

MALARIA NO MORE UNITED KINGDOM

For the year ended 31 December 2020

Company Number: 06648679
Charity Number: 1126222

ANNUAL REPORT AND ACCOUNTS 2020



KEY MANAGEMENT PERSONNEL

Trustees & Directors

- Baroness Helene Hayman Chair
- Simon Bland
- Andrew Cook
- Azra Ghani
- Norman Mbazima
- Sophie O'Connor Treasurer
- David Reddy
- Philip Thomas
- Eva Thorne
- Linda Yueh

Senior Management

- James Whiting Chief Executive
- Gareth Jenkins Director of Advocacy
- Lilies Njanga Africa Director (*appointed November 2020*)
- Mathew Van Lierop Chief Operating Officer
- Kate Wills Director of Global Communications and Partnerships
- Damian Wilson Director of Programmes and Partnership Development
- Annemarie Meyer Managing Director of Global Advocacy, Policy and Partnerships (*resigned September 2020*)

Company number: 06648679

Charity number: 1126222

Registered Office The Foundry 17 Oval Way
London
SE11 5RR

Auditors Sayer Vincent LLP
Invicta House, 108-114 Golden Lane
London
EC1Y 0TL

Bankers CAF Bank (UK) Limited
25 Kings Hill Avenue
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ME19 4JQ

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The trustees are pleased to present their report together with the audited financial statements of the charity for the year to 31 December 2020.

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 2015).

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 year:

- Simon Bland
- Andrew Cook
- Baroness Helene Hayman (Chair)
- Azra Ghani
- David Reddy
- Philip Thomas
- Linda Yueh

All trustees served for the full year unless otherwise stated above. In addition, three new trustees were appointed during the year:

- Sophie O'Connor (appointed February 2020)
- Norman Mbazima (appointed February 2020)
- Eva Thorne (appointed April 2020)

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 applications 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 sets of the existing trustees prior to strengthening the Board. This is discussed below under Malaria No More UK Board, Staff and Advisors.

RISK MANAGEMENT

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

During the year, a formal Board sub-committee was established chaired by the Treasurer, Sophie O'Connor, and made up of four trustees. The Audit and Risk Committee (ARC) has been mandated to review financial and risk related items and provide feedback and guidance to the trustees more broadly. Risks in the year were largely shaped by the COVID-19 pandemic and ensuring that the charity operated as best as possible throughout this period.

PUBLIC BENEFIT

The Trustees confirm that they have complied with their duty under Section 17 (5) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

SENIOR EXECUTIVE REMUNERATION

Salaries for permanent staff across all functions have been set in line with a range of market rate indicators and internal parity. Any salary adjustments made in the year were in line with the salary bandings policy.

The charity publishes the salary of its key management personnel within its annual report. The number of staff paid over £60,000 is also published in accordance with the charity accounting requirements.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Malaria No More UK is a registered charity and a company limited by guarantee without share capital and is governed by its memorandum and articles of association. The group includes a wholly owned subsidiary company, Malaria No More Trading, through which its cause-marketing activities are carried out.

The charity is governed by the Board of Trustees. The Board operates a quarterly meeting cycle with an ARC meeting taking place before each Board meeting. The retail operations are governed separately by the director of the trading company, James Whiting. The Board also held one away day during the year with the trustees where the review of progress against strategic aims was conducted.

FUNDRAISING PRACTICES

As part of MNMUK's commitment to best practice, the charity is registered with the Fundraising Regulator and adheres to the Code of Fundraising Practice. This includes ensuring that, in its fundraising practices, it does not behave in a way which is an unreasonable intrusion on a person's privacy, is unreasonably persistent, or places undue pressure on a person to donate. MNMUK also pays particular attention to the needs of any possible donor who may be in vulnerable circumstances which may impact upon their ability to make an informed decision about donating.

MNMUK is determined to ensure that the way in which the funds are raised is open, respectful and honest to the public. The charity has clearly documented policies and procedures, including a complaints policy, enabling any concerns from the public in relation to MNMUK's fundraising practices to be addressed quickly. During the year, no complaints have been received from the general public. There have also been no instances of non-compliance with the requirements of the Code of Fundraising Practice.

OBJECTIVES AND PRINCIPAL ACTIVITIES

Nearly half a million people die every year of a disease that can be cheaply prevented and treated. Over two thirds of those killed are children under five years old, with a child still dying from malaria every two minutes. Although two decades of partnership and global commitment have led to transformative progress against malaria, preventing 1.5 billion cases, cutting deaths by more than 60 per cent, and saving more than 7.6 million lives since 2000, today the global malaria fight is in grave danger

Cases and deaths from malaria have remained at the same level for nearly three years. The threat of malaria resurgence is real and already happening in many countries. However, with renewed momentum, leadership and funding, deaths from malaria could be halved by 2023 and cut by 90% by 2030. The choice facing the world is stark and, within the current context of COVID-19, both more pressing and more challenging.

