

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

**Report of the Trustees and
Audited Financial Statements For The Year Ended 31 March 2012
for
Global Poverty Project UK**

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

Global Poverty Project UK

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Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2012. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

07186340 (England and Wales)

Registered Charity number

1137815

Registered office

Oasis Centre 75
Westminster Bridge Road
London
SE1 7HS

Trustees

Mr M Smellie
Ms E London
Mr S Moss

Company Secretary

Mr S Moss

Auditors

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

Solicitors

Allen and Overy LLP
One Bishops Square
London E1 6AD

Advisory Board

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

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

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.

Governance review

A governance restructure has been conducted throughout the year of 2011/2012. The process will be completed in June 2012. This resulted in the appointment of new trustees for the Global Poverty Project UK. The new appointments will come into place in September 2012.

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.

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 2012 the balances between the entities was £Nil (2011 £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.

OBJECTIVES AND ACTIVITIES

Objectives and aims

Our mission 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 educational 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 are in our second year of operation in the United Kingdom. During this year we have continued to inspire and inform people across the UK through our signature 1.4 Billion Reasons presentation, Live Below the Line campaign and other campaigns in partnership with over twenty different NGOs and partners. This year has also seen the development and launch of the Global Poverty Ambassador Programme.

Vision

To see a world without extreme poverty within a generation.

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

OBJECTIVES AND ACTIVITIES

Missions

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:

1. 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.

2. Amplify:

Give the public a tangible way of being a part of a current success so they take ownership of it, and become long-term supporters;

3. 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.

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

OBJECTIVES AND ACTIVITIES

Aims

2011-2012 Aims

1. Change in attitude:

Affect a change among the attitudes of the general public in the UK towards anti-poverty commitments and encourage individuals to take meaningful actions

2. Actions to create impact for the poorest:

Higher quantity and quality of social and political action in support of the anti-poverty agenda by individuals and through partnerships.

3. Contribution to the sector:

Partners with other charities to increase their campaign reach and be a cohesive voice within the sector

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

Key achievements for 2011-2012

CHANGE IN ATTITUDE:

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 changing the attitudes of the UK public, the Global Poverty Project aims to increase the number of individuals with accurate understanding about the realities of extreme poverty and the potential of each individual to enact change.

Key achievements:

1. 12,182 people have been reached through 1.4 Billion Reasons
2. 70% of those have taken actions to end extreme poverty
3. Increase from 75% to 82% in those who believe our government should increase trade between us and poor countries and ensure trading relationships are fairer for poor countries.

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

Key achievements for 2011-2012

POVERTY ALLEVIATION IMPACT:

Our campaigning work focuses on five key change goals:

1. Better Aid: ensure that foreign aid is targeted towards the achievement of the Millennium Development Goals.
2. More Aid: every nation we operate in should work towards investing 0.7% Gross National Income in foreign aid.
3. Better Trade: fair and balanced trade relations are important to tackling poverty, and want to see improvements in the multilateral trading position of developing countries.
4. More Ethical Trade: we're working to dramatically increase the market share of ethical traded consumer goods to provide fair wage access to millions.
5. Enabling environment: we want to see investment in education, infrastructure and governance because we know this provides an enabling environment for developing countries to work their way out of poverty.

We campaign for government, business and consumer action that will create important systemic change for the world's extreme poor, and along with the building of a movement of individuals. These two combined show the impact Global Poverty Project UK.

Key achievements:

1. Live Below the Line 2012 campaign raised over £500,000 for over 23 organisations who work to eradicate extreme poverty
2. Supported Transparency International in the Justice campaign, and The Bribery Act was passed
3. Supported our international campaign The End of Polio resulting in David Cameron attending a special press conference called just to discuss polio eradication after Commonwealth Heads of Government Meeting where more than £100million of additional funding towards polio eradication was announced
4. Increased supporter bases for Malaria No More UK and ONE through joint campaigns
5. Increased the supporter base of many partner organisations through the Live Below the Line campaign including at least 50% who had never taken an action with their chosen charity before.

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

1.4 Billion reasons

Our ground breaking 1.4 Billion Reasons presentation has been in high demand and has demonstrated a significant positive attitude change towards issues of extreme poverty among 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 including 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.

This year has also seen the development of a corporate version of 1.4 Billion Reasons to be presented in the next financial year. We have customised the presentation to directly target businesses, explaining why tackling extreme poverty is important to business, how it can be achieved, as well as case studies of businesses that have successfully tackled poverty, and challenges and risks that it might involve. This presentation, 1.4 Billion Reasons to target scale, is being taken out to large, multinational businesses in the UK.

