

**IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY**

**Company limited by guarantee**

**Company Registration Number:  
11137433 (England and Wales)**

**Unaudited statutory accounts for the year ended 31 December 2021**

**Period of accounts**

**Start date: 1 January 2021**

**End date: 31 December 2021**

# **IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY**

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# IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY

## Directors' report period ended 31 December 2021

The directors present their report with the financial statements of the company for the period ended 31 December 2021

### Principal activities of the company

The Company's principal activity is to carry on activities which benefit the community and in particular (without limitation) to impact lives all over the world through activities in development, education and the mathematical sciences. The Company aims to enable innovations to flourish, to improve quality of life, impact professional and academic outcomes to education systems even in difficult environments and contribute to the strengthening of the mathematical sciences both as a discipline and as a tool for social change. The Company was incorporated on 8 January 2018 as a private company limited by guarantee without share capital.

### Additional information

2021 was an important year for IDEMS, with over 100% turnover growth and pressures that we had not faced before. It feels like we have been tested and made it through to the other side. While we remain extremely fortunate not to have been more severely affected by the Covid-19 pandemic, it certainly took its toll. With the impacts of long Covid and good staff moving on because they needed a change in lifestyle, we have had to build resilience into our structures while being stretched by rapid growth. While 2021 stretched us to our limit, it also finally established IDEMS as being more than just the director's vision. Bringing the team together at the end of the pandemic was a seminal moment. It felt like a transition between phases with a genuine before and after. Before, we were a micro enterprise starting from nothing with no more than a dream of what we could become. After the meeting, it was as if we were starting anew as a small enterprise with a committed core team ready to build an organisation we believe in that could turn the dream into a reality. The vision behind IDEMS set out an aggressive growth agenda for a social organisation. Now at the end of our fourth year we have averaged over 60% growth while staying in the black and prioritising social impact. We have overcome substantial challenges while achieving this initial growth but have not had to compromise on our vision, quality or ethics to do so. So far the growth has come naturally, through word of mouth, with work coming to us based on our achievements. This puts us in a strong position as we look to the future with ambitions of sustaining such growth for an extended period of time. We recognise that our current approach to growth has served us well, building strong long term partnerships as well as a diverse portfolio. However, this approach has built on our skills and expertise as directors and only been possible because we have been able to intervene and get stuck in when needed on all components of the work. This approach is reaching its limit and we recognise that our continued growth will rely on our ability as directors to transform our roles as we hand over increasing amounts of responsibility to our growing core team. When we started, as directors, we questioned our ability to transition out of academics and into the private sector. Now, four years on we feel we have passed that test with the title of social entrepreneur feeling more comfortable than it used to. It has been a challenging road for us both, with this last year in particular pushing us to the limit. However, we also recognise that this is not the time to sit back, pat ourselves on the back and relax. On the contrary as we enter into 2022 we need to start afresh. The learnings which have got us to this point are a foundation, but the challenges we will face going forward are totally different to those behind us. We need to be ready to reinvent ourselves and our roles to be up to the task of driving IDEMS into its next phase. We enter 2022 looking to consolidate our recent growth and to start a transition process where we flesh out our core team into what we hope become the leadership team of a larger organisation. This is a critical time for IDEMS, where decisions we make now will determine the organisation we become. The timing is not ideal with the long tail of Covid hanging over us all, but we recognise this moment and intend to seize it as best we can, starting with a recruitment push for Social Impact Enablers to diversify our core team.