Malaria No More UK is determined to do all in its power to put the deadliest disease in humankind's history on the path towards worldwide eradication within one generation. In recent years, through a combination of deliberate advocacy and communications campaigns with potential reach of over 1.3 billion people, MNMUK has:

- **Helped secure and maintain** the UK as a global leader on malaria, and the world's second largest malaria funder, with \$3.25 billion (£2.5 billion) pledged for the 2016-20 period by Chancellor George Osborne, and a recommitment of \$1.951 billion (£1.5 billion) by Prime Minister Theresa May 2018/19-2020/21.
- **Acted as a powerful voice for malaria** within, and on behalf of, the Global Fund to Fight Aids, TB and Malaria.
- **Wielded a powerfully diverse group** of partners to convene the Malaria Summit 2018, where \$4.1 billion (£3.15 billion) was pledged by governments, businesses and philanthropists.
- **Orchestrated the campaign** leading to 53 Heads of State, representing half of the world's population living under the threat of malaria, and several key donor countries, committing to halving malaria by 2023 in the Commonwealth.

The charity's activities, which aimed to build on these achievements through the roll out of the 2019-23 strategy, were largely defined by the need to execute a successful pivot and adaptation of planned activities to account for the effects of the COVID-19 global pandemic. Alongside adjustments made to the programmatic work, the operational functions of the team successfully transitioned to operate remotely while at the same time actively supporting the needs of the growth plans that the charity had in place.

The postponement of the Kigali Summit on Malaria and NTDs, scheduled to coincide with the Commonwealth Heads of Government Meeting (CHOGM) in Rwanda in June 2020, and the subsequent postponement of the associated launch of the Draw The Line campaign significantly disrupted an array of planned activities.

Planning already undertaken and content developed was successfully banked, ready for the rescheduled Summit and campaign in 2021. In place of original plans, MNMUK focused on ensuring that malaria remained in the global spotlight and at the forefront of agendas with key stakeholders, including the UK government and relevant ministries, the Commonwealth, and major global institutions including the World Health Organisation (WHO). Additionally, MNMUK continued to deliver world-class global awareness activities, most notably with Phase 3 of the highly successful Malaria Must Die campaign featuring David Beckham.

In 2020 MNMUK embarked on a long-planned expansion of its scope and reach through the successful recruitment of an Africa Director. This role will spearhead the development of a new Africa strategy which will see MNMUK building the malaria advocacy and communications capacity of national and local-level civil society in key African countries, starting in 2021.

2020 OBJECTIVES

Activities in 2020 were structured along the following objective areas in line with the 2019-2023 Strategy:

OBJECTIVE 1: UK
DEEPEN THE UK'S GLOBAL LEADERSHIP
AND IMPACT ON THE INTERNATIONAL
FIGHT TO END MALARIA

OBJECTIVE 2: INTERNATIONAL
DRIVE INTERNATIONAL COMMITMENT
TO DELIVER THE 2023
COMMONWEALTH AND 2030 GLOBAL
MALARIA TARGETS

OBJECTIVE 3: AFRICA
ENHANCE LEADERSHIP AND
INVESTMENT IN KEY MALARIA-
AFFECTED COUNTRIES IN AFRICA

OBJECTIVE 4: MNMUK
CONTINUE TO STRENGTHEN MNMUK SO
IT IS CAPABLE OF DELIVERING
OBJECTIVES 1-3



ACTIVITIES AND ACHIEVEMENTS IN 2020

Objective 1: UK

In 2020, the focus of MNMUK's work with the UK government was to secure a renewal of the current commitment to spend £500m per annum tackling malaria, set to expire at the end of March 2021. Initially, the Kigali Summit on Malaria and Neglected Tropical Diseases (NTDs) was identified as the key political opportunity to secure a renewal of this commitment to the global malaria campaign. The postponement of the Summit, along with changes to the government budgeting processes, resulted in MNMUK shifting focus towards the government's autumn spending review. The dramatically changed global health landscape offered an opportunity to refocus on the many synergies between tackling malaria and building global health security.

The fallout COVID-19 led the UK Government to harden its stance on international aid spending and resulted in the decision to temporarily reduce Overseas Development Assistance (ODA) funding from 0.7% to 0.5% of Gross National Income. This presented a significant challenge to MNMUK's efforts to maintain the UK's existing spending levels on malaria. The government decided to limit the autumn spending review to an emergency period of just one year, making the next multi-year spending review, planned for autumn 2021, crucial for securing a longer-term recommitment. In parallel, the merger of the Department for International Development (DFID) and the Foreign Commonwealth Office (FCO) to create the new Foreign, Commonwealth and Development Office (FCDO) provided further challenges and uncertainty that the charity had to navigate.

In this context, MNMUK focused on engaging and aligning with political decision makers in the UK, ensuring that all parties built full understanding of the progress achieved by the UK Government on malaria, the remaining challenges, and potential humanitarian and developmental impact that can be achieved, both on malaria incidence and wider global health security, in line with the vision of the new FCDO department. This dialogue brought together MNMUK's core competencies of advocacy and communications, working to reiterate the core point that tackling malaria, and unlocking the wider development benefits of doing so, aligns closely to the interests of the government's key constituencies and audiences.

This advocacy was achieved through policy dialogue on malaria and global health security with the FCDO health services team, direct lobbying of senior civil servants, Special Advisers and Ministers within the FCDO and No. 10, and major media and digital media interventions.

