Company Number: 06648679

Charity Number: 1126222

Malaria No More United Kingdom

Annual Report and Accounts

For the year ended 31 December 2010

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Reference and administrative details

Trustees Matthew Anderson

Rebekah Brooks Kevin Cahill Peter Chernin Simon Fuller Elisabeth Murdoch Heather Rabbatts

Executive Director Sarah Kline

Company number 06648679

Charity number 1126222

Registered Office 33 Ransomes Dock

35-37 Parkgate Road

London SW11 4NP

Auditors Derek Rothera & Company,

Units 15 & 16 7 Wenlock Road

London N1 7SL

Bankers CAF Bank (UK) Limited

25 Kings Hill Avenue

Kings Hill West Malling Kent ME19 4JQ

Solicitors Harbottle & Lewis LLP

Hanover House 14 Hanover Square

London W1S 1HP

The trustees are pleased to present their report together with the audited financial statements of the charity for the year to 31 December 2010

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the Charity's Memorandum and Articles of Association, the Companies Act 2006 and the Statement of Recommended Practice 'Accounting and Reporting by Charities' (revised 2005).

Structure, Governance and Management

Governing Document

Malaria No More United Kingdom is a charitable company limited by guarantee, incorporated on 16 July 2008 and registered as a charity on 8 October 2008. The company is governed by its Memorandum and Articles of Association

Directors

The directors of the charitable company are its trustees for the purpose of charity law and the members of the company limited by guarantee. Throughout this report they are collectively referred to as the trustees.

The following individuals served as trustees during the period

Matthew Anderson Rebekah Brooks Kevin Cahill Peter Chernin Simon Fuller Elizabeth Murdoch

Heather Rabbatts (appointed January 2010)

No trustees had any beneficial interest in the charity and no remuneration of trustees is paid by the charity

The Board of Trustees meets at least 4 times a year It is responsible for the strategic direction, policy and overall governance of the charity

The implementation of strategy once agreed and the day to day running and management of the charity's office and activities is delegated to the secretariat, led by the Executive Director

Recruitment and appointment of new trustees

The Board periodically invites nominations of new trustees. These are discussed and agreed at Board meetings depending on the strategic needs of the charity

Risk Management

The trustees regularly review the risks the charity faces, and are satisfied that systems are in place to mitigate their exposure to the major risks.

During the year risk management focussed on the impact of the economic downtum on funding and resource mobilisation generally, and the specific risks posed by the charity's reliance on the financial support of the UK government's Department for International Development (DfID). DfID was the Charity's largest single financial supporter in its first year of operation (2009) providing a £300k grant which represented 27% of total income. This grant support fell to £260k, 24% of total income, in 2010 as agreed originally with DFID and will fall again in the years ahead as part of the government's intention to ensure the charity becomes independently funded and in response to further government cut backs. In response to this the Charity has an ongoing strategy of growing its income through diversification of funding sources. As discussed in the Financial Review below these accounts demonstrate success in that respect.

Public Benefit

The Trustees confirm that they have complied with their duty under Section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit

Objectives and principal activities

Malaria No More UK is an, entrepreneurial, not-for-profit organisation, committed to ending unnecessary death caused by malaria

To this end Malaria No More UK seeks to.

- Run popular campaigns targeting the UK public to drive awareness and understanding of, and generate funds to end, malana
- Deliver hard hitting influencing campaigns targeting UK, EU and G8 governments to ensure they
 deliver on their promises and continue to prioritise the end of malaria deaths
- Harness the power of the private sector to source new revenue streams to fight malaria
- Work with African governments, African civil society organisations, and global health institutions to maximise national malaria control programs in Africa

Activities and Achievements

During the year the Charity:

