

Company Number: 06648679

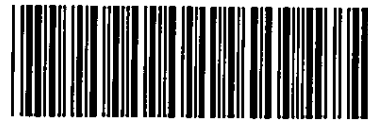
Charity Number: 1126222

Malaria No More United Kingdom

Annual Report and Accounts

For the year ended 31 December 2012

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Malaria No More United Kingdom

Reference and administrative details

Trustees	Matthew Anderson Peter Chernin Justine Frain Simon Fuller Duncan Goose Paul Green Heather Rabbatts David Schellenberg
Executive Director	James Whiting
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

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2012

The trustees are pleased to present their report together with the audited financial statements of the charity for the year to 31 December 2012

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	(resigned May 2012)
Kevin Cahill	(resigned September 2012)
Peter Chernin	
Simon Fuller	
Elisabeth Murdoch	(resigned June 2012)
Heather Rabbatts	

All trustees served for the full year unless otherwise stated above.

The following trustees have been appointed since the year end:

Justine Frain	(appointed February 2013)
Duncan Goose	(appointed February 2013)
Paul Green	(appointed February 2013)
David Schellenberg	(appointed February 2013)

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

The Board of Trustees 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 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. During the year the charity conducted a review of the skill set of the existing trustees prior to strengthening the Board. This is discussed below under *Board and Leadership*.

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 downturn on funding and resource mobilisation generally. In response to this the Charity has an ongoing strategy of growing its income through diversification of funding sources with a particular emphasis in the year under review on growing unrestricted "core" income. As discussed under *Financial Review* below these accounts demonstrate success in that respect.

Public Benefit

The Trustees confirm that they have complied with their duty under Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2012

Objectives and principal activities

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

Activities and Achievements

Malana No More UK is an organisation with ambition. There are just seven staff yet we are determined to play a major role in ending deaths from malana forever. We asked ourselves how we could affect a global campaign and a disease that has been around for thousands of years, and despite the considerable progress of the campaign, still kills over 550,000 children every year. The answer is in three parts, each of which supports the other:

- 1 Fund programmes on the ground in Africa which increase access to the most effective tools to prevent, diagnose and treat malana for those at risk. Focus on catalytic and innovative programmes that seek to improve national and international malana strategies multiplying the effect of our investment in saving lives
- 2 Galvanise the public in the UK and beyond to get behind the global malana campaign through speaking to people in places and ways that are not usual for international development organisations
- 3 Use our comparatively small resource (less than one million pounds) to encourage and persuade much bigger businesses and governments to put hundreds of millions of pounds behind the malana campaign

In 2012 we have done each of these to even greater effect than before

1. We supported programmes which have enabled life-saving protection for millions.

Protection with nets in Ghana In 2010, MNM UK helped pilot a new model of free mass mosquito net distribution in Ghana using volunteers to distribute and hang long-lasting insecticide treated nets where they are most needed – in homes. This model was subsequently adopted for national region by region implementation by the Ghana Ministry of Health, bringing together an amazing partnership of national and international support including UK and US government, Global Fund and Malana No More UK. This extraordinary national campaign was completed in December 2012, covering each of the country's 10 regions and distributing and hanging almost 12.5 million life-saving nets. An independent study conducted by the University of Ghana following the campaigns in 3 of the regions showed the percentage of households with nets had risen to 87%. Importantly it also found that 78% of children under 5, those most vulnerable to malana, had reported sleeping under a net; this is a significant increase from the previous year which found just 28-48% of young children using nets in the same three regions.

Improving malaria diagnosis The conclusion of our 15 month pilot malaria testing and mobile phone reporting project in Chobe District, Botswana, showed strong results, with health workers now testing 98% of all suspected malana cases with rapid diagnostic test kits. This is important for the patient, so that they can get the treatment they really need, and also for the country, so they can build a more accurate picture of how many and where the true malana cases really are. The success of this project has catalysed a national roll out of diagnosis training by the Ministry of Health and a renewed emphasis on the importance of both testing all suspected cases of malana before giving treatment and accurately reporting results. In Namibia we have also supported an enhanced training programme for health workers. The results of the programme showed a significant rise in the number of patients tested for malana and an increase in correct prescriptions of malana treatment. The strongest improvement was seen when training was followed up by mentoring, resulting in the number of patients tested rising from 27% to 90%. Almost 8,000 people benefited from malana testing in the six months following the training and the work continues. The training also saw a drop in non-malana cases being treated with malana pills from 24% to 0.3%, saving these vital medications for those who they can help. It is extremely encouraging that the increased testing also showed much lower levels of malana in the region than previously thought. This is really positive news for Namibia's efforts to become malana-free and helps the Ministry of Health to plan for the future. The training and support methodology used in the pilot has now been incorporated into national protocols and is being prepared for roll out across Namibia using Global Fund resources.