Outcome:

1. Engaging and informing the public; changing attitudes; increasing development awareness

During the second year of operation, Global Poverty Project UK had thirteen active, voluntary presenters to deliver 1.4 Billion Reasons nationwide. The presenters have collectively delivered one hundred and nineteen presentations in the UK, reaching 12,182 people.

| Sector | # presentations | # attendees |
|--------------------|-----------------|-------------|
| Faith | 8 | 458 |
| Community | 14 | 995 |
| Corporate | 2 | 100 |
| School | 34 | 6,083 |
| University / youth | 61 | 4,546 |
| Total | 119 | 12,182 |

In addition, the Trial Ambassador programme, which ran for the second half of the year, saw fifteen Ambassadors trained to deliver 1.4 Billion Reasons. The Ambassadors gave twenty-nine presentations reaching a total of seven hundred and seventy-nine people.

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 390 responses. Results include:

| | Before | After |
|---|--------|-------|
| Those believing that we should personally give money to charities that work in developing countries | 75% | 80% |
| Those believing that we should personally buy Fairtrade and ethically sourced products | 83% | 88% |
| Those believing that we should personally take actions to urge government and/or business to do more | 73% | 83% |
| Those believing that our government should change the rules in our country as to how companies can invest and work in poor countries to ensure that more of the money remains with developing country governments to be used for things like health and education | 69% | 81% |
| 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 | 81% | 83% |
| Those believing that our government should increase trade between us and poor countries, ensuring that trading relationships are fairer for poor countries | 75% | 82% |
| Those believing that our government shouldn't interfere because it could make things worse | 4% | 0.5% |

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

1.4 Billion reasons

Those believing that "a great deal" of extreme poverty is caused by corruption amongst governments and businesses working in developing countries 60% 57%

After seeing the presentation, there was positive feedback.

2. Impact:

Increased action to support the world's poorest

This financial year, 5,647 presentation attendees have made their own personal commitment to ending extreme poverty, bringing the total commitments in the UK to 16,856.

Our tracking survey found, from the 143 people who had seen the presentation, in relation to actions contributing to the anti-poverty agenda:

| | |
|---|-----|
| Reported having taken at least one specific follow-up action | 70% |
| Reported having learnt more about the issues | 62% |
| Reported talking to friends and family | 72% |
| Reported volunteering here or overseas on issues of poverty | 17% |
| Reported making a donation to charity | 30% |
| Reported buying Fairtrade or ethically sourced products | 29% |
| Reported taking political action by contacting their MP or a company to express their views | 33% |
| Reported having attended another event about extreme poverty | 16% |

Once individuals have made commitments we direct them towards monthly campaigns they can get involved in to take action. Actions included:

| Campaign | Open rate | Click-through rate |
|---|-----------|--------------------|
| Make Aid Transparent Petition: "Revolutionise the future of aid" | 43% | 10% |
| The End of Polio campaign: "Meet Piper Paquen, 24 - and help finish the story" | 40% | 9% |
| "Over \$100 million committed to help end polio!" - update following The End of Polio Concert pledges | 33% | 80% |
| "Help save 4 million lives in 5 years" - sign the petition in support of GAVI | 38% | 16% |
| "The poorest are being hit first and hardest" (partner email for Christian Aid) | 28% | 10% |
| "We cannot quit now in mid-stream" - World Aids day mail out in support of the Global Fund | 33% | 5% |
| A massive opportunity right below our feet - launch of Resource Transparency action to Justice segment of database (340 people) | 51% | 35.5% |

3. Contribution to the Sector:

The monthly actions have frequently been targeted to assist other charities with their current campaigns. Examples include:

1. Publish What You Fund (PWYF) Coalition:

The "Revolutionise the future of aid" action, which asked individuals to sign PWYF's Make Aid Transparent Petition. There were very high results with GPP supporters contributing a large proportion of the signatures on the petition globally. Further targeted follow up emails maintained an average of 43% open and 10% click through on this campaign.

2. Global Fund:

The action for World AIDS day was to write to your MP in support of the Global Fund. This contributed to our ongoing campaign in support of the Global Fund, generating 160 emails sent from our supporters to their MPs.