MNMUK continued to strengthen the base of support for malaria within Parliament through engagements and events targeting backbench Conservative MPs and cross-party engagements through the All-Party Parliamentary Group (APPG) on Malaria and NTDs. As part of MNMUK's ongoing support for the APPG, the charity agreed to host the group. The new APPG Coordinator was appointed and commenced in October 2020.

The UK government has yet to outline a specific forward-looking investment commitment on malaria, but it has included global health security as one of the seven priorities for aid in 2021. Within this, the UK government has named the fight against HIV/Aids, TB and malaria to be one of its core priorities and has stated its intention to remain one of the most generous donors in the world on malaria. This provides a solid foundation for continuing UK advocacy in 2021 and builds upon the inspiring vision of 'the UK leading the charge on global malaria eradication' set out in the government's 2019 manifesto.

Phase 3 of the Malaria Must Die campaign was launched in the autumn of 2020 to support direct advocacy activities. It featured a digitally aged David Beckham speaking from a malaria-free world. This campaign was designed to speak to the themes that would resonate with the UK government. It highlighted the importance of tackling malaria to save children's lives and build on global health security. The campaign achieved a digital reach of 1.2 billion, global media reach of 1 billion, and it gained traction in 91 countries with more than 400 pieces of earned media coverage. In the UK, the campaign achieved significant reach with key political media targets including the Sun, Evening Standard, Daily Mail and Sky News.

This campaign was delivered with the support of the Ridley Scott Creative Group and with Digital Domain, the special effects company used for the highly successful Marvel film series. Securing the continued involvement of David Beckham to be the centrepiece of this film has been a significant coup for MNMUK.



The impact of the campaign was further amplified by leveraging MNMUK's relationships with key communications stakeholders and strong allies. MNMUK's communications team supported the development of three articles (including the leading article) in the Saturday edition of the Times in December. The Times gave its lead editorial backing for the UK's £500m commitment to tackling malaria and showcased the exciting results of the phase 2 trials of a new malaria vaccine in development at the Jenner Institute in Oxford (creators of the AstraZeneca COVID-19 vaccine), along with the need for continued UK funding of research and development to make breakthroughs like this possible. These articles had a potential reach of 65.5 million on social media and 88% positive user sentiment.

A calendar of high-profile virtual events was also delivered by MNMUK. These included a webinar for parliamentarians on World Malaria Day (25 April) featuring a keynote speech from UK Minister Wendy Morton; a virtual Gin and Tonic Tasting with MNMUK partners Fever Tree at the Conservative Party Conference, attended by multiple Conservative MPs and special advisers; and a virtual APPG event to amplify the Malaria Must Die campaign messaging. These events helped to create a steady flow of media and political attention, which in turn contributed further to MNMUK's advocacy efforts.

MNMUK made a formal submission to the Treasury's Spending Review to complement the public facing activities. This set out the policy rationale and political arguments for a renewal of the £500m per annum commitment to tackling malaria and focused on the synergies between tackling malaria and the government's stated priorities for overseas aid spending. This submission was endorsed by influential stakeholders, including Professor Kevin Marsh, Professor Sir Richard Feachem, Dr Linda Yueh, The Rt Hon Sir Stephen O'Brien, and Tim Warrillow.

The media and campaign efforts included a letter to the editor at the Times signed by British science, business, and malaria champions, and a piece in the Telegraph on public polling which MNMUK conducted with YouGov, showing strong British public support for UK investment in health security.

MNMUK's Philanthropy and Partnerships team delivered a BBC Radio 4 Appeal aligned with World Malaria Day. This appeal served as a rallying moment both for the public (which responded by donating a large amount compared to similar appeals for other causes) and for private sector partner Fever-Tree, which matched funds raised and promoted the appeal, as well as importance of ending malaria, to their customers across the UK.

Objective 2: International (including Commonwealth)

Activities against this objective area were structured around the postponement of the 2020 Commonwealth Heads of Government Meeting (CHOGM) and the associated Kigali Summit on Malaria and NTDs. Significant work took place to keep both the UK and Rwandan governments actively engaged, ensuring their ongoing support for the Commonwealth Commitment to halve malaria by 2023 and participation in the rescheduled 2021 Summit. The Commonwealth commitment was made at the 2018 Commonwealth Heads of Government Meeting and inaugural Malaria Summit organised by MNMUK in London. This commitment remains a centrepiece of MNMUK's longer-term strategic planning, and a key mechanism by which to drive progress and accountability in the coming years.

Throughout the COVID-19 pandemic MNMUK has continued to engage with key global platforms coordinating the malaria community's response. These have included new WHO workstreams and the Country/Regional Support Partner Committee (CRSPC), which is playing a central role in tracking and addressing disruptions to malaria programming at country level. MNMUK's Director of Advocacy took on the role of co-chair of the Advocacy and Resource Mobilisation Partner Committee (ARMPC) Core Donors Group and is working actively with other ARMPC members to shape the plans and activities of the Committee, coordinating advocacy to G7 governments with a focus on malaria investment and building health security.