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Trustees' report for the year to 31 December 2012

Getting the message across We supported local one to one community education programmes about malaria in Northern Namibia reaching over 10,000 families directly at risk from the disease. We have also helped the United Against Malaria initiative to convey vital messages about malaria featuring Heads of State and famous African Footballers through vibrant multi-media spots in 10 African countries around the African Cup of Nations Football Tournament, culminating in the tournament in South Africa. The United Against Malaria initiative served to link up our global advocacy partnerships and work with the African Leaders Malaria Alliance to increase the profile of malaria amongst African Leaders and Governments.

2. We communicated about malaria to people in the UK so that they understand the disease and support governments, businesses and charities (including ourselves) who are trying to address it

We generated 714.5 million opportunities to see or hear positive malaria messages. This is an increase of 27% from 2011. This coverage is worth over £3.3 million, an increase of 73% from 2010. MNMUK invests in robust evaluation tools to help us ensure that our figures are correctly collated using Kantar Media and Durrants clipping services. We use the traditional metrics of opportunities to see or hear (based on broadcast audience figures and publication circulation figures) and AEV (equivalent value if we had to pay for the space). In addition we use Radian 6 to monitor digital reach and coverage based on number of twitter followers and facebook likers. In all cases we take the most conservative figures.

How did we do this? It is a disease which is very remote for the vast majority of people in the UK. So we always look to go to where people are rather than expecting them to come to us/malaria. In addition we try to make malaria relevant to people in the UK by presenting facts in an accessible and surprising way and by giving clear calls to action. Three examples in the last year are:

- We were the official partner charity of ITV's 'I'm a Celebrity Get Me Out of Here' for the fourth year in a row. We were able to include key malaria messages and report back on progress of our and our partners' interventions in Africa through social media, print and on the corporate responsibility part of the ITV.com website. Our association created 275,456,368 opportunities to see/hear about malaria. About 10 million people watched every programme in November/December, and critically we embedded references to malaria in each programme. The programme not only raised the profile of malaria, but also resulted in a donation to Malaria No More UK for every telephone vote made during the series.
- We took the musician, Aloe Blacc, to Ghana, securing media coverage with a reach of 558,892 million opportunities to see/hear about malaria. This included interviews with 3 major broadcasters with global reach: Al Jazeera, CNN and BBC World.
- Our partnership with British fashion brand, Jack Wills, saw its first full year with over 38,500 bracelets sold, each generating a minimum £2 donation for Malaria No More UK, and bearing a call to action to 'help make malaria no more.' A new bracelet design was released in December 2012, growing this important fundraising and awareness partnership.

We also partnered with other voluntary organisations and agencies in activity designed to engage specific sectors of the British Public in development issues. We were a major partner in the Global Poverty Project's Live Below the Line fundraising challenge, as well as completing our year as a beneficiary of the Tony Blair Faith Foundation's Faiths Act Fellows initiative. As part of the latter we continued to host two Faiths Act Fellows who targeted different faith communities in the UK with malaria awareness messages and calls to action.

We raise the profile of the malaria campaign so that people will support governments, businesses and charities involved in the fight. As with our communications we measure the public feeling about malaria every year so that we really understand whether or not we are having an impact. In December 2012 we undertook our annual survey with over 1500 respondents to measure success in communicating with the public about malaria.