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

1.4 Billion reasons

3. Publish What you Pay (PWYP) Coalition:

The "A massive opportunity right below our feet" email was sent to our justice segment of the GPP database, totalling 340 people. The action was to email their MEP asking them to support EU legislation requiring greater transparency by oil, gas and mineral companies, in support of PWYP's campaign. This resulted in 100 emails sent to MEPs from our supporters.

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

Ambassador programmes

TRIAL PROGRAMME:

In partnership with The Co-operative Membership South East and Central and Eastern Regions, the 2011 Global Poverty Ambassador Programme was launched as a trial for the national 2012 Global Poverty Ambassador Initiative.

The Global Poverty Project's first Global Poverty Ambassadors were trained in September 2011 to deliver the ground-breaking 1.4 Billion Reasons presentation to small groups in their local communities to champion the message that progress is being made and there are actions we can each take in our own lives to help end extreme poverty.

Summary of Outcomes:

1. 15 Ambassadors trained
2. 779 people reached
3. 29 presentations

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

Ambassador programmes

2012 GLOBAL POVERTY AMBASSADORS:

This year saw the development and launch of the Global Poverty Project Ambassadors programme in partnership with The Co-operative during the 2012 UN International Year of Co-operatives. This programme identifies, equips and supports leaders in their community to deliver the 1.4 Billion Reasons presentation and be leading voices for the movement to end extreme poverty in their communities.

The Global Poverty Ambassador Initiative was officially launched on January 25th, 2012, alongside special guests Bill Gates and Hans Rosling. Hosted by the London School of Economics (LSE), over 5,000 people watched the event via a live stream. Bill Gates covered the key themes of his 2012 Annual Letter, including how innovations in agriculture and health are driving down extreme poverty worldwide. He was joined by Swedish statistician, and Advisor to the Global Poverty Project, Hans Rosling.

Outcomes:

132 Ambassadors were identified, trained and equipped to be leading voices in their community.

1. Launch event:

As a direct result of the Ambassador Initiative Launch event, the Bill Gates's Annual Letter, which he personally launched at the event, trended on Twitter with over 9.5 million impressions. The media reach was 7,444,264 for @thegpp and 667,190 for #gppambassadors.

2. Protect 0.7%:

In February and March the Ambassadors launched the Protect Point 7 campaign. Based largely online, this campaign asked supporters to demonstrate their support for the government's commitment to spend 0.7% of GNI on aid by uploading a photo to Facebook and tweeting at and writing letters to their MPs.

On 6th March, we accompanied a number of the Global Poverty Ambassadors, in presenting the petition to a number of politicians, including the Secretary of State for International Development, Andrew Mitchell, and Shadow Secretary of State for International Development Ivan Lewis MP.

3. Live below the line 2012:

Through the Live Below the Line campaign, the Ambassadors raised £23,575 for Global Poverty Project and our partner charities. One Ambassador from the North West region held a Live Below the Line gig night to promote the campaign, which was attended by Shadow Secretary of State for Education Stephen Twigg.

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

Live Below The Line

Live Below the Line is a campaign run by the Global Poverty Project and has taken off around the world, with 15,000 participants worldwide in seventy-nine countries. Over £2 million was raised globally. This clearly demonstrates 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 five days, living on a £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 second Live Below the Line campaign in the UK, following its launch in 2011, and the first campaign in Australia in 2010.

Outcomes:

1. Engaging and informing the public; changing attitudes; increasing development awareness

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 experiential way. This has been demonstrated to contribute to changing attitudes to being much more supportive of anti-poverty commitments in the UK, with 95% of participants indicating that they would continue to take further action in their lives to combat extreme poverty after completing the challenge.

It also provides a tool for supporters to engage their wider community, with nearly one third of participants stating that the main reason they signed up to take part in the campaign was that they "wanted to raise awareness and engage my community with the issue of extreme poverty". During the campaign, participants demonstrated their level of engagement through talking about the issues, indicating that they spoke to an average of 11-50 people each.

2. Impact on the poorest

Campaign participants raised over £500,000 for our charity partners through personal sponsorship, supporting the work of charity partners fighting extreme poverty around the world.

3. Contribution to the sector

Live Below the Line UK grew significantly this year, engaging twenty-three charities and 2,950 people in the UK. In addition to the funds raised for the participating partner organisations, these charities also gained more supporters. Fifty per cent of the 2,950 individuals who took the challenge had never taken actions with their chosen charity before, and the challenge inspired 9,180 people to stay in touch with partner organisations and learn more about anti-poverty initiatives. In the UK, the major partners were UNICEF, Christian Aid, Restless Development, Malaria No More UK, Results UK and Salvation Army.

