

THARE MACHI LTD
Education Saves Lives - It's Simple

**Report and Financial Statements
31st March 2012**

Charity No 1080131
Company Number 03921677

SATURDAY



A10RZOS3

A20

29/12/2012

#335

COMPANIES HOUSE

CONTENTS		Page Nos.
1 0	REVIEW OF THE YEAR	1
1 1	Objectives and Activities	1
1 2	Achievements and Performance	3
2 0	CORPORATE GOVERNANCE REPORT	6
2 1	Structure, Governance and Management	6
2 2	Risk Management	6
2 3	Financial Reserves Policy	7
2 4	Fraud	7
3 0	DIRECTORS' REPORT	8
3 1	Legal and Administrative Information	8
3 2	Patrons	9
3 3	Principal Activities	9
3 4	Results	9
3 5	Plans for the Future	10
STATEMENT OF FINANCIAL ACTIVITIES		
INDEPENDENT EXAMINER'S REPORT		

THARE MACHI LTD: REVIEW OF THE YEAR AND DIRECTORS' REPORT YEAR ENDED 31 MARCH 2012

1.0 REVIEW OF THE YEAR

1.1 OBJECTIVES AND ACTIVITIES

The Memorandum of Association provides for three overall areas for charitable activities which can be summarised as

- 1 Education of vulnerable children to prevent prostitution and fulfill potential
- 2 Enabling people to avoid infection with HIV
- 3 Relieving disability through education

The programme has been developed to address these by carrying out activities under the following areas

- 1 Producing interactive DVDs with life-changing messages in English for the world's most vulnerable
- 2 Producing the DVDs in other languages by translating the scripts and recording the soundtracks
- 3 Marketing and distribution of discs through partnerships with organisations and individuals with existing grass roots programmes
- 4 Supporting efforts to counter human trafficking

This is a list of the titles available in English

HIV/AIDS

HIV/AIDS
Having an HIV Test
Living with HIV
Caring For Someone With AIDS
How to Take Your HIV Medicine
Guide for Children

HEALTH

Avoiding Malana
TB Can Be Cured
Bednets Can Save Lives
Diarrhoea
Cholera
High Blood Pressure
Immunisation

MOTHER AND BABY

When to Have a Baby
You and Your New Baby
TBA Skills - Pregnancy
Breastfeeding

HEALTHY LIVING

Looking After Your Teeth
Basic Hygiene
Safe Water
Healthy Eating

HUMAN TRAFFICKING

Human Trafficking

ADDICTION

Dangers of Alcohol
Dangers of Smoking
Say No to Glue and Drugs

SEX EDUCATION

Becoming a Man
Becoming a Woman
Safer Sex For Teenagers

AGRICULTURE

Planting Trees is Good
Making Compost

OTHER

Beware of Landmines

Throughout the year, Thare Machi Education (TME) continued to enjoy a wide variety of support and increasing demand for the DVD products. Following discussions with the South African Government Agricultural Department in the Western Cape province, a large quantity of DVDs (99,000) were sent for distribution to the very poor rural farmers and the prison populations of that province. The decision to spend about 50% of the charity's entire bank balance on supplying these discs was driven by the desire to increase the impact of our extensive number of titles and languages.

The total number of lessons available at the end of the year had reached 589 and so much of the effort was placed on developing new avenues for distribution.

In terms of working plans for the next few years, the above areas of charitable activity have been refined into the following objectives which are discussed in more detail below

- Independence in lesson production
- Country plan and distribution mechanism in 10 countries
- Full library of 30 lessons in 17 languages from 6 countries
- 1,000,000 viewings a year by 2015
- Sustainable income to support activities

- Effective and self-sustaining TME India
- 50 Associates all doing one thing each year
- Evaluate effectiveness of the methodology

Following the individual objectives above

Independence In Lesson Production

This goal has been fully achieved as TME can now produce a fully working interactive DVD in-house which works first time, every time, without any external input. This has been a very significant landmark as it means it is now possible to be realistic about the ability to respond to the variety of daily requests. In terms of time frames for the production process

- A new lessons template in English can take up to two months to complete
- Translating a topic script from English to another language can take up to a day depending on the fluency of the translator in both languages
- Recording of the new audio soundtrack in the new language can take between 60 and 90 minutes
- Creating the new language DVD from the recorded audio can take between half and one day
- Duplicating 100 copies of the new DVD can take 4 hours