The number of people who 'see malaria as a serious issue to be addressed' has now increased from 52% to 72% since 2009. All other major development issues including 'Hunger', 'HIV/Aids', 'Climate Change', 'Water' etc, climbed by no more than 5-10% in that same period. We have brought malaria into the top tier of development issues that concern the public. This is a view held by respondents across different attitudinal groups. The three categories of respondent normally least sympathetic to

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Trustees' report for the year to 31 December 2012

development issues have all seen significant increases in their concern that malaria should be addressed. 72% of 'family first sympathisers' and 73% of 'insular sceptics' see malaria as a 'serious issue to be addressed'. Even the percentage of people who see malaria as a 'serious issue to be addressed' in the category most unsympathetic to international development, the 'disapproving rejectors,' has increased from 35% to 54%.

3. **As a small organisation there is only so much we can achieve with our own funds, so we use some of our funding to encourage businesses and governments to put their weight, and much larger resources behind the malaria campaign.**

In 2009/10 we played a major role in persuading all three main political parties to make malaria one of their top international development priorities. As a direct result the Coalition Government made malaria a key priority for UK aid spending, it has committed to helping at least halve malaria deaths in at least ten of the worst-affected countries by 2015, a goal of commendable ambition. But, if this goal is to be realised, strong UK and international political will needs to be mobilised and expenditure on malaria will need to continue its rapid rate of increase.

During 2012 we spread the word about the malaria campaign with parliamentarians through briefings, parliamentary submission, one to one discussions and through our support for the All Party Parliamentary Group for Malaria (APPMG). To give just two examples:

- We organized a dinner with the APPMG for the first visit to the UK of the new director of the Roll Back Malaria Partnership ('RBM' - the body which coordinates governments, the private sector, UN bodies and NGO's in the malaria campaign). We were able to hold a productive discussion with parliamentarians from across the political spectrum as well as representatives of leading businesses involved in the malaria campaign.
- We engaged with the International Development Select Committee (IDC) on a one-off evidence session on the future of the Global Fund to Fight Aids, TB and malaria. Through consultation with key global malaria partners we developed a joint submission under the RBM Partnership to ensure there was representation from developing as well as developed countries. We also secured a place for an RBM representative to address the session as one of just four civil society witnesses called. In addition we collaborated with key UK NGO partners representing AIDS, TB and malaria on a joint submission to the session and a follow on joint parliamentary meeting addressing cross-cutting issues relevant to all disease areas allowing parliamentarians the opportunity to put questions direct to the Head of the Global Fund.

We are also actively involved in global activities to shine a light on the progress against malaria and encourage increased global coordination, resources and political support including sitting on the leadership committee of the Roll Back Malaria global advocacy group.

Malaria No More Board and Leadership

In July 2012 the first Executive Director, Sarah Kline, moved on to coordinate the global polio campaign with the Bill and Melinda Gates Foundation. Sarah's contribution to the success of Malaria No More UK has been immense. She was replaced by James Whiting who had been Deputy Executive Director of Hope and Homes for Children, and most recently, Managing Director of Friends of the Earth.

The Board chair, Heather Rabbatts, decided to strengthen the Board and started the recruitment of five new trustees, completed in February 2013. The new trustees include a Professor of Malaria Science from the London School of Hygiene and Tropical Medicine, a former Director of GSK's Global Community Partnerships, the founder of the One Foundation, the Director of Finance, IT and Resources for Voluntary Service Overseas, and a former Managing Director of the Royal Shakespeare Company. They bring expertise across the organisation's work and considerable previous governance experience.

Future plans

In 2013 we will prioritise

1. Increasing UK political support for fighting malaria, including momentum towards achieving the UK's goal of helping halve deaths in ten countries by 2015. We will do this through using moments like the Richard Curtis film about two mothers who lose their children to malaria (BBC1, March 1st, 2013) to

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2012

raise the profile of malaria amongst parliamentarians, persuading them of the need and unique cost effectiveness of the malaria campaign

- 2 Keeping the profile of the malaria campaign high in the UK, particularly amongst those who normally take less interest in international development, and amongst decision-makers and opinion-formers. We will do this through linking up with high profile partners including Jack Wills, GSK, ITV and our Leadership Council, David Beckham and Andy Murray, piggy backing on larger organisations' malaria-related activity and amplifying key moments, such as Mary & Martha to raise the profile of malaria, inspire action and engage new talent and high profile supporters
- 3 The further development of our programme in Namibia and starting a new 'access to innovation' programme