The 2012 Live Below the Line Campaign received significant national press and TV coverage. There were over three hundred and fifty local news articles including Guardian Money, The Metro, The Evening Standard, Loose Women, The Mail online, The Sun, BBC London, Glamour, The Times, MSN and Entertainment News. Online, the Live Below the Line webpage had 803,459 total page views and 131,840 unique visitors.

The campaign received much celebrity support and endorsement from Bonnie Wright, Andy Murray, Ricky Gervais, Arlene Phillips, Mel C, Stephen Merchant and celebrity chef, Jean-Christophe Novelli. Several members of the House of Lords also took part in the campaign, and two parliamentary events were held: one to launch the campaign; the other a post-campaign celebration. The official media launch was held at the Shoreditch Waterhouse Restaurant and included the cast of the *The Only Way is Essex*.

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE THE LIVING PROOF TOUR

Between April and June 2011, Global Poverty Project UK worked in partnership with ONE to ask individuals to sign a petition demanding an increased budget for the Global Alliance for Vaccinations and Immunisation (GAVI). Ten events were delivered at universities across the UK during May and June 2011 as part of the tour. A customised version of 1.4 Billion Reasons was delivered, which merged the standard GPP version with data and case studies from the Living Proof campaign. The presentation highlighted the key messages of the Living Proof campaign throughout.

The Living Proof tour demonstrated public support for vaccines and generated public engagement with MPs and media coverage regarding vaccines prior to the GAVI pledging conference on June 13th, 2012.

Outcomes:

1. Engaging and informing the public; changing attitudes; increasing development awareness

Ten events were held and were highly successful at educating members of the public about GAVI, both to its past and potential contribution to tackling extreme poverty. A flagship event was held in London on May 24th at the Royal College of Nurses, where one hundred and ten people attended the presentation, approximately halfway through the tour.

2. Actions to create impact on the poorest

One hundred and eighty-eight individuals wrote to seventy-nine MPs and eight hundred and seven people signed the GAVI petition. Following a successful campaign resulting in many signatures on the petition, the UK government made true its commitment to GAVI, contributing a further £814m. GAVI can save four million lives in five years through vaccines, which are a "best buy in public health" and a great example of effective aid. GAVI states that "each year 1.7 million children die from a vaccine-preventable disease. The overwhelming majority of these deaths occur in developing countries. That's one life every 20 seconds" (<http://www.gavialliance.org/about/mission/what/>, accessed August 15, 2012). GAVI immunises children against preventable diseases thereby helping to cut child mortality rates in developing countries.

3. Contribution to the sector

1,900 people who attended the tour expressed their interest in continuing to support ONE's work as new, highly-engaged supporters. Eight media pieces were secured during the campaign, raising wider awareness of MNM and its campaign.

Extract from a GPP supporter letter to her MP:

"I learnt about the valuable work that the Global Fund are doing in trying to fight AIDS, TB and Malaria, helping to save at least 4,000 lives every day. To protect and build on gains already made, it is vital that the Global Fund is fully funded.....Please can you ask the Secretary of State to double UK funding and encourage other donors to do the same? With enough funding it is possible to help save three million children's lives from malaria by 2015. Thank you for your support for tackling extreme poverty."

MALARIA NO MORE UK TOUR - FUND THE FUND

The Malaria No More UK Tour was delivered across the UK at the end of 2011/beginning of 2012. The aim was to raise funds and awareness for Malaria No More UK and demonstrate public support to obtain sufficient funding allocation during the 2012 Global Fund replenishment.

Outcomes:

1. Engaging and informing the public; changing attitudes; increasing development awareness

Forty-two presentations were delivered across the UK as part of the University Tour. As a direct result, 2,810 people saw the presentation and 635 expressed interest in signing up for Live Below the Line.

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

2. Actions to create impact on the poorest

The two main actions asked of audience members were: to sign the Global Fund petition, and to write to their MP. Following the tour, two hundred and eighty-four individuals wrote personalised, hand-written letters to their MP and one thousand and thirty people signed the Global Fund petition. At this point in time, the additional contribution called for by the petition has still not been made to the Global Fund. However, communications for the Department of International Development in response to MP enquiries triggered by the letters very strongly state that the UK will increase their commitment as soon as progress is completed on agreed reforms to the Global Fund's structure.