Working with partners, MNMUK successfully delivered the "Bigger Picture" campaign which included launching new social media channels for the Zero Malaria Starts With Me (ZMSWM) campaign; the establishment of a group of seven new Youth Champions from across Africa; and an ongoing series of media-friendly video interviews called 'In Conversation'. The latter focused on established malaria community leaders who were paired with rising stars and younger champions to discuss the fight against malaria. This was followed a few days later by the launch of a call to action on TikTok and other social platforms called the Mosquito Clap Challenge, which had over 18.5m impressions and over 1200 unique videos posted.



Through engagement at the Commonwealth Health Ministers Meeting, MNMUK advocated for the inclusion of a specific mention of malaria in a subsequent statement by the Commonwealth on COVID-19. The UK government referenced the Commonwealth commitment on malaria in their Chair-in-Office review document (published in September 2020) highlighting MNMUK's success in ensuring that this Commitment remains an active area of engagement for key stakeholders.

As part of ongoing Commonwealth engagement, MNMUK developed a report to be issued to Commonwealth member states in Q1 2021, drawing out stories of progress and statistics on malaria elimination and control across the Commonwealth. This will allow MNMUK to actively engage National Malaria Control Programme (NMCP) leaders and encourage them to share case studies on the outcomes from the 2018 London Malaria summit, as well as likely areas of engagement around the Kigali Summit. This will be complemented by an innovative data visualisation model to be released in Q1 2021. This will be the first digital, dynamic view of progress towards achieve the Commonwealth halving commitment on malaria. It will take advantage of a digital platform, developed by MNMUK's pro bono partners, to profile countries that are on-track to achieve the commitment and highlight where more progress will be required.

At the UN General Assembly 2020, MNMUK supported the delivery of an event, attended by a global audience of over 300, sponsored by and featuring the office of the President of Kenya, the Chief Executive of the Global Fund, the UK Minister for Global Health, and the Coordinator of US Government Presidential Malaria Initiative.

As part of deepening the policy provision that underpins MNMUK's advocacy work, MNMUK along with Malaria No More US and the UN Foundation commissioned research to deepen the evidence base around the intersection between malaria and building global health security. The findings of this research - which showed that building on the infrastructure established for the malaria response, especially at the community level, offers a trusted and cost-effective means to address urgent health security challenges - will be used to drive MNMUK's 2021 advocacy work in the UK, as well as to inform advocacy by partners in the US and other G7 countries, and broader influencing through the RBM partnership.

Objective 3: Africa

The focus of this year's activity has been on establishing the required foundations to make significant progress against this objective in 2021 and beyond. MNMUK has recruited an experienced Africa Director, Lilies Njanga, and begun intensive scoping and partner engagement across the organisation's target African countries. Conversations are ongoing to bring together funders, philanthropists, and the private sector to complement existing global investments and increase the impact and potential scale of this initiative.

According to the World Malaria Report 2020, Africa currently accounts for 94% (215m cases and 384,000 deaths) of the global malaria burden, despite major gains in reducing these levels over the past twenty years. MNMUK is seeking to expand its efforts and investment to generate accelerated, sustained progress towards meeting 2030 malaria targets and, in turn, achieving a vision of a malaria-free Africa.

Leveraging MNMUK's international experience, expertise and networks, the organisation will work through and within local systems at national, sub-national and regional levels to bring together an innovative and powerful multi-sectoral coalition of government and partners, backed up by increased mobilised resources.

Engaging initially with stakeholders in Kenya and Zambia during the first phase of this work, this programmatic work will bring together powerful campaign communications, local talent and champions, policy participation, and multi-sectoral engagement beyond traditional malaria partners.

The intention is to ignite and support the establishment of local, context-specific initiatives or structures that can become self-sustaining; not to create 'satellite' offices or long-term dependence on MNMUK support. The in-country engagement model will be driven by local status and priorities and will include working with local partners through sub-granting and capacity building. This model will bring creativity, digital technology, and talent, and will embrace intersectionality in areas such as climate, youth, and education. This approach will be dependent on what will be best placed to raise the malaria profile in each focus country and meet specific country targets.

A major element of MNMUK's planned work in Africa in 2020 revolved around the launch of the Draw the Line Against Malaria youth campaign. The Draw The Line Campaign is based on artwork commissions from Nigerian visual artist Laolu Senbanjo. The key piece of content featuring several high-profile African champions was filmed in Nigeria in March 2020.



Following the postponement of the Draw the Line campaign to 2021, activities were pivoted to support the wider malaria community's efforts to maintain malaria programming, including supporting RBM, ALMA and the African Union's focus on building a youth audience by launching the renewed Zero Malaria brand for World Malaria Day. Subsequently, MNMUK engaged a number of agencies from the African Creative Collective to develop a creative campaign for International Youth Day and World Mosquito Day: the Zero Malaria 'Bigger Picture' campaign, featuring Eliud Kipchoge, Siya Kolisi, Luis Figo, and Saray Khumalo. The campaign generated significant global media reach (estimated at over 500m) during a very challenging media context dominated by COVID-19 coverage. A highlight film and a set of engaged malaria champions were featured at an UNGA event coordinated by RBM.

To support the global reach of its advocacy and communications activities, MNMUK focused throughout late 2019 and early 2020 on the recruitment of a wide pool of talent and champions for the new Zero Malaria brand and the Draw the Line campaign. This included African sports, music, and entertainment talent. Alongside this, MNMUK partnered with RBM, Comic Relief, and Results UK to engage a group of African youth champions. These champions starred in a series of films and media assets launched in 2021 as part of the Draw the Line campaign.