In this way we will turn the small resource of Malaria No More UK into an impact worth hundreds of millions of pounds – helping save tens of thousands of lives and protect millions of families – and taking a further stride forward towards our goal of ending suffering and deaths from malaria

Financial review

During the year significant grants in support of the charity's communications and influencing work were again received from the UK government's Department for International Development £151k (2011, £183k) and the Bill and Melinda Gates Foundation £326k (2011, £322k), allowing MNM to maintain its expenditure in these areas

The charity also made important steps to broaden its sources of income in year with income from cause relating marketing (CRM) more than doubling to £80k (2011, £36k). A new partnership with Jack Wills was entered into in December 2012, and it is hoped that income from CRM will continue to grow in the years ahead

Despite these successes MNM-UK's total income fell by £92k or 9% to £983k in the year to 31 December 2012. This is due a number of factors including the gradual phasing out of the DfID grant

Importantly an increasing proportion of income was received as unrestricted funding, including the donation of office space and associated support services latterly XIX Entertainment Ltd worth an estimated £63k. This allowed the charity to significantly increase its reserves during the year from £138k to £232k

Expenditure during the period also fell by £598k or 43% from £1,378k to £780k. Of this total 82% or £638k was spent on direct charitable activities (2011 £1,279k / 93%). The decrease followed a large spike in expenditure on the charity's Africa programmes in 2011, when grants to implementing partners rose 178% to £673k as the charity invested the programme funds built during its first 2 years of operation. The focus on investment in 2011 resulted in a year end grant creditors balance of £583k. In 2012 our focus was on the ground implementation, and as a result all of the money committed in 2011 has now been spent and the grant creditors balance reduced to nil at year end

Going forward, the trustees envisage that future spend on Africa programmes will be in line with income raised for that purpose year on year, and, will endeavour to maintain a balance of funds available for new programmes to ensure the Charity can take advantage of investment opportunities as they arise

As a result of these factors, net incoming resources for the year were £204k (2011, net outgoing resources of £303k)

At the end of the period the charity's Balance Sheet remains strong with net assets of £542k, £232k of which was unrestricted funds

Overall the trustees consider this to be a satisfactory result given the economic climate and, given the major improvement on unrestricted funds in the year, 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, which are shown on the balance sheet as unrestricted funds, at a level sufficient to cover between 3 and 6 months of its core costs, which would currently require reserves of £182k - £364k

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2012

Over the last two years the trustees developed and implemented a fundraising strategy designed to bring reserves up to this level. As a result reserves increased significantly during the year, and the trustees are pleased to report that at the end of the year they were within the target range for the first time.

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 charitable 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 re-appointed as auditors during the year.

This report was approved by the Board of Trustees on 8 May 2013 and signed on its behalf by



Heather Rabbatts
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 2011 as set out on pages 7 to 17

This report is made solely to the charitable company's members, as a body, in accordance with Section 43 of the Charities 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 Charity at 31 December 2011, 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 FCA
Senior Statutory Auditor
Derek Rothera & Company
Chartered Accounts and Registered Auditors
Units 15 & 16
7 Wenlock Road
London N1 7SL

Date 28/05/13

Malaria No More UK

Consolidated Statement of Financial Activities

for the year to 31 December 2012

		2012 <i>Unrestricted</i> £	2012 <i>Restricted</i> £	2012 <i>Total</i> £	2011 <i>Total</i> £
	<i>Notes</i>				
Incoming Resources					
Incoming Resources from generated funds					
Voluntary income					
Grants		30,677	486,442	517,119	597,928
Donations		205,249	111,125	316,374	374,819
Gifts in kind		60,360	-	60,360	56,800
Activities for generating funds		8,568	71,837	80,405	35,821
Investment income		8,965	-	8,965	9,475
Total Incoming Resources	2	313,819	669,404	983,223	1,074,843
Resources Expended					
Cost of generating funds					
Charitable activities		86,316	10,888	97,204	85,206
Governance costs		99,751	538,132	637,883	1,279,329
		33,691	10,888	44,579	13,313
Total resources expended	3	219,758	559,908	779,666	1,377,848
Net movement in funds		94,061	109,496	203,557	(303,005)
Total funds brought forward		138,297	200,456	338,753	641,758
Total funds carried forward	8	232,358	309,952	542,310	338,753