3. Contribution to the sector

We worked in partnership with Malaria No More UK on a joint tour, raising awareness of their work and over 1,500 people committed to continue to support their work

TRANSPARENCY

In late 2011, Global Poverty Project supported Transparency International and the National Resource Charter in the campaign for greater transparency.

Outcomes:

1. Engaging and informing the public; changing attitudes; increasing development awareness

Global Poverty Project produced a video for the National Resource Charter to highlight the issues surrounding the lack of transparency.

2. Actions to create impact on the poorest

The campaign resulted in one hundred letters sent to MEPs, from which Global Poverty Project received several responses. Mary Honeyball, MEP, spoke of the "unprecedented contact" from her constituents in relation to the European transparency directive.

3. Contribution to the sector

Global Poverty Project supported the National Resource Charter and Transparency International in this campaign.

MAJOR EVENTS

A dinner was held at the St Pancras Hotel on 18 April 2011 with special guest Hugh Jackman. The event was a fundraising dinner with one hundred and fifty guests attending. The event raised £51,042.50 for Global Poverty Project UK.

MEDIA OUTREACH / SOCIAL MEDIA

Online blogging

This year Global Poverty Project produced over two hundred blog entries. The blogs touched on a wide range of topics including aid, fair-trade and ethical purchasing; global health; corruption and governance; poverty, and polio to name but a few.

Examples of some of the most popular blog entry titles are: Perceptions of rich country poverty; Fashion: A woman's world; So you want to volunteer overseas; all three of which have received between ten thousand and fifteen thousand views. The most popular blog of the year, viewed 16,475 times, told the story of Indian cricketer, Bhagwath Chandrasekhar, who was struck with polio in his right arm at the age of five but went on to become the bowler for the Indian team!

Global Poverty Project UK

Report of the Trustees for the Year Ended 31 March 2012

FINANCIAL REVIEW

Reserves policy

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 £50,000 being approximately three months' of core direct costs. At the year end, unrestricted reserves stood at £33,419 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.

Financial position

Overall income for the period was £359,122 and we are indebted to the Bill and Melinda Gates Foundation, Rumi Foundation, Karine Berthou and R Moodgal who provided significant contributions.

Expenditure for the period was £359,459. Fundraising costs accounted for 4.9% of the total and governance costs a further 3.1%, leaving 92% being spent on charitable activities.

On the balance sheet, unrestricted reserves stand at £33,419 at the end of the year and restricted funds at £4,125.

STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees (who are also the directors of Global Poverty Project UK for the purposes of company law) are responsible for preparing the Report of the Trustees 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 those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- 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 which disclose with reasonable accuracy at any time the financial position of the charitable company and to 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.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the 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.

Global Poverty Project UK

**Report of the Trustees
for the Year Ended 31 March 2012**

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 year ended 31 March 2012 on pages nineteen to twenty five. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

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 Report of the Trustees 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 2012 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; 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.

**Report of the Independent Auditors to the Members of
Global Poverty Project UK**

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:

Global Poverty Project UK

Statement of Financial Activities
for the Year Ended 31 March 2012

| | Notes | Unrestricted funds £ | Restricted funds £ | Year Ended 31.3.12 Total funds £ | Period 11.3.10 to 31.3.11 Total funds £ |
|---|-------|-------------------------|-----------------------|---|--|
| INCOMING RESOURCES | | | | | |
| Incoming resources from generated funds | | | | | |
| Voluntary income | 2 | 330,282 | 28,840 | 359,122 | 262,488 |
| RESOURCES EXPENDED | | | | | |
| Costs of generating funds | | | | | |
| Fundraising trading: cost of goods sold and other costs | 3 | 17,605 | - | 17,605 | 23,175 |
| Charitable activities | | | | | |
| Computer consumables | 4 | 1,949 | - | 1,949 | 3,080 |
| Contracted Services | | 36,351 | 23,992 | 60,343 | 68,693 |
| Insurance | | 372 | - | 372 | 525 |
| Social security costs | | 12,851 | 1,728 | 14,579 | 1,310 |
| Printing, postage and stationery | | 14,151 | - | 14,151 | 2,380 |
| Programme costs - Ambassador | | 25,269 | - | 25,269 | - |
| Rent | | 14,326 | - | 14,326 | 12,448 |
| Recruitment cost | | 883 | - | 883 | 330 |
| Telephone | | 845 | - | 845 | 101 |
| Trustees salary | | 62,139 | - | 62,139 | 59,166 |
| Trustees expenses | | 8,616 | - | 8,616 | 5,993 |
| Travel | | 19,247 | 1,500 | 20,747 | 13,834 |
| Wages | | 69,786 | 11,886 | 81,672 | 19,894 |
| LBL costs | | 790 | - | 790 | - |
| Donations made | | 7,547 | - | 7,547 | - |
| Sundry expenses | | 25 | - | 25 | - |
| Advertising and marketing expenses | | 8,500 | - | 8,500 | - |
| Location hire | | 700 | - | 700 | - |
| Meals and entertainment | | 573 | - | 573 | - |
| Subscriptions | | 500 | - | 500 | - |
| Governance costs | 6 | 11,300 | - | 11,300 | 14,881 |
| Other resources expended | | 6,064 | - | 6,064 | (1,239) |
| Total resources expended | | 320,389 | 39,106 | 359,495 | 224,571 |
| NET INCOMING/(OUTGOING) RESOURCES | | | | | |
| | | 9,893 | (10,266) | (373) | 37,917 |
| RECONCILIATION OF FUNDS | | | | | |
| Total funds brought forward | | 23,526 | 14,391 | 37,917 | - |
| TOTAL FUNDS CARRIED FORWARD | | 33,419 | 4,125 | 37,544 | 37,917 |