Objective 4: Organisational strengthening

Continuing to strengthen MNMUK's internal culture, governance, and systems remained a key focus throughout 2020, especially against the backdrop of the challenging workplace context presented by the COVID-19 pandemic. The second full staff survey to measure satisfaction and well-being was carried out in December 2019.

The results showed good progress relative to the previous year, a trend that was not wholly maintained in the survey in December 2020, due in part to the enforced pandemic homeworking and isolation difficulties. Building on the survey feedback, MNMUK's leadership team was able to work towards additional improvements in the organisation's structure, operating environment and people strategies. In late February, the organisation successfully migrated from a static physical server to using a variety of online platforms which allowed staff to work remotely. This was a well-timed transition, completed just before the pandemic lockdown began in March 2020. MNMUK transitioned from Blackbaud Raiser's Edge Customer Relationship Management (CRM) system to Salesforce Non-Profit Success Pack, which is being established as the primary database for all relationship management, including fundraising. Full rollout across the charity will be completed in 2021. These transitions have enhanced the operating environment for staff, especially in the context of COVID-19, supported GDPR compliance and the organisation as it continues to expand staff out of a single office location.

Throughout the pandemic and accompanying lockdown, the MNMUK team has worked from home, which has given rise to various challenges for staff well-being. To support staff, a range of activities were implemented at different times and the success of these, as well as team well-being, was monitored through regular office and well-being surveys. MNMUK has appointed an external Mental Health Awareness consultancy who are working with staff to build resilience and train four psychological first aiders from the team to support staff members. This is in addition to the Employee Assistance programme already available through the organisation and existing support from external coaches, mentors and advisors.

The more positive outcome of the pandemic-enforced work from home has been that, as reported through the office survey, a high percentage of staff have found it beneficial not to have to commute to the office. The impacts of COVID-19 on the office working environment coincided with the charity's strategic progression with staff being appointed out of the UK. It fast tracked the more virtual-ready approach required by an increasingly international organisation.

The organisation is looking at various options for post-pandemic working with the most likely scenario involving all staff working from home most of the time with one or two days a week expected to be worked in the office (for UK-based staff). To facilitate this, and reduce office costs, MNMUK is seeking a partner to share the current office and will implement full team away-days, either bi-annually or annually, where all staff, wherever they are based, meet in person.

Recruitment in 2020 continued to build MNMUK's capacity and resilience. New roles have been recruited across all teams at various levels including senior roles of Africa Director based in Nairobi and Head of Policy. Annemarie Meyer, Managing Director of Global Advocacy, Policy and Programmes, left the organisation after 10 years of service. Her role has not been directly re-recruited, and the key duties and responsibilities have instead been allocated across the growing team. The team gives thanks to Annemarie for her considerable contribution to Malaria No More UK across a number of years.

The finance and accounting functions were successfully brought in-house in 2020 Q3 with the new Finance and IT Manager taking responsibility under the management of the COO. This has brought more control, accessibility and transparency to budget holders and the Leadership Team and streamlined internal processes to be more efficient for all staff.

Throughout 2020 the Board continued work on the improvement of the organisation. Following the Board Review carried out in 2019, the first annual in-person Board Away-day was held in February 2020. An Audit and Risk Committee (ARC) was established, chaired by the Board Treasurer, which meets quarterly prior to each Board meeting.

Along with reviewing risk and the financial position of the charity, the ARC managed a tender process for the appointment of new auditors and selected Sayer Vincent LLP to support the charity going forward.

This year saw the creation of the Diversity, Equity and Inclusion Group, with elected members of staff representing cross-organisational positions and diverse backgrounds. Although MNMUK has always strived to be an inclusive organisation, this year has seen the organisation place a particular emphasis on supporting the organisation's development as an inclusive, diverse, and equity-minded workplace. MNMUK has engaged a specialist Diversity, Equality and Inclusion (DEI) consultant who is reviewing all relevant processes and policies and providing training across all areas, especially in recruitment and on day-to-day awareness.

A Crisis Management Team was set up in 2020 with the group meeting at regular intervals to be prepared for any future emergencies. A Crisis Management Plan is now in place, with the need having been identified at the start of and during the ongoing pandemic emergency.

ACTIVITIES IN 2021

In 2021, MNMUK will continue to work towards achieving and extending the objectives outlined in the 2019-2023 strategy.

Objective 1: UK

Deepen the UK's global leadership and impact on the international fight to end malaria

MNMUK will deliver intensive advocacy engagement with the UK government - the second largest donor in the world - to sustain the UK's financial commitments against malaria ahead of key spending review milestones, most notably the upcoming multi-year spending review in Q4 of 2021.

The 2021 Kigali Summit on Malaria and NTD's as well as the main Commonwealth Heads of Government Meeting will be used to leverage significant commitments on malaria from the UK government, and encourage the UK Government to persuade other countries to take stronger action.