Country Plan And Distribution Mechanism In 10 Countries

A draft country plan for 6 countries is complete and more detailed plans for India and South Africa have been prepared. This objective will be further addressed in 2012/13

Full Library Of 30 Lessons In 17 Languages From 6 Countries

This on-going objective is likely to be achieved in the next 3 years. In the meantime the languages which are closest to being complete, having over 25 lessons available are Marathi and Tamil for India, Xhosa and Afrikaans for South Africa, Khmer for Cambodia, Mandarin for China, French for Francophone Africa, and Runyankole for Uganda

TME continues to use the local partners around the world, overseas students at Coventry and Warwick Universities and the Associate network to acquire translations of the English scripts and audio recordings of those translations and these are always provided as donations in kind by the people involved

1,000,000 Viewings A Year By 2015

Establishing accurate assessments of viewing numbers is difficult but we can assume that on average every disc is shown to 200 people during its useful life. In practice for many titles we know it is much higher than this figure. However during 2011/12 we distributed 101,817 DVDs, which, assuming the above viewing rate, would have generated over 20 million viewings, so it is reasonable to assume that this objective has been achieved and will continue to grow each year

Sustainable Income To Support Activities

TME has made little progress in achieving this objective during the year although strategies are being adopted to reverse this trend. Historically the bulk of TME income has come from private donations – often extremely substantial – plus assorted grants from trust funds. The sporadic and generous nature of this income has meant it has been difficult to set up a more strategic long term revenue stream. A new website was launched during the year which can be updated and which provides a list of all available lesson titles and languages on every page. This is a foundation stone for on-line giving and future fundraising initiatives in a climate of an economic downturn. In addition the research carried out by Geneva Global in 2009/10 demonstrates that the teaching methodology works, and it works best for those who know least. This also adds weight and validity to funding applications which are in train. Existing regular income coupled with the substantial input from self-funded Associates will allow the charity to continue the basic activities of disc production and small scale distribution going forward. However to achieve the appropriate impact we will continue to solicit substantial unrestricted support so the activities can be scaled up

Effective And Self-Sustaining TME India

TME India remains a charity registered with the Indian authorities awaiting an injection of seed money to launch a whole new Indian programme. A £100,000 fundraising campaign for the Indian programme is planned for 2012/13

50 Associates All Doing One Thing Each Year

Associates continue to enhance the depth and spread of TME's impact on a self-funded basis. They were all invited to a day conference in February called "Embracing The Future" at which ideas and suggestions were invited for future planning. Outcomes from the day included more offers of help on a practical level coupled with requests for more definite structures for how to help. About 20 people were involved in charitable activities during the year and we aim to double this during 2012/13

Evaluate Effectiveness Of The Methodology

In addition to the 6 country evaluation carried out by Geneva Global in 2009/10, TME has continued to explore avenues for testing the effectiveness of our products. Effectiveness may be measured by comparing the knowledge of people who have viewed our lessons before and after the viewings, or it may be measured by evaluating behaviour change in the viewers. Ultimately it could be measured comparing the metrics from clinics or health centres in areas where our DVDs have been used with areas where they have not. The Geneva Global research indicated effectiveness at the first level (everybody who viewed the lessons learnt something and those who knew least learnt most) but establishing to what extent improvement in health centre statistics or behaviour change is actually due to our products is a complex research challenge which would require funding at a much higher level – something TME has, as yet, been unable to secure. The organisation continues to be committed to trying to achieve this.