The notes form part of these financial statements

Global Poverty Project UK

**Balance Sheet
At 31 March 2012**

| | Notes | Unrestricted funds £ | Restricted funds £ | 2012 Total funds £ | 2011 Total funds £ |
|--|-------|----------------------------|--------------------------|-----------------------------|-----------------------------|
| CURRENT ASSETS | | | | | |
| Debtors: amounts falling due within one year | 10 | 30,555 | - | 30,555 | 68,478 |
| Cash at bank and in hand | | 32,544 | 4,125 | 36,669 | 5,500 |
| | | <u>63,099</u> | <u>4,125</u> | <u>67,224</u> | <u>73,978</u> |
| CREDITORS | | | | | |
| Amounts falling due within one year | 11 | (29,680) | - | (29,680) | (36,061) |
| | | <u>33,419</u> | <u>4,125</u> | <u>37,544</u> | <u>37,917</u> |
| NET CURRENT ASSETS | | | | | |
| | | <u>33,419</u> | <u>4,125</u> | <u>37,544</u> | <u>37,917</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | | | | |
| | | <u>33,419</u> | <u>4,125</u> | <u>37,544</u> | <u>37,917</u> |
| NET ASSETS | | | | | |
| | | <u><u>33,419</u></u> | <u><u>4,125</u></u> | <u><u>37,544</u></u> | <u><u>37,917</u></u> |
| FUNDS | | | | | |
| | 12 | | | 33,419 | 23,526 |
| Unrestricted funds | | | | 4,125 | 14,391 |
| Restricted funds | | | | <u>37,544</u> | <u>37,917</u> |
| TOTAL FUNDS | | | | | |
| | | | | <u><u>37,544</u></u> | <u><u>37,917</u></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 and were signed on its behalf by:

.....
Ms E London -Trustee

Global Poverty Project UK

Notes to the Financial Statements for the Year Ended 31 March 2012

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

| | Year Ended | Period |
|----------------------------|----------------|----------------|
| | 31.3.12 | 11.3.10 |
| | £ | to |
| | £ | 31.3.11 |
| Campaign fees | 200,244 | 55,000 |
| Gifts and donations income | 50,908 | 10,149 |
| Grant income | - | 190,430 |
| Sundry income | 43,620 | - |
| Presentations | 64,350 | 6,909 |
| | <u>359,122</u> | <u>262,488</u> |

Global Poverty Project UK

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2012**

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

| | Year Ended 31.3.12 £ | Period 11.3.10 to 31.3.11 £ |
|----------------------------------|----------------------------|---|
| Contracted services | - | 7,602 |
| Trustees' remuneration etc | 8,000 | - |
| Staff costs | 1,996 | 13,331 |
| Paypal charges | 131 | - |
| Computer consumables | 6,553 | 112 |
| Fundraising expenses | 165 | 616 |
| Printing, postage and stationery | 81 | 1,072 |
| Recruitment cost | - | 411 |
| Travel | 564 | 31 |
| Meals and entertainment | 102 | - |
| Telephone | 13 | - |
| | <u>17,605</u> | <u>23,175</u> |