Objective 2: International

Drive international commitment to deliver the 2023 Commonwealth and 2030 global malaria targets

MNMUK will leverage UK leadership to support active coordination between G7 countries in making health security pledges that support malaria reduction at the upcoming G7 in Cornwall, using the platform of the UK's Presidency of the G7 to drive forward international commitment against malaria.

A programme of activities will capitalise on UN and WHO COVID-19 moments or summits to actively promote malaria measures alongside the international response to COVID-19.

MNMUK will lead the delivery of an effective Heads of State level Malaria and NTDs Summit in Kigali in June 2021, in partnership with RBM, ALMA, the BMGF and Government of Rwanda. Working closely with the Government of Rwanda, MNMUK will use the Summit and CHOGM to support Rwanda (as Commonwealth Chair) in championing delivery of the Commonwealth Halving Commitment and extending Commonwealth leaders' commitment against malaria through to the culmination of the SDGs in 2030.

Objective 3: Africa

Enhance leadership and investment in key malaria-affected countries in Africa

MNMUK will finalise its approach to the promotion and support of national malaria advocacy and communications in selected countries, and secure a coalition of ally organisations, funders, and downstream partners to begin implementation.

MNMUK will launch and deliver the Draw The Line Campaign with the RBM partnership and our communications partner, Dentsu, one of the world's largest communications companies, in the build-up to the 2021 Kigali Summit. The campaign will seek to break the malaria campaign out of its echo chamber and into mainstream consciousness in key markets in Africa.

Objective 4: MNMUK

Continue to strengthen MNMUK so it is capable of delivering objectives 1-3

MNMUK will re-establish the 'new-normal' working arrangements for the organisation post-COVID including office space and function. Appropriate alignment and support of non-UK based activities and staff will be resolved. An all-staff in-person retreat and an in-person board Away Day are currently planned for late Q3 of 2021, COVID-19 permitting.

An organisational Monitoring, Evaluation and Learning framework will be designed and embedded across MNMUK activities to further support the activities of MNMUK and add to the evidence base already established.

MNMUK will conduct a mid-term stakeholder review in 2021 and will use this, alongside other sources, to extend and refine the 2018-2023 strategy.

FINANCIAL REVIEW

During 2020 Malaria No More UK achieved record-high levels of income. The Bill and Melinda Gates Foundation – a longstanding and significant funder – donated £2,603,808 (2019: £1,606,184). This represents final payment of a three-year grant awarded in 2017, and the first full year of a grant awarded in October 2019 and lasting to 2022 to help 'Galvanize progress to halve malaria across the Commonwealth and beyond'. Other important grant funders during the year include the Comic Relief Foundation grant of £337,014 (2019: £173,099), with considerable funding also received from the RBM Partnership to End Malaria, Medicines for Malaria Venture (MMV), and Sanofi.

MNMUK has continued to benefit from donations received from the public and from corporate partners. Fever-Tree donated £295,115 during 2020 (2019: £300,846) representing the second year of a three-year commitment to support MNMUK. Support was also received from GlaxoSmithKline (GSK). Total donations received including restricted and unrestricted contributions totalled £482,910 (2019: 183,562).

Expenditure during the period rose by £961,362 from £2,450,619 in 2019 to £3,411,981. Of this total 90% was spent on direct charitable activities (2018: 88%). This increase is attributed to the increased spending on the charity's UK and African advocacy and campaigns work.

Net incoming resources for the year were £804,586 (2019: £83,479). The sharp increase in the surplus funds was primarily driven by the increased income from BMGF grant which was not fully spent in the year, resulting in the restricted funding being carried forward.

At the end of the period, the charity's balance sheet remains very strong with net assets of £1,872,368 in 2020, compared to £1,067,782 in 2019. Restricted funds amounted to £719,389 compared to £70,022 in 2019. Total cash in hand available to the charity increased by £45,855 from £3,478,460 to £3,524,315 in 2019.

Additionally, MNMUK has significantly benefited from a wide range of pro-bono support provided to the charity. This is including, but not limited to, a range of gifts in kind received from celebrities and global influencers including David Beckham, Siya Kolisi, Eluid Kipchoge, Omotola Jalade, Charlie Webster, and many others. Legal and contract work was provided by Latham & Watkins LLP and highly valuable media support was also received from dentsu International. Rentokil Initial continued to support the charity by providing financial and operational support during 2020.

While the value of these contributions extends into many millions of pounds, only a portion of this is reflected in the accounts as gifts in kind (£581,021 in 2020; £438,471 in 2019) based on the price that the charity would otherwise be prepared to pay on the open market.

RESERVES

The Trustees' policy is to maintain reserves, which are shown on the balance sheet as unrestricted funds ('free reserves'), at a level sufficient to cover six months of its budgeted core costs, to allow the charity to manage short term fluctuations in income. At the end of 2020 reserves amount to £1,152,979 which are ahead of the target.

RESPONSIBILITIES OF TRUSTEES IN RELATION TO THE FINANCIAL STATEMENTS

The trustees (who are also the directors of Malaria No More UK for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charity SORP;
- Make judgements and estimates that are reasonable and prudent;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

As far as the trustees are aware:

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

This report was approved by the Board of Trustees on 15 March 2021 and signed on its behalf by:

Sophie O'Connor, Treasurer

INDEPENDENT AUDITORS' REPORT

Opinion

We have audited the financial statements of Malaria No More UK (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2020 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice)*.