Malaria No More UK

Consolidated Balance Sheet

as at 31 December 2012

	Notes	Group 2012 £	Group 2011 £	Charity 2012 £	Charity 2011 £
Fixed assets					
Investments	4	-	-	1	1
		<u>-</u>	<u>-</u>	<u>1</u>	<u>1</u>
Current assets					
Stock	5	143	425	-	-
Debtors	6	149,554	132,339	206,535	132,339
Cash at bank and in hand		418,685	833,157	358,499	833,157
		<u>568,382</u>	<u>965,921</u>	<u>565,034</u>	<u>965,496</u>
Creditors: amounts falling due within one year	7	(26,072)	(627,168)	(22,725)	(626,744)
Net current assets		<u>542,310</u>	<u>338,753</u>	<u>542,309</u>	<u>338,752</u>
Net assets		<u>542,310</u>	<u>338,753</u>	<u>542,310</u>	<u>338,753</u>
Funds					
Unrestricted funds		232,358	138,297	232,358	138,297
Restricted funds		309,952	200,456	309,952	200,456
Total funds	8	<u>542,310</u>	<u>338,753</u>	<u>542,310</u>	<u>338,753</u>

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 8 May 2013 and authorised to sign on their behalf by



Heather Rabbatts
Trustee

Malaria No More UK

Notes to the accounts for the year to 31 December 2012

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 Charities issued in March 2005

(b) Group financial statements

The financial statements consolidate the results of the charity and its wholly owned subsidiary Malana No More UK Trading Limited on a line by line basis. A separate Statement of Financial Activities, and income and expenditure account, for the charity itself are not presented because the charity has taken advantage of the exemptions afforded by section 230 of the Companies Act 1985 and paragraph 397 of the SORP

(c) 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

(d) 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

(e) 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

(f) 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

Malaria No More UK

Notes to the accounts for the year to 31 December 2012

2 Incoming resources

	Unrestricted funds	Restricted funds			2012 Total	2011 Total
		DFID	Gates	Africa Programmes		
	£	£	£	£	£	£
Voluntary income						
Grants	30,677	151,299	325,999	9,144	517,119	597,928
Donations	205,249	-	-	111,125	316,374	374,819
In kind donation of office space	60,360	-	-	-	60,360	56,800
	<u>296,286</u>	<u>151,299</u>	<u>325,999</u>	<u>120,269</u>	<u>893,853</u>	<u>1,029,547</u>
Activities for generating funds						
Cause related marketing	8,568	-	-	71,837	80,405	35,821
	<u>8,568</u>	<u>-</u>	<u>-</u>	<u>71,837</u>	<u>80,405</u>	<u>35,821</u>
Investment income						
Interest receivable	8,965	-	-	-	8,965	9,475
	<u>8,965</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>8,965</u>	<u>9,475</u>
Total	<u>313,819</u>	<u>151,299</u>	<u>325,999</u>	<u>192,106</u>	<u>983,223</u>	<u>1,074,843</u>

Voluntary income includes an amount of £60,360 representing the estimated value of the rent free office space and associated office support services the charity received during the year from XIX Entertainment Ltd

3 Resources expended

	Unrestricted funds	Restricted funds			2012 Total	2011 Total
		DFID	Gates	Africa Programmes		
	£	£	£	£	£	£
Cost of generating funds						
Personnel	49,168	2,300	8,588	-	60,056	59,217
Other direct costs	18,496	-	-	-	18,496	15,726
Support costs	18,652	-	-	-	18,652	10,263
	<u>86,316</u>	<u>2,300</u>	<u>8,588</u>	<u>-</u>	<u>97,204</u>	<u>85,206</u>
Charitable activities						
High level advocacy	1,000	37,400	139,110	-	177,510	215,283
UK public campaign	18,437	102,080	159,433	-	279,950	302,877
Programme investments	-	-	-	89,723	89,723	672,603
Support costs	80,314	7,219	3,167	-	90,700	88,566
	<u>99,751</u>	<u>146,699</u>	<u>301,710</u>	<u>89,723</u>	<u>637,883</u>	<u>1,279,329</u>
Governance						
Personnel	-	2,300	8,588	-	10,888	3,040
Professional fees	27,920	-	-	-	27,920	3,396
Audit fee	3,600	-	-	-	3,600	3,600
Other direct costs	535	-	-	-	535	-
Support costs	1,636	-	-	-	1,636	3,277
	<u>33,691</u>	<u>2,300</u>	<u>8,588</u>	<u>-</u>	<u>44,579</u>	<u>13,313</u>
Total expenditure	<u>219,758</u>	<u>151,299</u>	<u>318,886</u>	<u>89,723</u>	<u>779,666</u>	<u>1,377,848</u>