- Helped increase public knowledge of malaria in the UK¹ MNMUK public opinion poli data (Dec 2010) reported 66% population believe malaria is a serious development issue (up from 58% in Dec 2009)
- Generated 358 million opportunities to view on various media platforms, this coverage is conservatively valued by independent media experts at £1 8 million.
- Helped protect the populations of Ghana, Botswana and Namibia from malaria by funding bed net distribution and education campaigns that will directly reach over 2 million people
- Influenced all three of the largest UK political parties so that they specifically pledged support for malaria in their manifestos. The Coalition Government subsequently declared tackling malaria one of its top 2 development priority issues and pledged to spend up to £500 million per annum
- Marked World Malaria Day on 25th April 2010 with the support of faith leaders, sporting heroes, communities and entertainment groups including the Archbishop of Canterbury releasing his first ever message on the urgent need to make malaria no more
- Acted as the leading UK agency for United Against Malaria in the run up to the FiFA 2010 World Cup. The campaign used the power of football to raise awareness of malaria and was backed by the Gates Foundation and a number of high visibility footballers.
- Announced a long term partnership with Jazz FM to help save lives from malana in Africa by working together on public awareness campaigns and fundraising efforts
- Partnered with The Sun newspaper as one of two charities benefitting from sales of their World Cup single, the classic Elvis track 'If I Can Dream' sung by football legend Terry Venables
- Led efforts to mark World Mosquito Day on 20th August 2010 by making a short film on the history of the day and efforts by scientists to tackle malaria
- Worked with designer Stephen Webster on the creation, promotion and sale of a mosquito shaped pendent supported by the largest UK online fashion retailer (ASOS com). The proceeds from the locket sales are going to be invested in malaria prevention work in 2011.
- Worked with designer Markus Lupfer on a net dress that was sold in aid of MNMUK by ASOS com and raised funds that were spent on a bed net distribution to some of the poorest and most marginalised communities in Northern Namibia
- Partnered with ITV for the second year running as the recipient charity for "I'm a Celebrity. .Get Me
 Out Of Here" in November 2010, generating funds for investment in bed nets in 2011. MNMUK also
 worked with ITV on a documentary detailing our partnership and work to tackle malaria in Africa that
 reached 3.7 million viewers
- Reunited stars of 'I'm A Celebrity ' 2009 to lead a team of over 40 skydivers raising awareness and funds for Malaria No More UK.
- Devised a pioneering social media campaign that reached 19 million people in 127 countries using a spoof horror movie to raise awareness for malaria and secure bed net donations from Sumitomo
- Sponsored by Vestergaard Frandsen, hosted the global launch of Yvonne Chaka Chaka's film profiling the role African women play in supporting their communities and tackling diseases such as malaria

Future plans

The charity intends to continue to invest the money raised in the past year in malana prevention, diagnosis and treatment programmes in Ghana MNMUK is in the process of agreeing to help fund bed net

distributions taking place in Ghana in May/June 2011 and again in the autumn. The charity is also looking to make further grants to support malaria prevention, diagnosis and treatment elsewhere in Africa.

Following a successful year of influencing work aimed at building and sustaining UK government support for tackling malana, MNMUK intends to continue this work as DFID publishes its framework for results, multilateral and bilateral aid reviews

MNM-UK will build on the considerable campaigns, media and influencing success of 2010. The charity has already agreed partnerships with MTV and Cartoon Network for 2011 campaigns to increase UK public understanding and support its work in tackling malaria. The charity is also working with a wide range of civil society groups and the African Leaders Malaria Alliance to secure further political support and governmental funding for work especially in Africa.

MNMUK also intends to to continue increasing the amount of money raised by the chanty, now it has established a strong brand and positive reputation among the British public and key stakeholders. To this end the charity hopes to develop further corporate partnerships and to increase its staff capacity on fundraising to support this work.

Financial review

Following on from its success in raising over £1m in its first 17 month period of operation, MNM-UK grew income by a further £21k or 2% to £1 141m in the year to 31 December 2010

Significant grants in support of the charity's communications and influencing work were again received from the UK government's Department for International Development (£260k) and the Bill and Melinda Gates Foundation (£293k).

The charity also generated a total of £558k in donations during the year an increase of 7% on the £519k raised in 2009. Of these donations, £102k was specifically raised to cover the core costs of the charity, including the donation of office space and associated support services from 19 Entertainment Ltd and latterly XIX Entertainment Ltd worth an estimated £57k. The remaining £456k of donation income was credited to the Africa programmes fund, representing an increase of £112k or 32% on the £344k raised in 2009.

Expenditure during the period was £940k (2009, £ 678k). Of this 93% or £877k was spent on direct charitable activities (2009 £576k / 85%) Within this the charity was able to increase expenditure on both its influencing and its public campaigning in year but the largest increase was in expenditure on 2 partner-led bed net distribution programmes. Following total expenditure of £15k on a pilot programme in 2009, £242k was spent in 2010.