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as of 31 December 2020 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the group financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Malaria No More UK's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, other than the group financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the group financial statements does not cover the other information, and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the group financial statements, or our knowledge obtained over the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the group financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Act 2011 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

RESPONSIBILITY OF TRUSTEES

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF FINANCIAL STATEMENTS

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.

- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 144 of the Charities Act 2011 and regulations made under section 154 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 auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard (Senior statutory auditor)

16 July 2021

for and on behalf of Sayer Vincent LLP, Statutory Auditor Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

FINANCIAL STATEMENTS

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 December 2020

		2020			2019		
		Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Note	£	£	£	£	£	£
Income from:							
Donations and legacies	2	993,931	70,000	1,063,931	621,673	360	622,033
Charitable activities	3	27,516	3,117,517	3,145,033	3,000	1,603,184	1,606,184
Other trading activities	4	5,536	-	5,536	303,791	-	303,791
Investments		1,912	-	1,912	2,090	-	2,090
Other		155	-	155	-	-	-
Total income		1,029,050	3,187,517	4,216,567	930,554	1,603,544	2,534,098
Expenditure on:							
Raising funds	5	356,815	-	356,815	297,756	-	297,756
Charitable activities		544,142	2,511,024	3,055,166	618,941	1,533,922	2,152,863
Total expenditure		900,957	2,511,024	3,411,981	916,697	1,533,922	2,450,619
Net income for the year	9	128,093	676,493	804,586	13,857	69,622	83,479
Transfers between funds		27,126	(27,126)	-	-	-	-
Net movement in funds		155,219	649,367	804,586	13,857	69,622	83,479
Reconciliation of funds:							
Total funds brought forward		997,760	70,022	1,067,782	983,903	400	984,303
Total funds carried forward		1,152,979	719,389	1,872,368	997,760	70,022	1,067,782

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 18a to the financial statements.

Balance sheets

Company no. 06648679

As of 31 December 2020

	Note	The group		The charity	
		2020	2019	2020	2019
		£	£	£	£
Fixed assets:					
Tangible assets	10	6,355	3,831	6,356	3,831
Investments	11	-	-	1	1
		6,355	3,831	6,357	3,832
Current assets:					
Debtors	13	324,606	33,456	383,009	77,082
Cash at bank and in hand		3,524,315	3,418,779	3,478,460	3,370,929
		3,848,921	3,452,235	3,861,469	3,448,011
Liabilities:					
Creditors: amounts falling due within one year	14	(1,982,909)	(2,388,284)	(1,981,248)	(2,384,061)
Net current assets		1,866,012	1,063,951	1,880,221	1,063,950
Total net assets		1,872,368	1,067,782	1,886,578	1,067,782
Funds:	18a				
Unrestricted income funds		1,152,979	997,760	1,140,063	997,760
Restricted income funds		719,389	70,022	746,515	70,022
Total funds		1,872,368	1,067,782	1,886,578	1,067,782

Approved by the trustees on 15 March 2021 and signed on their behalf by

Sophie O'Connor
Treasurer

Consolidated statement of cash flows

For the year ended 31 December 2020

	Note	2020	2019
		£	£
Cash flows from operating activities			
Net income for the reporting period		804,586	83,479
(as per the statement of financial activities)			
Depreciation charges		4,417	4,449
Increase in debtors		(291,150)	(640)
Increase in creditors		73,476	71,433
Increase/(decrease) in deferred income		(478,851)	1,998,922
Net cash provided by operating activities		112,478	2,157,643
Cash flows from investing activities:			
Purchase of fixed assets		(6,942)	(5,185)
Net cash used in investing activities		(6,942)	(5,185)
Change in cash and cash equivalents in the year		105,536	2,152,458
Cash and cash equivalents at the beginning of the year		3,418,779	1,266,321
Cash and cash equivalents at the end of the year		3,524,315	3,418,779

NOTES TO THE FINANCIAL STATEMENTS

1 Accounting policies

a) Statutory information

Malaria No More UK is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is The Foundry, 17 Oval Way, LONDON, SE11 5RR.

b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) - (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

These financial statements consolidate the results of the charity and its wholly-owned subsidiary Malaria No More UK Trading Limited on a line by line basis. Transactions and balances between the charity and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two entities are disclosed in the notes of the charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

c) Public benefit entity

The charity meets the definition of a public benefit entity under FRS 102.

d) Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

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) Donations and legacies are received by way of grants, donations and gifts and are included in full in the statement of financial activities when receivable. Grants receivable are recognised when the charity becomes unconditionally entitled to the grant. A gift aid donation from the trading subsidiary to the charity is accrued when the gift aid payment is payable under a legal obligation. Measurement is at the fair value receivable, which is the transaction value.
- (ii) Gifts in kind represent donated services and facilities for use by the Charity and are recognised when receivable. Gifts in kind are measured and valued at an estimate of the price the Charity would otherwise have paid on the open market. Where donated facilities and services have been consumed by year end an equivalent amount is recognised as an expense under the appropriate heading in the statement of financial activities.
- (iii) The value of services provided by volunteers has not been included as income in these accounts.
- (iv) Investment income is included when receivable.

f) 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.

g) Expenditure and irrecoverable VAT

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

- Expenditure 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.
- Support costs relate to those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel and governance costs. These costs have been allocated to fund raising and specific areas of charitable activity on a basis consistent with the use of resources.
- The value of services provided by volunteers has not been included as expenditure in these accounts.

h) Operating leases

Rental costs are charged on a straight line basis over the term of the lease.

i) Tangible fixed assets

Tangible fixed assets costing over £500 (including any incidental expenses of acquisition) are capitalised. Depreciation is provided at rates calculated to write off the cost on a straight-line basis over their expected useful economic life. The rate of depreciation is 33.33% per annum for all assets.