Support costs relate to the staff and running costs of the charity's London office and are allocated on a basis consistent with the use of resources. Included in support costs is an amount of £60,360 representing the estimated value of the rent free office space and associated office support services the charity received during the year from XIX Entertainment Ltd

The expenditure on African programmes is explained in the table below

Malaria No More UK

Notes to the accounts for the year to 31 December 2012

Expenditure on Africa Programmes in 2012

Partner organisation	Amount £	Purpose of investment
HangUp campaign Ghana	74,624	To provide distribution & logistical support to local partner organisations involved in the HangUp campaign aiming to hang up 5 million nets across 5 regions in Ghana
MNMUS African partners	1,601	Supporting the NightWatch program a collaboration between MNMUS and Lalela Project, which aims to increase the use of mosquito nets in malaria-endemic communities in Africa by raising awareness through the influence of celebrities and leaders
MNMUS Utd Against Malaria	13,500	Supporting MNMUS's innovative work in using the power of football, and in particular the international celebrity status of leading African footballers, to raise awareness of malaria issues and deliver key messages to at risk populations throughout Africa
Total	89,725	

4 Investments

The charity holds one share of £1 in its wholly owned subsidiary company Malaria No More UK Trading Limited which is company number 7621448 incorporated in England and Wales. The activities and results of the company are summarised in Note 15.

5 Stock

	Group 2012 £	Group 2011 £	Charity 2012 £	Charity 2011 £
Goods for resale	143	425	-	-
	<u>143</u>	<u>425</u>	<u>-</u>	<u>-</u>

6 Debtors* amounts falling due within one year

	Group 2012 £	Group 2011 £	Charity 2012 £	Charity 2011 £
Accrued income	149,554	128,635	149,554	128,635
Inter company debtor	-	-	56,981	-
Other debtors & prepayments	-	3,704	-	3,704
Total	<u>149,554</u>	<u>132,339</u>	<u>206,535</u>	<u>132,339</u>

7 Creditors, amounts falling due within one year

	Group 2012 £	Group 2011 £	Charity 2012 £	Charity 2011 £
Grant creditors	-	583,280	-	583,280
Trade creditors	2,592	16,553	2,592	16,553
Inter company creditor	-	-	-	4,275
Tax and social security creditor	3,347	16,938	-	12,317
Sundry creditors and accruals	20,133	10,397	20,133	10,319
Total	<u>26,072</u>	<u>627,168</u>	<u>22,725</u>	<u>626,744</u>

Malaria No More UK

Notes to the accounts for the year to 31 December 2012

8 Movements in funds

	<i>Balance at 31-Dec-11 £</i>	<i>Incoming £</i>	<i>Outgoing £</i>	<i>Balance at 31-Dec-12 £</i>
Restricted Funds				
DfID	-	151,299	(151,299)	-
Gates	26,546	325,999	(318,886)	33,659
Africa Programmes	173,910	192,106	(89,723)	276,293
	<u>200,456</u>	<u>669,404</u>	<u>(559,908)</u>	<u>309,952</u>
Unrestricted funds				
General funds	138,297	313,819	(219,758)	232,358
	<u>138,297</u>	<u>313,819</u>	<u>(219,758)</u>	<u>232,358</u>
Total funds	<u>338,753</u>	<u>983,223</u>	<u>(779,666)</u>	<u>542,310</u>