As a result of these factors, net incoming resources for the year were £200k (2009, £441k)

At the end of the period the charity's net assets were £642k. A little under £12k of this amount was held as unrestricted funds while the balance of £630k represents restricted funds £577k or 92% of the restricted funds balance was held on the Africa Programmes fund earmarked for projects directly contributing to the fight against malaria. As discussed under future plans above, the charity expects to invest the majority of these funds in 2011.

The trustees consider this to be a satisfactory result given the economic climate and believe that at the end of the year the charity is in a reasonably good financial position

Reserves

The Trustees' policy is to maintain reserves at a level sufficient to cover at least 3 months of its core costs

At the end of the Charity's second year of operation reserves, which are shown on the balance sheet as unrestricted funds, have increased to a little under £12k but are not yet at this level. As discussed under future plans above, the trustees intend to develop a fundraising strategy which will address this in the years ahead

Responsibilities of the trustees in relation to the financial statements

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the chantable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing those financial statements, the trustees follow best practice to.

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent, and
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the company will continue on that basis.

The trustees are responsible for maintaining 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. The trustees 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.

Disclosure of information to the auditors

The trustees are not aware of any relevant audit information of which the charity's auditors are unaware. The trustees also confirm that they have taken all the steps required of trustees to make themselves aware of any relevant audit information, and establish that the charity's auditors are aware of that information.

Auditors

Derek Rothera & Company were appointed as auditors during the year

This report was approved by the Board of Trustees on 26 April 2011 and signed on its behalf by:

Heather Rabbatts

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Trustee

Independent auditor's report to the trustees of Malaria No More United Kingdom

We have audited the accounts of Malaria No More United Kingdom for the year ended 31 December 2010 as set out on pages 7to 14

This report is made solely to the charitable company's members, as a body, in accordance with Section 43 of the Charites Act 1993 and regulations made under Section 44 of that Act. 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 company and the 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

The Trustees' responsibilities for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom, Generally Accepted Accounting Practice) are set out in the Report of the Trustees

Our responsibility is to audit the accounts in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland)

We report to you our opinion as to whether the accounts give a true and fair view and are properly prepared in accordance with the Companies Act 2006 and give a true and fair view. We also report to you whether in our opinion the information given in the Trustee's Report is consistent with the accounts.

In addition we report to you if, in our opinion, the charity has not kept adequate accounting records, if we have not received all the information and explanations we require for our audit, or if certain disclosures of Council Members' remuneration specified by law are not made

We read the Trustee's Report, and consider the implications for our report if we become aware of any apparent misstatements within it

Basis of opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the accounts. It also includes an assessment of the significant estimates and judgements made by the Trustee in the preparation of the accounts, and of whether the accounting policies are appropriate to the charity's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or other irregularity or error

In forming our opinion we also evaluated the overall adequacy of the presentation of information in the accounts

Opinion

In our opinion

- The accounts give a true and fair view in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities
- The accounts have been prepared in accordance with the Companies Act 2006 and Charities Act 1993, and
- The accounts give a true and fair view of the state of affairs of the Chanty at 31 December 2010, and of its
 incoming resources and application of resources, including its income and expenditure, for the year then ended,
 and
- The information given in the Trustee's Report is consistent with the accounts

Derek Rothera & Company
Chartered Accounts and Re

Chartered Accounts and Registered Auditors Units 15 & 16

Units 15 & 16 7 Wenlock Road London N1 7SL

Date OI June 2011

Malaria No More United Kingdom Statement of Financial Activities for the year to 31 December 2010

	Notes	2010 Unrestricted £	2010 Restricted £	2010 Total £	17 months to 31 December 2009 Total £
Incoming Resources					
Incoming Resources from gene	rated fun	ds			
Voluntary income					
Grants and donations		65,547	1,008,717	1,074,264	1,016,973
Gifts in kind		56,800	-	56,800	75,000
Activities for generating funds		• •	8,000	8,000	27,551
Investment income		- 1,631	•	1,631	200
Total incoming Resources	2	123,978	1,016,717	1,140,695	1,119,724
	s ·	*	1		
Resources Expended					
Cost of generating funds	۴	45,043	6,080	51,123	77,355
Chantable activities		67,961	809,956	877,917	575,953
Governance costs		8,250	3,040	11,290	25,023
Total resources expended	3`-	121,254	819,076	940,330	678,331
Net movement in funds	, '	2,724	197,641	200,365	441,393
Total funds brought forward	4	9,083	432,310	441,393	-
Total funds carried forward	. 6 ·	11,807	629,951	641,758	441,393