1.2 ACHIEVEMENTS AND PERFORMANCE

Disc Production

- **Two new English language templates were finished during the year:**
 - HIV AIDS – A Guide For Children
 - How to Take Your HIV Medicines
- **A total of 77 new foreign language DVDs were created during 2011/12 covering the following amazing spread of languages:**
 - Afrikaans (South Africa)
 - Bengali (India and Bangladesh)
 - Bulgarian (Bulgaria)
 - French (Various)
 - Hindi (India)
 - Kinyarwanda (Rwanda)
 - Mandarin (China)
 - Marathi (India)
 - Nepali (Nepal)
 - Romanian (Romania)
 - Russian (Russia)
 - Sinhala (Sri Lanka)
 - Siswati (Swaziland and South Africa)
 - Tamil (India and Sri Lanka)
 - Thai (Thailand)
 - Urdu (India and Pakistan)
 - Vietnamese (Vietnam)
 - Xhosa (South Africa)
- **Non-interactive versions of our English titles were produced after we received requests for titles suitable for showing in waiting rooms.** These versions run in a loop and each time they come to a question, the DVD pauses for 5 seconds after playing the possible answers to allow the viewer to give a response. If no response is received it moves on to confirm the correct answer and play the rest of the lesson. Non-interactive DVDs can be made for any of our existing topic/language combinations on demand.
- **Ten of the 77 new foreign language DVDs were produced in a 24 hour period** in collaboration with The Goldman Sachs Community Teamwork's Initiative. We received ten volunteers for one day and the company hired a studio in London where the volunteer team were trained up in the first two hours and then set to work laying down new foreign language audio (which had been recorded previously) on the English templates. This was the second year of this collaboration and remains a stunning output by people who are quick learners and not afraid of a hard day's work.
- **The major production activity of the year was to send 99,000 discs to South Africa.** This was in response to a request from The Government Western Cape Departments of Agriculture and Education to provide 8,000 sets of 22 Discs in two languages. Although the financial situation did not encourage a response from TME a strategic decision was taken to supply just over half the quantity – 99,000 discs at a cost of £30,000. This was the first time TME had produced titles in 2 languages on one disc which created some initial programming difficulties. The final master was sent to a commercial company which then bulk duplicated the DVDs at a highly competitive price and cheaper than producing them in-house.

Marketing And Distribution Of Products

- The South African DVD shipment in January consumed some 50% of the assets of the charity but it was judged to be an opportunity not to be missed. The Agricultural Department has created a structure which reaches into the most deprived parts of the Western Cape down to groups of 10 households. This network was established to help alleviate poverty but what they were lacking were effective resources to use within the network. The government provided the distribution of the DVDs as well as the means for the communities to view them. The value of this contribution far outstripped the cost of providing the Discs and so it was a real collaborative effort. Funding for the second half of the shipment was sought for the rest of the year without success. The departments indicate that this first half will generate some 24 million viewings involving some 2 million beneficiaries.
- 150 sets of 22 discs were also supplied to the Western Cape Department of Correctional Services which is using them in organised programmes for prison inmates and those on parole as well as broadcasting them on internal TV networks. This is expected to generate over 1 million viewings.
- A total of 2,817 discs were sent to other local partners in 30 different countries as listed below

Afghanistan	31	Nigeria	22
Belarus	8	Romania	8
Bulgaria	51	Rwanda	147
Burma	5	South Africa	142
Cambodia	92	South Sudan	12
China	60	Sri Lanka	58
D R Congo	2	Swaziland	14
Ghana	62	Tanzania	121
Haiti	36	Thailand	8
India	316	Togo	57
Indonesia	28	Uganda	376
Kenya	102	Vietnam	8
Lesotho	12	Zambia	124
Malawi	188	Zimbabwe	67
Moldova	16		

Assuming that each disc will be shown to 200 people that represents over half a million viewings

- New opportunities for using our materials in Eastern Europe have arisen during the year. Although this was not the original target audience, the willingness of students from Coventry and Warwick Universities to translate and record has meant an extension of impact with very little effort. Bulgaria, Moldova and Romania have all benefitted from TME titles.
- TME approached Sentabale, a UK group which works in Lesotho with a view to a strategic partnership where they could use our existing 4 local language lessons and would provide the translation and recording facilities to develop new lessons in Sesotho. This was agreed at local level and will be developed practically in the coming year.
- A strategic partnership with New Futures Nepal means that they will help obtain new translations into Nepali to extend the range of topics which they will then distribute to their own programmes as well as other complementary ones.

The Associate Network

TME continued to benefit from an extensive group of self-funded Associates. These are volunteers working at a high level in their own careers who give time to carry out specific tasks for the charity. During the year TME held a day conference which was attended by 30 Associates. The day included a live link to three of our partners in South Africa, India and Nigeria and group discussions were held on fundraising, distribution and marketing and the DVD production process. This group means that TME has been able to accomplish far more than the 22 paid staff members could ever achieve. During the year Associates were involved in

- Preparation of the annual accounts
- Updating the list of finished lessons available for the website each month
- General office administration
- Updating the website
- Recording foreign language audio

- Authoring the foreign language DVDs
- Research
- Setting up an on-line facility for translation (<http://tmetranslations.com>) (TME translations Wiki)

DVD Production

The production of DVD discs now is a finely honed process with some 10 people trained in the techniques of replacing an English soundtrack with one recorded in a foreign language. Systems are in place to ensure that every disc undergoes extensive checking and quality control before being made available. The DVDs will play on any DVD player but there remain some problems with playability on computers and laptops. This is a function of the computer manufacturer, the optical drive, the operating system and the DVD playing software installed. Free software downloads are available to solve this but some users are frustrated that the DVDs are not universally playable.