4. CHARITABLE ACTIVITIES COSTS

| | Direct costs £ | Totals £ |
|------------------------------------|-------------------|----------------|
| Computer consumables | 1,949 | 1,949 |
| Contracted Services | 60,343 | 60,343 |
| Insurance | 372 | 372 |
| Social security costs | 14,579 | 14,579 |
| Printing, postage and stationery | 14,151 | 14,151 |
| Programme costs - Ambassador | 25,269 | 25,269 |
| Rent | 14,326 | 14,326 |
| Recruitment cost | 883 | 883 |
| Telephone | 845 | 845 |
| Trustees salary | 62,139 | 62,139 |
| Trustees expenses | 8,616 | 8,616 |
| Travel | 20,747 | 20,747 |
| Wages | 81,672 | 81,672 |
| LBL costs | 790 | 790 |
| Donations made | 7,547 | 7,547 |
| Sundry expenses | 25 | 25 |
| Advertising and marketing expenses | 8,500 | 8,500 |
| Location hire | 700 | 700 |
| Meals and entertainment | 573 | 573 |
| Subscriptions | 500 | 500 |
| | <u>324,526</u> | <u>324,526</u> |

5. SUPPORT COSTS

| | Management £ | Finance £ | Totals £ |
|--------------------------|-----------------|--------------|--------------|
| Other resources expended | <u>4,835</u> | <u>1,229</u> | <u>6,064</u> |

Global Poverty Project UK

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2012**

6. GOVERNANCE COSTS

| | Year Ended 31.3.12 £ | Period 11.3.10 to 31.3.11 £ |
|----------------------------|----------------------------|---|
| Trustees' remuneration etc | 7,793 | - |
| Staff costs | 880 | 8,224 |
| Contracted services | - | 1,857 |
| Travel | 33 | - |
| Subscriptions | 88 | - |
| Auditors' remuneration | 2,506 | 4,800 |
| | <u>11,300</u> | <u>14,881</u> |

7. NET INCOMING/(OUTGOING) RESOURCES

Net resources are stated after charging/(crediting):

| | Year Ended 31.3.12 £ | Period 11.3.10 to 31.3.11 £ |
|------------------------|----------------------------|---|
| Auditors' remuneration | 2,506 | 4,800 |
| Other operating leases | 14,326 | 12,448 |
| | <u>16,832</u> | <u>17,248</u> |

8. TRUSTEES' REMUNERATION AND BENEFITS

| | Year Ended 31.3.12 £ | Period 11.3.10 to 31.3.11 £ |
|--------------------|----------------------------|---|
| Trustees' salaries | 77,932 | 59,166 |

Trustees' Expenses

| | Year Ended 31.3.12 £ | Period 11.3.10 to 31.3.11 £ |
|--------------------|----------------------------|---|
| Trustees' expenses | 8,616 | 5,993 |
| | <u>8,616</u> | <u>5,993</u> |

Global Poverty Project UK

Notes to the Financial Statements - continued
for the Year Ended 31 March 2012

9. STAFF COSTS

| | Year Ended 31.3.12 £ | Period 11.3.10 to 31.3.11 £ |
|-----------------------|----------------------------|---|
| Wages and salaries | 164,799 | 92,304 |
| Social security costs | 16,857 | 9,621 |
| | <u>181,656</u> | <u>101,925</u> |

10. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | 2012 £ | 2011 £ |
|---------------|---------------|---------------|
| Trade debtors | 2,400 | 56,582 |
| Prepayments | 28,155 | 11,896 |
| | <u>30,555</u> | <u>68,478</u> |

11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | 2012 £ | 2011 £ |
|---------------------------------|---------------|---------------|
| Trade creditors | 1,130 | 11,388 |
| Social security and other taxes | 9,115 | 5,051 |
| Wages control | 2,787 | 3,726 |
| VAT | 333 | 11,096 |
| Accrued expenses | 16,315 | 4,800 |
| | <u>29,680</u> | <u>36,061</u> |

12. MOVEMENT IN FUNDS

| | At 1.4.11 £ | Net movement in funds £ | Transfers between funds £ | At 31.3.12 £ |
|---------------------------|----------------|-------------------------------|---------------------------------|-----------------|
| Unrestricted funds | | | | |
| General fund | 23,526 | 9,893 | - | 33,419 |
| Restricted funds | | | | |
| Restricted funds | 14,391 | (10,266) | - | 4,125 |
| | <u>37,917</u> | <u>(373)</u> | <u>-</u> | <u>37,544</u> |

