693	68,693
Recruitment cost	330	330
Trustees salary	59,166	59,166
Trustees expenses	5,993	5,993
Travel	13,834	13,834
	187,552	187,552

5. SUPPORT COSTS

	Finance
	£
Other resources expended	(1,239)
	(1,239)

6. GOVERNANCE COSTS

	£
Staff costs	8,224
Contracted services	1,857
Auditors' remuneration	4,800
	<u>14,881</u>

7. NET INCOMING/(OUTGOING) RESOURCES

Net resources are stated after charging/(crediting):

	£
Auditors' remuneration	4,800
Other operating leases	12,448
	<u>17,248</u>

8. TRUSTEES' REMUNERATION AND BENEFITS

	£
Trustees' salaries	59,166
	<u>59,166</u>

Trustees' Expenses

	£
Trustees' expenses	5,791
	<u>5,791</u>

9. STAFF COSTS

	£
Wages and salaries	92,304
Social security costs	9,621
	<u>101,925</u>

10. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	£
Trade debtors	56,580
Prepayments	11,896
	<u>68,476</u>

11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	£
Trade creditors	11,388
Social security and other taxes	5,051
Wages control	3,726
VAT	11,096
Accrued expenses	4,800
	36,061

12. MOVEMENT IN FUNDS

	At 11.3.10	Net movement in funds	Transfers between funds	At 31.3.11
	£	£	£	£
Unrestricted funds				
General fund	-	23,526	-	23,526
Restricted funds				
Restricted funds	-	14,391	-	14,391
TOTAL FUNDS	-	37,917	-	37,917

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	194,487	(170,961)	23,526
Restricted funds			
Restricted funds	68,001	(53,610)	14,391
TOTAL FUNDS	262,488	(224,571)	37,917

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
for the Period 11 March 2010 to 31 March 2011**

	£
INCOMING RESOURCES	
Voluntary income	
Campaign fees	55,000
Gifts and donations income	10,149
Grant income	190,430
Presentations	6,909
	<hr/>
Total incoming resources	262,488
	<hr/>
RESOURCES EXPENDED	
Fundraising trading: cost of goods sold and other costs	
Contracted services	7,602
Wages	12,293
Social security	1,038
Computer consumables	314
Fundraising expenses	616
Printing, postage and stationary	1,072
Recruitment cost	411
Travel	31
	<hr/>
	23,377
Charitable activities	
Trustees' salaries	59,166
Trustees' expenses	5,791
Wages	13,256
Social security	7,948
Rent	12,448
Contracted services	68,693
Insurance	525
Telephone	101
Postage and stationary	2,380
Travel	13,834
Recruitment cost	418
Computer consumables	2,992
	<hr/>
	187,552

Global Poverty Project UK

Governance costs

Wages	7,589
Social security	635
Contracted services	1,857
Auditors' remuneration	4,800
	<hr/>
	14,881

Support costs

Finance

Bank charges	145
Exchange difference	(1,384)
	<hr/>
	(1,239)
	<hr/>

Total resources expended 224,571

Net income

 37,917