As a response to this TME has continued to explore ways to get the material on-line but this has not proved to be an easy task. However during the year contact was made with Framehawk inc, a company based in Silicon Valley. During the coming year it is intended to work with their intern programme to get at least one of our lessons working on the internet. If this is achieved in a replicable way, the potential audience for our lessons would multiply to unimaginable levels.

The TME headquarters has two Microboards Multi DVD cutters. These machines can duplicate between them 400 DVDs in a day which allows a quick response to the many and varied requests which are received several times a week on average. We stock 5 copies of each lesson/language combination – some 3,000 copies in all.

Anti-Human Trafficking

This has become a very important part of TME support for Southern Africa. TME funded the costs of a caseworker throughout the year who used the TME Human Trafficking DVD as a way of introducing the wider product range to many organisations. Through this effort the National Freedom Network of South Africa has been created which connects all the incredible efforts being made by grass roots organisations to fight the buying and selling of people. Initiatives were held in every South African province as well as Lesotho.

The National Freedom Network also distributes a weekly newsletter of counter human trafficking activities around the world.

Project Evaluation

An agreement was made with Leicester University to produce a specialist DVD on the myths surrounding insulin use in the treatment of diabetes, targeted at the elderly female Gujarati speaking community in the Leicester area. There is a fear of insulin in this group which has not been affected by a series of educational programmes. This collaboration would provide DVDs in Gujarati as a resource for the health outreach programmes with a view to testing whether the TME methodology has practical application in the UK. Leicester University will establish the protocols to establish the efficacy of the intervention. The original vision did not envisage a UK use for the TME products but more and more, possible ways of capitalising on the production effort are emerging.

Finance

On paper this was not a good year financially for TME and yet the figures do not tell the whole story. Receipts fell by 50% from £111,359 in 2010/11 to £57,188 in 2012 and payments also fell 30% from £177,167 to £143,218. However it is estimated that the Associates' time given to the charity represented savings equivalent to two salaries which would make the financial situation much closer to breaking even over the year. The Trustees purposefully decided not to curtail operations in order to secure the future of the charity administration as the vision was to change the knowledge of the poor not to keep a UK charity running. People are dying NOW because of a lack of knowledge and every DVD sent this year has potentially helped reduce that and will continue to help reduce that indefinitely.

As much of what TME does, happens without money changing hands, it follows that the core business can continue on a very low cost base. A carry forward of £37,000 combined with known regular income of £600/ month and a history that has seen an average of over £70,000/year income over the past 4 years means that the Trustees are confident of covering the core costs of running the charity throughout 2012/13 and beyond. During this period even more energy will be invested in attracting new sources of funding.

A scheme to recruit 100 people to raise £1,000 each year for 3 years was launched under the 100 x 1000 branding. This had initial success but needs to develop further if it is to prove the answer to medium term funding. Grant applications were made to DfID and The Bill and Melinda Gates Trust, both of which have criteria which TME exactly matches but neither was successful. It is intended to approach Business enterprises for support in the coming year.

2.0 CORPORATE GOVERNANCE REPORT

2.1 STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is governed by the directors who meet four times each year, including a strategic planning away-day in February and the Annual General Meeting, generally held in June. The trust deed allows for up to 10 directors to be appointed. Directors serve until they resign or come up for re-election. One third of the Board of directors retire annually by rotation at the AGM, but are immediately eligible for re-election. New directors are nominated by existing members of the Board and are appointed where they have the necessary skills to contribute to the charity's management and development.

New directors are provided with information that they need to fulfill their roles, including information about the role of directors and charity law. Of the existing directors, three have been directors since the inception of the charity in the year 2000, and four others for more than one year. During 2011/12 Olu Olasode and Colleen Robinson retired and were re-elected. The directors are responsible for appointing staff and delegate day to day management responsibility to the executive director. At the end of 2011/12 there were two full-time paid staff plus an accounts administrator working one day a week. The charity also has a self-employed company secretary. The charity benefits from the assistance of some 30 unpaid Associates who are also appointed by the directors but are managed by the staff. The charity has its main office in Leamington Spa in Warwickshire, with supporting activities being carried out at the Chairman's house in Sussex. No remuneration is paid for the use of the Chairman's facilities.