Malaria No More United Kingdom Balance Sheet as at 31 December 2010

	Notes	2010 £	2009 £
Current assets		- 7	,
Debtors	4	253,803	304,430
Cash at bank and in hand	•	402,420	168,947
	-	656,223	473,377
Creditors: amounts falling due within one year	t 5	(14,465)	(31,984)
Net current assets	-	641,758	441,393
Net assets	-	641,758	441,393
Funds			
Unrestricted funds:		11,807	9,083
Restricted funds		629,951	432,310
Total funds	6	641,758	441,393

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

Approved by the Board on 26 April 2011 and authorised to sign on their behalf by

Heather Rabbatts

Trustee

Notes to the accounts for the year ended 31 December 2010

1 Principal accounting policies

The principal accounting policies adopted in the preparation of the financial statements are set out below

(a) Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Companies Act 2006 and the Statement of Recommended Practice Accounting and Reporting by Chanties issued in March 2005

(b) Fund accounting

- (i) Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity
- (ii) Restricted funds are subject to specific conditions imposed by the donor as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

(c) Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income.

- (i) Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable Grants receivable are recognised when the charity becomes unconditionally entitled to the grant
- (ii) Donated services and facilities (gifts in kind) are included at the value to the charity where this can be quantified.
- (iii) The value of services provided by volunteers has not been included as income in these accounts
- (iv) Investment income is included when receivable

(d) Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred, and includes any VAT which cannot be fully recovered

- (i) Resources expended on charitable activities comprises expenditure related to the direct furtherance of the charity's objectives. Grants payable are included under charitable expenditure when a contract is signed with the grantee. Where costs cannot be directly attributed, they have been allocated to activities on a basis consistent with the use of resources.
- (ii) Governance costs are those incurred in connection with the management of the charity's assets, organisational administration and compliance with constitutional and statutory requirements
- (iii) The value of services provided by volunteers has not been included as expenditure in these accounts

(e) Tangible fixed assets and depreciation

Tangible fixed assets costing over £500 (including any incidental expenses of acquisition) are capitalized. The charity does not yet have any such assets, thanks to the in kind support of 19 Entertainment Ltd who provide office space and equipment pro bono.

Notes to the accounts for the year ended 31 December 2010

2 Incoming resources

	Unrestricted funds	DfiD	Gates	Africa Programmes	2010 Total	17 months to 31 December 2009 Total
	3	£	2	£	£	£
Voluntary income						
Grants	20,094	260,000	293,338	-	573,432	572,522
Donations	45,453	-	-	455,379	500,832	444,413
In kind donation of office space	56,800	•	-	-	56,800	75,000
Other	•	-	_		•	38
	122,347	260,000	293,338	455,379	1,131,064	1,091,973
Activities for generating funds						
Sales of ASOS mosquito ring	-	-	-	8,000	8,000	27,551
, , ,		-	•	8,000	8,000	27,551
Investment income						
Interest receivable	1,631	-	-	-	1,631	200
	1,631	- -	-	-	1,631	200
Total	123,978	260,000	293,338	463,379	1,140,695	1,119,724
1					111794	

Notes to the accounts for the year ended 31 December 2010

3 Resources expended

	Unrestricted funds	DfID	Gates	Africa Programmes	2010 Total	17 months to 31 December 2009 Total
	£	£	£	£	£	£
Cost of generating funds:						
Personnel	19,574	3,040	3,040	-	25,654	54,193
Other direct costs	17,286	-	-	-	17,286	10,201
Support costs	8,183			•	8,183	12,961
	45,043	3,040	3,040	•	51,123	77,355
Charitable activities						
High level advocacy	12,152	54,449	131,489	+	198,090	142,696
UK public campaign	14,031	192,606	134,177	-	340,814	308,560
World Malaria Day	•	-	13,369	-	13,369	-
Bed Net Distribution	-	•	-	242,111	242,111	15,125
Other direct costs	5,446	-	•	•	5,446	-
Support costs	36,332	8,385	33,370	-	78,087	109,572
	67,961	255,440	312,405	242,111	877,917	575,953
Governance						
Personnel	-	1,520	1,520	-	3,040	11,103
Professional fees	3,128	-	•	-	3,128	6,633
Audit fee	3,600	-		-	3,600	3,525
Support costs	1,522	-	-	-	1,522	3,762
	8,250	1,520	1,520	-	11,290	25,023
Total expenditure	121,254	260,000	316,965	242,111	940,330	678,331