Global Poverty Project UK

Notes to the Financial Statements - continued for the Year Ended 31 March 2012

12. MOVEMENT IN FUNDS - continued

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

| | Incoming resources £ | Resources expended £ | Movement in funds £ |
|---------------------------|----------------------------|----------------------------|---------------------------|
| Unrestricted funds | | | |
| General fund | 330,282 | (320,389) | 9,893 |
| Restricted funds | | | |
| Restricted funds | 28,840 | (39,106) | (10,266) |
| TOTAL FUNDS | <u>359,122</u> | <u>(359,495)</u> | <u>(373)</u> |

Global Poverty Project UK

Detailed Statement of Financial Activities for the Year Ended 31 March 2012

| | Year Ended 31.3.12 £ | Period 11.3.10 to 31.3.11 £ |
|--|----------------------------|---|
| INCOMING RESOURCES | | |
| Voluntary income | | |
| Campaign fees | 200,244 | 55,000 |
| Gifts and donations income | 50,908 | 10,149 |
| Grant income | - | 190,430 |
| Sundry income | 43,620 | - |
| Presentations | 64,350 | 6,909 |
| | <hr/> | <hr/> |
| | 359,122 | 262,488 |
| Total incoming resources | <hr/> | <hr/> |
| | 359,122 | 262,488 |
| RESOURCES EXPENDED | | |
| Fundraising trading: cost of goods sold and other costs | | |
| Contracted services | - | 7,602 |
| Trustees' salaries | 8,000 | - |
| Wages | 977 | 12,293 |
| Social security | 1,019 | 1,038 |
| Paypal charges | 131 | - |
| Computer consumables | 6,553 | 112 |
| Fundraising expenses | 165 | 616 |
| Printing, postage and stationery | 81 | 1,072 |
| Recruitment cost | - | 411 |
| Travel | 564 | 31 |
| Meals and entertainment | 102 | - |
| Telephone | 13 | - |
| | <hr/> | <hr/> |
| | 17,605 | 23,175 |
| Charitable activities | | |
| Trustees' salaries | 62,139 | 59,166 |
| Trustees' expenses | 8,616 | 5,993 |
| Wages | 81,672 | 13,256 |
| Social security | 14,579 | 7,948 |
| Rent | 14,326 | 12,448 |
| Contracted services | 60,343 | 68,693 |
| Insurance | 372 | 525 |
| Telephone | 845 | 101 |
| Postage and stationery | 14,151 | 2,380 |
| Travel | 20,747 | 13,834 |
| Recruitment cost | 883 | 418 |
| Computer consumables | 1,949 | 2,992 |
| Subscriptions | 500 | - |
| Location Hire | 700 | - |
| Advertising and marketing | 8,500 | - |
| Carried forward | 290,322 | 187,754 |

This page does not form part of the statutory financial statements

Global Poverty Project UK

Detailed Statement of Financial Activities for the Year Ended 31 March 2012

| | Year Ended 31.3.12 £ | Period 11.3.10 to 31.3.11 £ |
|---------------------------------|----------------------------|---|
| Charitable activities | | |
| Brought forward | 290,322 | 187,754 |
| Sundry expenses | 25 | - |
| Donations made | 7,547 | - |
| LBL costs | 790 | - |
| Meals and entertainment | 573 | - |
| Programme cost - Ambassador | 25,269 | - |
| | <hr/> | <hr/> |
| | 324,526 | 187,754 |
| Governance costs | | |
| Trustees' salaries | 7,793 | - |
| Wages | - | 7,589 |
| Social security | 880 | 635 |
| Contracted services | - | 1,857 |
| Travel | 33 | - |
| Subscriptions | 88 | - |
| Auditors' remuneration | 2,506 | 4,800 |
| | <hr/> | <hr/> |
| | 11,300 | 14,881 |
| Support costs | | |
| Management | | |
| Wages | 4,218 | - |
| Social security | 379 | - |
| Computer consumables | 15 | - |
| Travel | 223 | - |
| | <hr/> | <hr/> |
| | 4,835 | - |
| Finance | | |
| Bank charges | 1,229 | 145 |
| Exchange difference | - | (1,384) |
| | <hr/> | <hr/> |
| | 1,229 | (1,239) |
| Total resources expended | <hr/> | <hr/> |
| | 359,495 | 224,571 |
| Net (expenditure)/income | <hr/> | <hr/> |
| | (373) | 37,917 |
| | <hr/> <hr/> | <hr/> <hr/> |