The "Associates" comprises of self funded people who assist either with a function in the organisation or a particular task in order to help us fulfill our objectives. Associates are appointed by the directors on the basis of an application form and the recommendation of the executive director. The executive director is responsible for allocating duties to, and supervising the activities of the Associates. During the reporting period 20 Associates contributed their time and skills.

The core business of the charity is in producing interactive multilingual audiovisual lessons – currently on DVD – for the benefit of people in the developing world. In addition the charity forms links with other organisations and individuals overseas to distribute and implement on the ground. The charity has no overseas staff members but simply links to existing community groups and networks in the countries concerned. Exceptionally in 2011/2012 the charity retained a consultant in South Africa to maximise the opportunities presented there.

2.2 RISK MANAGEMENT

The directors, in conjunction with the executive director, have sought to identify and review the major risks, strategic, financial and operational, to which TME is exposed, given the environment in which it operates.

In today's climate for the voluntary sector, the greatest risk for TME, as with many charities, is insufficient income generation on a regular and predictable basis, which could affect the going concern of the charity if not addressed. The directors also consider brand dilution or programme failure major reputational risks.

A review of risk management in 2011/12 looking at likelihood and severity identified the following areas of risk with on-going actions necessary to mitigate them:

RISK	ACTION
Quality control of content of products	Improve the documentation of the existing quality control system. Work on a bespoke database to facilitate this is well advanced.
Insufficient funding	The unreliable funding stream which currently exists is already being addressed but will be reinforced by an organised fundraising campaign from 2011. This has not yet proved successful but will continue with new initiatives concerning TME India and general core costs in 2012.
Staff terms and conditions	Directors to explore more regular appraisal/staff interviews.
Loss of key staff	Succession planning will be carried out to minimise the impact of this eventuality plus standard procedures are

	already being implemented for critical operations Succession planning is limited in the current financial environment due to the shortage of funds which precludes recruitment However the Associate model means that many of the core activities – for example the authoring of new foreign language DVDs – is shared between a number of different people These activities are therefore not dependent on any one individual
Inappropriate financial commitment	Expenditures of over £5,000 require Chairman's permission, over £10,000 requires Board approval
Some disc content may prove offensive or inaccurate	Improve records for signing off discs especially controversial content, report and investigate complaints Complaints are now logged centrally and the database will help provide evidence as to who is involved in signing off the scripts

2.3 FINANCIAL RESERVES POLICY

Reserves are needed to bridge the gap between the spending and receiving of resources

The Board believes that the level of free reserves should be equal to six months of expenditure to help smooth the fluctuations arising from the dependence on donations and voluntary income, and have adopted an ethical investment policy to be implemented At the moment the level of reserves available falls short of this target The charity is therefore seeking for donors and partners to rectify the reserves position and maintain sustainability of the project in the longer term

2.4 FRAUD

No fraud was detected during the year This is an improvement from 2010/11 where fraudulent activity on our bank account was detected twice but led to no actual losses

3.0 DIRECTORS' REPORT

The Directors present their report along with the financial statements of the charity for the year ended 31st March 2012. The financial statements have been prepared based on the accounting policies set out in note one of the financial statements and comply with the charity's trust deed. Thare Machi Education is a charity registered with the Charity Commission under the registration number 1080131.

3.1 LEGAL AND ADMINISTRATIVE INFORMATION

CHARITY NAME

Thare Machi Ltd

REGISTERED CHARITY NUMBER

1080131

COMPANY LIMITED BY GUARANTEE INCORPORATION NUMBER

03921677

WORKING NAMES

Thare Machi Education

TME

(Formerly The Starfish Initiative)

DIRECTORS

Helen Taylor Thompson (Chairman)

Andrew Croft (Treasurer)