**Overview About IDEMS** IDEMS International (IDEMS) is a not-for-profit company devoted to Innovations in Development, Education, and the Mathematical Sciences. Our mission is to work collaboratively with diverse partners to enable the evolution of innovations which can impact lives all over the world. IDEMS International was founded in 2018, by mathematical scientists with long term experience working in education and development, looking to achieve wider impact beyond academia. We are passionate about projects related to development, education, and the mathematical sciences, and particularly work that can impact more than one of these areas. As a company we are motivated by our social mission, transparency in our accounting and guided by our principles. IDEMS International is legally registered in the UK as a Community Interest Company. This structure enables us to be defined by the communities we serve while doing business commercially. Serving a community gives us a sense of purpose beyond our own self-interest as individuals, or even as a company. IDEMS International supports and collaborates with INNODEMS, which was established by our partners in Kenya in 2019. INNODEMS follows a similar business model to IDEMS International as a route to creating sustainable opportunities for our Kenyan colleagues. We also support partners in West Africa who are planning to establish similar organisations in their own countries. Our Team Our team expanded this year with a number of new recruits. We were able to improve our recruitment strategy and became more clear on our recruitment needs, as we brought in experienced technical staff to solidify our team. The recruitment growth was less rapid than in the previous year as we utilised a number of short term contractors to help us respond to the big increase in our work. The increased workload was challenging for our team who were often stretched responding to demands of projects. This coinciding with the stresses of COVID led to some health issues within our team which needed to be respected and responded to with compassion, despite it further increasing the pressures of the work. With the impacts of COVID easing, we were able to hold our first in-person team meeting towards the end of the year, as a week-long retreat at a community centre in the UK. This was an opportunity for many team members to meet face to face for the first time and it was an excellent team bonding experience and led to developing collaborations within our team across projects that don't usually interact. The meeting was also an opportunity to discuss the wider IDEMS vision, principles and thinking, with another successful outcome being a greater sense of ownership of the company among a number of team members leading to taking up more leadership roles within IDEMS. Looking forward, we are now in a position to recruit a broader set of skills into the team and we ended the year by launching a recruitment for social impact enablers to provide support to our technical team on our large projects.

**Major activities** Open source software development remains our largest area of work. The development of a new version of the Internet of Good Things (IoGT) for UNICEF; a set of websites which make life-saving and life-improving information on maternal health, hygiene, emergency information on diseases, HIV and sexual health advice for adolescents, internet safety, and more available for free even on low-end devices in over eighty countries, was a major focus this year for many in our team. It was challenging, demanding and rewarding work, with many lessons learned in establishing a successful relationship with UNICEF. We also expect this to lead to new opportunities and continued relationships with UNICEF and their partners. Consultancy contracts remained as a

core component of our work as we continued ongoing relationships with our collaborators. A highlight has been supporting the University of Oxford in their Covid-19 Emergency Response in South Africa as part of our ongoing work on Parenting for Lifelong Health (PLH) Digital to get digital parenting resources for families. This has enabled us to be part of important work responding to emerging challenges caused by the pandemic and further established the collaboration with the University of Oxford and our commitment to supporting the aims of the PLH project. We continued our commitment to community work, which remained as largely remote support this year. We continued to support the development and implementation of “Virtual Maths Camps” with the charity Supporting African Maths Initiatives (SAMI). We were also able to support Maseno University to institutionalise the use of electronic assessment to support improved student engagement and feedback, particularly for large classes. In particular, we provided funds to ensure their Moodle e-learning site remained up to date and active and funded a teaching support assistant to develop electronic resources for mathematics courses. Finance IDEMS International ended year four with a small surplus for the fourth consecutive year. Our turnover increased by over 100% to £645,000 with a surplus of £6,700 after impact investments. Our full accounts are provided for transparency. We continue to utilise loans to support cash flow, including a coronavirus Bounce Back Loan, and recognised the need to develop a long term investment strategy to support continued growth. We expanded our team in response to increased work with both staff and subcontractor costs increasing substantially from last year. Travel costs remained low compared to pre-pandemic levels, with many of the changes to our ways of operating since the pandemic continuing. Creditors amounts and cash in hand remain high as we are currently holding multi-year grant funds in a dedicated account, which includes unspent funds due to Covid disruptions and are now beginning to be spent. We continued to invest in education activities, largely in Africa, as continued responses to Covid, but our largest investment of the year related to UNICEF’s Internet of Good Things which we see as a strategic long term investment. Reflection points We are recruiting the right kind of people Our first week-long team meeting highlighted that IDEMS is now building a strong core team that extended way beyond the directors. We consciously shifted our recruitment strategy to include more experienced people motivated by the social impact and flexibility we can offer. This complemented the existing successful approach of attracting young academics who want to be intellectually challenged while contributing towards positive social change. The mix of people who now form part of our team are a foundation we feel we can build from with confidence. We recognise there are still big gaps, but not only is that to be expected from a growing organisation at our stage, we feel we know who we are looking for to fill those gaps. UNICEF is an opportunity and a challenge This year has seen us engaged by UNICEF to develop the second version of the Internet of Good Things. This project has been without doubt our most challenging to date. We were ill prepared for the formality of working with such a partner and underestimated how demanding they would be to work with. However, the more we engage with the process the more we understand what an opportunity this sort of partnership can provide, for future work, of course, but more importantly as a route to achieve impact at scale. The value and pitfalls of subcontractors The growth and challenging deadlines we faced this year required us to call on subcontractors at numerous occasions to supplement our team. We learnt a lot from this process and were surprised by what we were able to find. Most notably a young team of developers in Pakistan who are now becoming long term collaborators. As we expected, not all our experiences with subcontractors were wholly good, with many providing short term fixes that we knew we would have to redo when we had the time. However, the experience cemented the fact that we could find and call on people at short notice to supplement our team when we really needed it and that we only want to do it when we have to. Looking ahead We finish the year extremely happy with the team we have in place and optimistic about upcoming recruitment to bring a greater diversity of skill sets into the team. In 2022, we hope to consolidate the position we are in after the transformation that took place this year. Some growth is expected in the year ahead, with a big, new, long-term contract based on our PLH work starting in April 2022. This supports us in solidifying our work for the future, and we have also started recruitment to bring more people into this team. However, we are not expecting the rapid growth we saw last year, and plan to use this time to settle into the organisation we have become and prepare for the next growth phase ahead.