Support costs relate to the running costs of the charity's London secretariat and are allocated on a basis consistent with the use of resources

Included in support costs is an amount of £56,800 representing the estimated value of the rent free office space and associated office support services the charity received during the year from 19 Entertainment Ltd, and XIX Entertainment Ltd

Notes to the accounts for the year ended 31 December 2010

4	Debtors: amounts falling due	within one year			
	-			2010	2009
				£	3
	Accrued income			247,368	295,317
	Gift Aid			2,829	8,605
	Other			3,606	508
	Total			253,803	304,430
5	Creditors: amounts falling di	ue within one year			
	•	······ , · · ·		2010	2009
				£	£
	Trade creditors			7,181	4,555
	Tax and social security creditor			-	11,663
	Sundry creditors and accruals			7,284	15,766
	Tota1		•	14,465	31,984
6	Movements in funds				
		Balance at 31-Dec-09	incoming	Outgoing	Balance at 31-Dec-10
		£	3	£	£
	Restricted Funds				
	DfID	•	260,000	(260,000)	-
	Gates	76,193	293,338	(316,965)	52,566
	Africa Programmes	356,117	463,379	(242,111)	577,385
		432,310	1,016,717	(819,076)	629,951
	Unrestricted funds				
	General funds	9,083	123,978	(121,254)	11,807
		9,083	123,978	(121,254)	11,807
	Total funds	441,393	1,140,695	(940,330)	641,758
			.,,	,- ,-,,	

DFID restricted funding was invested in campaigns and influencing work aimed at increasing awareness and understanding among a broad cross section of the British public on international development, particularly the issue of malaria

Notes to the accounts for the year ended 31 December 2010

Gates funding, with MNMUK acting as a sub-grantee of MNMUS, was also used to fund campaigns and influencing work. This included a specific project using football as a means to generate support and educate people on the prevention and treatment of malana

The Africa Programmes fund is money raised primarily as donations from the general public, exclusively for the prevention and treatment of malaria. During the year expenditure from this fund consisted of grants to 2 separate partner projects in Ghana and Namibia, which are discussed in the trustees report under Activities and Achievements.

7 Staff costs and numbers

		17 months to 31 December
	2010	2009
	£	£
Salanes and wages	288,582	198,890
Pension	28,533	15,245
Social secunty costs	33,460	24,336
	350,575	238,470
The average number of staff employed during the period was	6	3
The number of staff whose emoluments were in excess of £60,000	during the year were	e as follows,
£70,001 - £80,000	1	-
£80,001 - £90,000	1	-

8 Pension costs

£90,001 - £100,000

The charity does not operate a pension scheme but makes contributions to the personal pension plans of its employees. Pension costs charged in the statement of Financial Activities represent the contributions payable by the charity in the year.

9 Trustees' remuneration and expenses

The charity did not pay to its trustees any remuneration or reimbursement of expenses during the year

10 Related parties

The charity is affiliated to Malana No More (MNM-US) a US philanthropic organization that shares the charity's objectives. During the period the charity received a donation of £6,000 from MNM-US, and a grant of £293,338 from the Bill and Melinda Gates Foundation as a sub-grantee of MNM-US.

Kevin Cahill, a trustee of the charity, is Executive Director of Comic Relief - UK registered charity number 326568. During the year the charity received from Comic Relief a donation of £14,000 which

Notes to the accounts for the year ended 31 December 2010

was applied to the charity's UK campaigning work. This income is included under Voluntary Income – grants and donations as unrestricted income.

Simon Fuller, a trustee of the charity, is Managing Director of 19 Entertainment Ltd and now MD of XIX Entertainment Ltd both UK registered companies. During the year the charity received from these two companies a donation, arranged by Simon Fuller, of free office space and associated support services. The estimated value of this donation is £56,800 and this amount has been recognized in these accounts as income under Voluntary Income – Gifts in kind, and as expenditure under support costs (see note 3 above)

11 Analysis of net assets between funds

	General Funds	Restricted funds	Total funds
	£	£	£
Current assets	26,272	629,951	656,223
Current liabilities	(14,465)	-	(14,465)
Net assets at 31 December 2010	11,807	629,951	641,758