Josephine Munthali

Olu Olasode

John Hacker

Simon Mabley

Colleen Robinson

OFFICERS

Stephen Clarke

Executive Director

Tracy Stanbury

Company Secretary

PRINCIPAL OFFICE

Connaught House

Morrell Street

Leamington Spa

CV32 5SZ

Tel 01926 422711

tme.org.uk

ACCOUNTANTS

tl first,

1 Copers Cope Road

Beckenham

Kent

BR3 1NB

BANKERS

Barclays Bank

1 Church Road

Burgess Hill

Sussex

RH15 9BD

SOLICITORS

Pothecary Witham Weld

70 St George's Square

London

SW1V 3RD

3.2 PATRONS

Lord Bilimoria CBE DL
Linda Bennett
Cherie Blair
Lord Boateng LLB (Hons)
Lady Boateng
Dame Diana Brittan
The Rt Hon Lord Carey
Lady Carey
The Rt Hon Baroness Chalker
Caroline Chartres
Lord Dholakia OBE DL
Kulvinder Ghir
Michele Guinness
Michael Hastings
George Harris
Esme Howard
K K Jajodia
Bishop Joseph Kobo
Marguerite Littman
Duchess of Norfolk
Lyn Rothman
H E Joan Rwabyomere
Kim Samuel Johnson
Vinod B. Tailor
Nina Wadia

3.3 PRINCIPAL ACTIVITIES

Thare Machi Ltd (TME) produces interactive audio-visual lessons - currently on DVD - targeted at the world's most vulnerable and in their own language. This involves writing scripts, selecting images and video to accompany the scripts and producing a lesson which runs for between 20 and 30 minutes.

TME has created a template based production system that allows very cost effective conversion of an English lesson into another language, provided someone for whom the target language is their mother tongue can translate and record the audio track. This allows multiple versions of a lesson to be made in many other languages.

During the period of this report the library of lessons reached 589, spreading across 31 titles and 53 languages. The lessons are then made available free of charge to individuals and organisations working at grassroots level in over 25 countries.

In addition, TME is consolidating the production of a disc warning viewers of the danger of human trafficking by supporting networks of agencies involved in this sector. The anti-human trafficking initiative is primarily in South Africa although it does extend periodically to other regions. A South African national network of agencies involved in fighting the buying and selling of people was created and maintained by Justine Demmer, a consultant working with TME on the distribution of our portfolio of discs in South African languages.

3.4 RESULTS

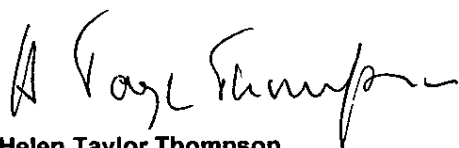
A proportion of staff costs has been allocated to direct costs, reflecting the costs of book-keeping plus 15% of the directors' costs to cover time spent on administration. The figures give little insight into the huge amount of support TME receives from its band of loyal Associates. As an example, £700 in accountancy fees were saved this year because of pro-bono help from a local accountant.

Funds received totalled £57,188 whilst funds expended totalled £143,218 a net change of £86,030. About £30,000 of this change can be attributed to the exceptional unfunded manufacture and freight of 99,000 DVDs for South Africa. The TME response to this opportunity leveraged the much higher value of the disc distribution provided by the government and puts the life changing information in the heart of hard to reach groups. This output more than any exemplifies the power of the concept as well as the reason for TME being established in the first place. All incoming resources were unrestricted which means that they could be used for any purpose.

The charity owns 350 ordinary shares in Astra Zeneca, which were donated some years ago. The historical valuation for 2011 has been brought forward and the value on 31st March 2012 was obtained from Astra Zeneca records.

3.5 PLANS FOR THE FUTURE

A five year strategic plan which was devised in 2010 is being revised on the basis of recent experience. The success collaborating with the government in South Africa will drive attempts to fund the replication in other provinces and countries in the region. In addition links are being forged with the government in India as well as in Uganda, Kenya, Rwanda and Cambodia, which are the other focus countries for the next three years. New lesson/language combinations will continue to be produced and the ever-increasing opportunities to scale up the impact will be embraced to the extent that funding is secured.



Helen Taylor Thompson

June 2012

STATEMENT OF FINANCIAL ACTIVITIES

	Notes	2012	2011
		£	£
Incoming resources from generated funds:	2		
Incoming resources		57,188	111,359
Total incoming resources		57,188	111,359
Resources expended	3		-
Cost of generating funds		19,885	20,499
Charitable Activities		122,452	156,740
Governance Costs		881	1,233
Total resources expended		143,218	178,472
Net incoming / expenditure for the year before transfer		(86,030)	(67,113)
Gains on fixed assets investments	7	(263)	1,554
Net movement in funds		(86,293)	(65,559)
Total funds brought forward		124,120	189,679
Total funds carried forward		37,827	124,120

All funds received were unrestricted – the donors did not specify exactly how they required their gifts to be used but gave them towards the costs of the project as a whole