## **Directors**

The directors shown below have held office during the whole of the period from  
**1 January 2021 to 31 December 2021**

David Stern  
Daniel Parsons

The above report has been prepared in accordance with the special provisions in part 15 of the Companies Act 2006

This report was approved by the board of directors on  
**29 September 2022**

And signed on behalf of the board by:

**Name: David Stern**  
**Status: Director**

# **IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY**

## **Profit And Loss Account** **for the Period Ended 31 December 2021**

	<i>2021</i>	<i>11 months to 31 December 2020</i>
	<b>£</b>	<b>£</b>
Turnover:	<b>644,892</b>	309,744
Cost of sales:	<b>( 350,859 )</b>	( 127,778 )
<b>Gross profit(or loss):</b>	<b><u>294,033</u></b>	<u>181,966</u>
Administrative expenses:	<b>( 285,749 )</b>	( 170,417 )
<b>Operating profit(or loss):</b>	<b><u>8,284</u></b>	<u>11,549</u>
Interest payable and similar charges:	<b>( 601 )</b>	
<b>Profit(or loss) before tax:</b>	<b><u>7,683</u></b>	<u>11,549</u>
Tax:	<b>( 917 )</b>	( 2,184 )
<b>Profit(or loss) for the financial year:</b>	<b><u>6,766</u></b>	<u>9,365</u>

# **IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY**

## **Balance sheet**

**As at 31 December 2021**

	<i>Notes</i>	<i>2021</i>	<i>11 months to 31 December 2020</i>
		<b>£</b>	<b>£</b>
<b>Fixed assets</b>			
Tangible assets:	3	2,564	859
<b>Total fixed assets:</b>		<u>2,564</u>	<u>859</u>
<b>Current assets</b>			
Debtors:	4	156,853	104,931
Cash at bank and in hand:		249,750	244,317
<b>Total current assets:</b>		<u>406,603</u>	<u>349,248</u>
Creditors: amounts falling due within one year:	5	( 342,967 )	( 285,673 )
<b>Net current assets (liabilities):</b>		<u>63,636</u>	<u>63,575</u>
<b>Total assets less current liabilities:</b>		<u>66,200</u>	<u>64,434</u>
Creditors: amounts falling due after more than one year:	6	( 36,667 )	( 41,667 )
<b>Total net assets (liabilities):</b>		<u>29,533</u>	<u>22,767</u>
<b>Members' funds</b>			
Profit and loss account:		29,533	22,767
<b>Total members' funds:</b>		<u>29,533</u>	<u>22,767</u>

The notes form part of these financial statements

# **IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY**

## **Balance sheet statements**

For the year ending 31 December 2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

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 responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

**This report was approved by the board of directors on 29 September 2022  
and signed on behalf of the board by:**

Name: David Stern  
Status: Director

The notes form part of these financial statements

# **IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY**

## **Notes to the Financial Statements**

**for the Period Ended 31 December 2021**

### **1. Accounting policies**

#### **Basis of measurement and preparation**

These financial statements have been prepared in accordance with the provisions of Section 1A (Small Entities) of Financial Reporting Standard 102

#### **Tangible fixed assets depreciation policy**

Tangible assets are included at cost less depreciation and impairment. Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives: Plant & machinery 33.3% per annum

#### **Other accounting policies**

Basis of preparation The accounts have been prepared under the historical cost convention as modified by the revaluation of certain fixed assets. Presentation currency The accounts are presented in £ sterling.



# IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY

## Notes to the Financial Statements for the Period Ended 31 December 2021

### 2. Employees

	<i>2021</i>	<i>11 months to 31 December 2020</i>
Average number of employees during the period	7	6

# **IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY**

## **Notes to the Financial Statements**

**for the Period Ended 31 December 2021**

### **3. Tangible assets**

	Land & buildings	Plant & machinery	Fixtures & fittings	Office equipment	Motor vehicles	Total
<b>Cost</b>	£	£	£	£	£	£
At 1 January 2021		3,703				3,703
Additions		3,845				3,845
Disposals						
Revaluations						
Transfers						
At 31 December 2021		7,548				7,548
<b>Depreciation</b>						
At 1 January 2021		2,844				2,844
Charge for year		2,140				2,140
On disposals						
Other adjustments						
At 31 December 2021		4,984				4,984
<b>Net book value</b>						
At 31 December 2021		2,564				2,564
At 31 December 2020		859				859

# IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY

## Notes to the Financial Statements

for the Period Ended 31 December 2021

### 4. Debtors

	<i>2021</i>	<i>11 months to 31 December 2020</i>
	<i>£</i>	<i>£</i>
Trade debtors	36,922	29,806
Prepayments and accrued income	106,237	61,431
Other debtors	13,694	13,694
Total	<u>156,853</u>	<u>104,931</u>
Debtors due after more than one year:	13,694	

# IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY

## Notes to the Financial Statements

for the Period Ended 31 December 2021

### 5. Creditors: amounts falling due within one year note

	<i>2021</i>	<i>11 months to 31 December 2020</i>
	<i>£</i>	<i>£</i>
Bank loans and overdrafts	8,333	8,333
Trade creditors	21,099	10,247
Taxation and social security	5,662	15,065
Accruals and deferred income	14,602	11,383
Other creditors	293,271	240,645
Total	<u>342,967</u>	<u>285,673</u>

# IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY

## Notes to the Financial Statements

for the Period Ended 31 December 2021

### 6. Creditors: amounts falling due after more than one year note

	<i>2021</i>	<i>11 months to 31 December 2020</i>
	<i>£</i>	<i>£</i>
Bank loans and overdrafts	36,667	41,667
Total	<u>36,667</u>	<u>41,667</u>

# COMMUNITY INTEREST ANNUAL REPORT

## IDEMS INTERNATIONAL COMMUNITY INTEREST COMPANY

Company Number: 11137433 (England and Wales)

Year Ending: 31 December 2021

### Company activities and impact

The company has carried out a wide range of projects and activities this year related to development, education and the mathematical sciences. During the financial year ending 31 December 2021 the company's activities have benefited the community in the following ways: We support projects in agroecology in Africa. In Kenya, we continue to support an Agroecology Hub, aiming to support local organisations to develop the necessary structures that could enable them to support the wider farming community across East Africa through the use of effective agroecological approaches. Activities began to pick up again after the disruption caused by the Covid pandemic. This year we have particularly supported Rural Farmers Research and Development Network, a small holder farmers organisation, to integrate into the Hub activities and better support their farmers. We supported workshops and training for small holder farmers in agroecological practices. We have conducted research to further understand agroecology practices, including collection of soil samples for analysis, and surveys of farmer practices. We have developed video and audio resources for farmers. We also continued to support improvements to the Manor House Agricultural Centre infrastructure including a new solar power system. In West Africa, we continue to provide research methods support to agriculture research projects, which has remained largely remote. These projects are improving access to local, sustainable, nutritious food through collaborative research and knowledge-sharing with smallholder farmers, research institutions and development organisations. They have an overarching aim to explore solutions for sustainable, local food systems to improve the lives of people in some of the poorest parts of the world. We support these projects in all aspects of research methods (statistics and data). We have developed a number of open source software in this year. We developed a new version of the Internet of Good Things (IoGT) for UNICEF. IoGT is a UNICEF initiative and set of websites which make life-saving and life-improving information (maternal health, hygiene, emergency information on diseases, HIV and sexual health advice for adolescents, internet safety, positive parenting techniques and more) available for free even on low-end devices in over eighty countries. IoGT includes multimedia elements and two-way communication features, used to capture feedback and local best practices from communities. The sites are in use around the world providing support, particularly for young people. We continue to collaborate with the University of Oxford to develop Parenting of Lifelong Health (PLH) Digital. Parenting for Lifelong Health (PLH) is a suite of open access, noncommercial parenting workshop programmes, developed by the University of Oxford and other collaborators, including WHO, Clowns Without Borders South Africa (CWBSA), UNICEF and the University of Cape Town, South Africa. We are leading the development of the app in this long-term project and including multiple co-development and testing cycles across countries with a formal randomised controlled trial to support rigorous evidence and research outputs. During this year, initial versions of the app have been developed and are starting to be in use. We continue to provide capacity building within the project to enable our partners in Kenya to contribute to the software development of the app and take a key role in the project. As well as the app, we are also developing a chatbot system, which provides parenting information and support via an automated system. The chatbot, known as ParentText, is part of the suite of PLH resources. We continue to support work in the areas of climate and climate change through open source software. We support the development of Climsoft: a free, climate database management software for use by national meteorological services around the world. We are a partner in the development of OpenCDMS, a World Meteorological Organisation initiative working to address Earth system data management needs of developing and developed countries. We continue to develop free tools to analyse climatic data through an easy to use click and point software (R-Instat). Our variety of climate projects aim to improve understanding of climate and climate change among researchers, government organisations, farmers and others with the aim of supporting more informed decision making in adapting and tackling changes in climate. This year we have supported several education initiatives. With the UK charity Supporting African Maths Initiatives (SAMI) we continue to develop and support the Virtual Maths Camp project. Virtual Maths Camps is an idea to turn the challenges presented by the COVID-19 pandemic into opportunities, and continue to provide a maths camp experience for students, teachers, and facilitators from across the globe - in a new, dynamic, partially virtual and fully international environment. IDEMS has been a partner since the beginning of this project and has been involved in all aspects of the design. Further to the events last year, we have continued to support improvements to the Virtual Maths Camp card deck, which can be used to run maths activities and sessions. Some of this work led to a new collaboration with Education Alliance in developing a program for maths ambassadors. Maths ambassadors will be trained (initially in Kenya) to deliver fun and engaging maths activities in local communities, including with the Virtual Maths Camp card deck. We have collaborated with Education Alliance to develop this program and will be trialled next year.