Fund	Purpose
DfID	Funding received from the UK Government's Department for International Development 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
Gates	Funding received from the Bill and Melinda Gates Foundation Used to fund campaigns and influencing work, including support of the UK's All Party Parliamentary Malaria Group (APPMG) to ensure prevention and treatment of malaria was at the heart of political debate in the UK
Africa Programmes	The Africa Programmes fund is money raised primarily as donations from the general public, for the prevention and treatment of malaria During the year expenditure from this fund consisted of grants to 3 separate partner projects which are discussed in the trustees report under Activities and Achievements and in Note 3 above

Malaria No More UK

Notes to the accounts for the year to 31 December 2012

9 Staff costs and numbers

	2012 £	2011 £
Salaries and wages	349,534	341,722
Pension	31,745	32,434
Social security costs	40,081	39,050
	<u>421,360</u>	<u>413,207</u>

The average number of staff employed during the period was 8 7

The number of staff whose emoluments were in excess of £60,000 during the year were as follows,

£70,001 - £80,000	1	1
£80,001 - £90,000	-	1

10 Pensions

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.

11 Trustees' remuneration and expenses

The charity did not pay to its trustees any remuneration or reimbursement of expenses during the year (2011: £nil).

12 Related parties

The charity is affiliated to Malaria No More (MNM-US) a US philanthropic organization that shares the charity's objectives. During the period the charity received a grant of £325,999 (2011, £293,338) from the Bill and Melinda Gates Foundation as a sub-grantee of MNM-US and made grants totalling £15,101 (2011, £nil) supporting MNMUS's work in Africa as detailed in note 3 above.

Simon Fuller, a trustee of the charity, is Managing Director of XIX Entertainment Ltd a UK registered company. During the year the charity received from the company a donation of free office space and associated support services. The estimated value of this donation is £60,360 (2011, £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).

Kevn Cahill, who acted as a trustee of the charity for part of the year, is Executive Director of Comic Relief - UK registered charity number 326568. During the year the charity received from Comic Relief a donation of £20,000 (2011, £14,000) which was applied to the charity's UK campaigning work. This income is included under Voluntary Income as unrestricted income.

13 Analysis of net assets between funds

	General Funds £	Restricted funds £	Total funds £
Current assets	258,430	309,952	568,382
Current liabilities	(26,072)	-	(26,072)
Net assets at 31 December 2012	<u>232,358</u>	<u>309,952</u>	<u>542,310</u>

Malaria No More UK

Notes to the accounts for the year to 31 December 2012

14 Financial performance of the charity

The Consolidated Statement of Financial Activities includes the results of the charity's wholly owned subsidiary Malana No More UK Trading Limited, which conducts trading and merchandising activities on behalf of the charity

The summary financial performance of the charity alone is,

	2012 £	2011 £
Incoming resources	920,926	1,057,058
Gift Aid donation from subsidiary company	59,332	13,707
	<u>980,258</u>	<u>1,070,765</u>
Cost of generating funds	(84,239)	(84,829)
Charitable activities	(637,883)	(1,276,787)
Governance costs	(44,579)	(12,154)
Net incoming resources	<u>203,557</u>	<u>(303,005)</u>
Total funds brought forward	338,753	641,758
Total funds carried forward	<u>542,310</u>	<u>338,753</u>
Represented by		
Unrestricted funds	232,358	138,297
Restricted funds	309,952	200,456
	<u>542,310</u>	<u>338,753</u>

15 Financial performance of the trading subsidiary

The Consolidated Statement of Financial Activities includes the results of the charity's wholly owned subsidiary Malana No More UK Trading Limited, which conducts trading and merchandising activities on behalf of the charity. The company pays all of its profits to the charity by a gift aid donation

The summary financial performance of the subsidiary alone is,

	2012 £	2011 £
Turnover	80,097	23,475
Cost of sales & administrative expenses	(20,765)	(9,768)
Net profit	<u>59,332</u>	<u>13,707</u>
Gift aid donation to the charity	(59,332)	(13,707)
Retained profit	<u>-</u>	<u>-</u>
The assets and liabilities of the subsidiary were		
Current assets	62,681	28,595
Current liabilities	(62,680)	(28,594)
Net assets	<u>1</u>	<u>1</u>
Aggregate share capital and reserves	<u>1</u>	<u>1</u>