BALANCE SHEET

	Notes	2012 £	2011 £
Tangibles			
Fixed Assets	6	2,055	4,121
Investments	7	9,870	10,133
Current assets			
Debtors & Prepayments	8	1,079	2,408
Cash and Bank	9	32,018	107,458
Current Assets		<u>33,097</u>	<u>109,866</u>
Current Liabilities	10	7,195	-
Total Assets less liabilities		<u>37,827</u>	<u>124,120</u>
Income funds :			
Restricted Fund		-	-
Unrestricted Funds		37,827	124,120
Total Funds		<u>37,827</u>	<u>124,120</u>

For the year ending 2010 the company was entitled to exemption from audit under section 477 of the Companies Act 2006

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006

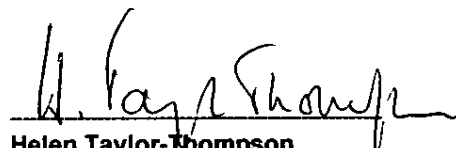
The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts

These accounts have been prepared in accordance with the provisions applicable to companies subject to small companies' regime

These accounts are prepared in accordance with the SORP 2005

All incoming resources and resources expended derive from continuing activities

Approved by the Directors on 12th December 2012 and signed on their behalf by


Helen Taylor-Thompson
CHAIRMAN


Andrew Croft
TREASURER

NOTES TO THE FINANCIAL STATEMENTS - 31 March 2012

1 ACCOUNTING POLICIES

(A) Accounting Convention & Compliance

These accounts have been drawn up on the basis of a going concern and the financial statements prepared under the historical cost convention in accordance with applicable Standards, Financial Reporting Standards and the Charities Acts 1992 & 1993. The statements comply with best practice and reflect the requirements of the revised Statement of Recommended Practice (SORP) 2 "Accounting for Charities".

(B) Recognition of Income and Expenditure

Income and Expenditure are recognised on an accrual basis. Donations and legacies are accounted for as received and accrued only when a value can be established before payment is received.

General Funds

Revenue grants and other income and expenditure associated with the general operations of the charity and its international projects are dealt with in the General Funds.

Restricted Funds

These comprise donations, legacies or other income, the use of which has been specified by the donor. There is currently no restricted fund.

Endowment Funds

There is currently no endowment fund.

(C) Depreciation

All fixed assets over £500 are capitalized. The charge for depreciation is calculated to write off the cost of the fixed assets over their useful lives on the following bases:

Computer Equipment	25% on a straight-line basis
Other Equipment	10% on a straight-line basis

Assets are depreciated from the time at which they are brought into use.

2. INCOMING RESOURCES

Voluntary Income	NOTES	Total Funds 2012	Total Funds 2011 £
Grants and Donations		16,702	52,428
Trust Income		5,750	34,096
Tax Efficient Giving		20,976	17,686
Gift Aid Reclaimed		7,296	5,656
Events		4,264	
Total voluntary income		54,988	109,866
Investment income			
Bank interest received		1,586	879
Astra Zeneca Dividends	7	614	614
Total other income		2,200	1,493
Total annual income resources		57,188	111,359

3. RESOURCES EXPENDED

	Cost of Generating Funds £	Cost of Charitable Activities £	Governance Costs	Total 2012 £	Total 2011
Direct costs					
DVD Equipment		574			12,344
Disc Production		35,632			30,525
Marketing and Distribution of products		12,998			30,289
Anti-Human Trafficking					1,133
Fund raising & marketing	4,929				1,793
Project Evaluation					31,307
Staff costs (% allocated to Direct Costs)		67,610			49,349
Events costs		5,638			
Trustee costs			881		1,233
Professional fees					
Total Direct costs	4,929	122,452	881	128,262	157,973
Indirect costs					
Staff Costs (% allocated to Indirect Costs)	¹ 4,316			4,316	7,256
Office & admin costs	8,574			8,574	6,441
Depreciation charge	2,066			2,066	6,802
Total Indirect costs	14,956			14,956	20,499
Total Resources Expended	19,885	122,452	881	143,218	178,472

¹ 15% of Director's time plus bookkeeping and administration

4 NET OUTGOING RESOURCES FOR THE YEAR

	2012 £	2011 £
The net movement in funds for the year is stated after charging depreciation of tangible assets owned by the charity amounting to	<u>2,066</u>	<u>6,802</u>