### Consultation with stakeholders

This year remained challenging for much of our community. We actively engaged with selected stakeholders from our community and made efforts to support them in addressing their relevant issues. IDEMS has continued to support and engage with the UK charity SAMI and the Kenyan NGO AMI. We continued to support them in running Virtual Maths Camps due to the inability to hold physical maths camps across Africa. We have provided SAMI with ongoing support in the development of resources for the Virtual Maths Camp which IDEMS made substantial staff time available towards this effort. Early in 2021, SAMI requested support in furthering their Theory of Change. IDEMS ran sessions to do this, following previous sessions held in 2020, again, at no cost to SAMI. Involvement in this process ensures that we continue to understand how the company can best support SAMI in improving mathematics education across Africa. We continued to support our new stakeholder, INNODEMS, a not-for-profit company established in Kenya and set up with a similar structure to IDEMS International. We involve INNODEMS in many of our projects, which develops their skills and experience, and we continue to capacity support their junior staff. Through our support, we aim to enable INNODEMS to offer their services locally in Kenya in support of development in the country. We continued to support Maseno University, Kenya in the use of electronic assessment resources for large mathematics classes to improve student experience and engagement. We contributed substantial staff time to this at no cost to Maseno University. We ensure that resources developed are released under open licences which means they can be reused and adapted by others, therefore increasing the reach of what is developed. We continued to have consultation with agriculture, ecology and farmer-based organisations in East Africa as part of the Agroecology Hub project. IDEMS supports an Agroecology Hub, which was established in 2018 at Manor House Agricultural Centre, Kitale, Kenya. This community is looking to work together on using Farmer Research Network approaches to build the scientific knowledge base while engaging farming communities with agroecological practices. After the disruptions of the Covid pandemic, this year we have been able to expand the network of partners, and we now support an additional rural farmers

organisation in being part of the Hub. There was a demand for workshops following the break of the Covid pandemic and we supported the host centre, Manor House, to safely run in-person workshops to enable partners to meet physically, for more farmers to be trained, and enable sharing of practices and cross learning.

#### **Directors' remuneration**

The aggregate amount of emoluments paid to or receivable by directors in respect of qualifying services was £68,877. The value of company contributions paid to a pension scheme in respect of directors' qualifying services was £12,398. There were no other transactions or arrangements in connection with the remuneration of directors or compensation for director's loss of office which require to be disclosed. Full details are provided in the company's accounts.

#### **Transfer of assets**

No transfer of assets other than for full consideration

This report was approved by the board of directors on  
**28 September 2022**

And signed on behalf of the board by:

**Name: D Parsons**

**Status: Director**

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.