5. STAFF COSTS

	2012 £	2011 £
100% of administration salary and 15% of director's salary allocated to indirect costs	4,316	7,256
Balance allocated to direct costs	<u>67,610</u>	<u>49,349</u>
Salaries and social security costs	<u>71,926</u>	<u>56,605</u>

The highest remuneration to a director/officer was £22,000 per annum

6. TANGIBLE FIXED ASSETS

	Computer Equipment £	Other Equipment £	Total 2012 £
Cost			
At 01/04/12	8,268	6,967	15,235
Cost at 31/03/11	<u>8,268</u>	<u>6,967</u>	<u>15,235</u>
Depreciation			
At 01/04/11	4,147	6,967	11,114
Charge for the year *	2,066	-	2,066
Total depreciation at 31/03/12	<u>6,213</u>	<u>6,967</u>	<u>13,179</u>
Net book value at 31/03/12	<u>2,055</u>		<u>2,055</u>
Net book value at 31/03/11	<u>4,121</u>		<u>4,121</u>

7. INVESTMENTS

	2012	2011
350 Shares in Astra Zeneca	² 9,870	10,133

² 350 Ordinary shares valued at £28.20 on 31st March 2012

8. DEBTORS & PREPAYMENTS

	2012 £	2011 £
Inland Revenue - Gift Aid	482	1,811
Insurance	514	514
Payroll site	83	83
	<u>1,079</u>	<u>2,408</u>

9. BANK & CASH BALANCES

	2012 £	2011 £
Barclays current account	4,881	7,597
Business saver account	26,602	4,090
Petty cash account	161	127
Dollar petty cash account	0	103
CCLA - COIF	0	15,164
Close Brothers 4 month	154	10,039
Close Brothers 6 month	1,776	70,338
Total	<u>33,574</u>	<u>107,458</u>

The directors have the power to invest such assets as they see fit. As the charity has benefited from the generosity of significant benefactors in the past reserves have been held in a high interest deposit account. Following the collapse of interest rates on deposit accounts two new medium term deposit accounts were opened with Close Brothers to access more beneficial rates.

10. CURRENT LIABILITIES

	2012 £	2011 £
Justine Demmer	1,557	
Fishmongers Hall	5,638	
	<u>7,195</u>	

11 GOING CONCERN STATUS

In 2011/12 a fundraising campaign based on a five year plan and the major research carried out in 2010, which demonstrated the effectiveness of the educational DVDs, was commenced. This coincided with one of the toughest environments for charitable fundraising for many years.

The charity Trustees judge that creating and distributing the DVD lessons is our core business and so the bulk of our efforts has been focussed on that rather than on building our reserves in order to make the charity appear more sustainable.

Taking the funds carried forward at the end of the year with the known regular income, the essential programme components will be maintainable going forward allowing TME to operate the website, a telephone line and a modest administration to support the activities of the self-funded Associates.

As the fundraising campaign gathers momentum, new distribution initiatives can be explored. To this end we aim in 2012/13 to continue to develop a strategic sustainable income stream whilst focusing primarily on getting life changing messages out to the beneficiaries.

Independent Examiner's Report

I report on the accounts of the Trust for the year ended 31st March 2012, as are set out on the preceding pages

RESPECTIVE RESPONSIBILITIES OF THE DIRECTORS AND THE EXAMINER

As the Charity's Directors you are responsible for the preparation of the accounts, you consider that the audit requirement of section 43(2) of the Charities Act 1993 (the Act) does not apply. It is my responsibility to state, on the basis of procedures specified in the General Directions given by the Charity Commissioners under Section 43(7)(b) of the Act, whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINER'S REPORT

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as directors concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention,

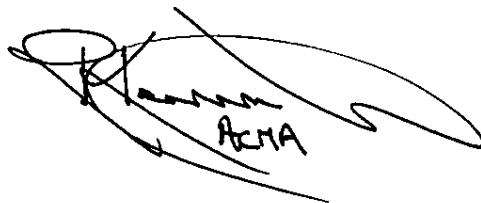
(1) Which gives me reasonable cause to believe that in any material respect the requirements

- to keep accounting records in accordance with Section 41 of the Act and
- to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the Act

have not been met, or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

Ray Kennedy ACMA
Independent Examiner

A handwritten signature in black ink, appearing to read 'Ray Kennedy', with 'ACMA' written below it. The signature is stylized and includes a large, sweeping flourish.