1 Accounting policies (continued)

j) Foreign currency

Transactions in foreign currencies are initially recorded in the entity's functional currency, which is pound sterling, by applying the spot exchange rate on the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange on the balance sheet date. All differences are taken to the statement of financial activities.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Deferred income

Income is deferred by the charity only if there is a donor-imposed condition or restraint preventing the recognition of restricted income in the SoFA. This is in line with the charity's income recognition policy.

o) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2 Income from donations and legacies

	Unrestricted £	Restricted £	2020 Total £	Unrestricted £	Restricted £	2019 Total £
Donations	412,910	70,000	482,910	183,202	360	183,562
Donated services	581,021	-	581,021	438,471	-	438,471
Total	993,931	70,000	1,063,931	621,673	360	622,033

Donated services represent pro bono time of numerous celebrities, legal and catering services and communications and PR support from a number of agencies.

3 Income from charitable activities

	Unrestricted £	Restricted £	2020 Total £	Unrestricted £	Restricted £	2019 Total £
Grants	27,516	3,117,517	3,145,033	3,000	1,603,184	1,606,184

4 Income from other trading activities

	Unrestricted £	Restricted £	2020 Total £	Unrestricted £	Restricted £	2019 Total £
Cause related marketing	5,536	-	5,536	303,791	-	303,791

5a Analysis of expenditure (current year)

	Charitable activities						
	Raising funds	UK Campaign and Activities	African Campaign and Activities	Governance	Support costs	2020 Total	2019 Total
	£	£	£	£	£	£	£
Staff costs (Note 7)	184,502	671,654	447,770	16,212	308,031	1,628,169	1,067,344
HR, recruitment and training	-	-	-	5,170	103,856	109,026	31,204
Legal and professional	-	-	-	-	34,613	34,613	42,739
Premises	-	-	-	-	133,461	133,461	138,771
Office running costs	-	-	-	-	127,373	127,373	83,456
Audit	-	-	-	10,800	-	10,800	5,160
Other costs	-	-	-	4,665	60,451	65,116	55,625
Fundraising costs	92,216	-	-	-	-	92,216	104,905
Direct project costs	-	774,210	436,997	-	-	1,211,207	921,413
Total	276,718	1,445,864	884,767	36,847	767,785	3,411,981	2,450,618
Support costs	76,426	476,379	214,980		(767,785)		
Governance costs	3,671	22,859	10,317	(36,847)			
Total expenditure 2020	356,815	1,945,102	1,110,064	-	-	3,411,981	
Total expenditure 2019	297,756	1,534,248	618,614	-	-		2,450,618

5b Analysis of expenditure (prior year)

	Charitable activities					
	Raising funds	UK Campaign and Activities	African Campaign and Activities	Governance costs	Support costs	2019 Total
	£	£	£	£	£	£
Staff costs (Note 7)	119,178	451,889	301,259	19,477	175,542	1,067,344
HR, recruitment and training	-	-	-	4,080	27,124	31,204
Legal and professional	-	-	-	-	42,739	42,739
Premises	-	-	-	-	138,771	138,771
Office running costs	-	-	-	-	83,456	83,456
Audit	-	-	-	5,160	-	5,160
Other costs	-	-	-	33,815	21,810	55,625
Fundraising costs	104,905	-	-	-	-	104,905
Direct project costs	-	741,496	179,917	-	-	921,413
Total	224,083	1,193,385	481,176	62,532	489,442	2,450,618
Support costs	65,327	302,248	121,867	-	(489,442)	-
Governance costs	8,346	38,616	15,570	(62,532)	-	-
Total expenditure 2019	297,756	1,534,248	618,614	-	-	2,450,618

6 Net income for the year

This is stated after charging / (crediting):

	2020 £	2019 £
Depreciation	4,417	4,449
Operating lease rentals:		
Property	121,739	121,739
Auditor's remuneration (excluding VAT):		
Audit	8,900	5,160

7 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2020 £	2019 £
Salaries and wages	1,303,381	882,389
Pension	129,643	88,167
Social security costs	146,469	96,788
Ex-gratia payments	48,677	-

Total	1,628,169	1,067,344
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	2020 No.	2019 No.
The average number of full-time equivalent employees during the period was	25	16
The average number of staff (headcount basis) during the period was	26	18

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

	2020 No.	2019 No.
£60,001 - £70,000	1	1
£70,001 - £80,000	4	1
£80,001 - £90,000	-	1
£90,001 - £100,000	1	-
£100,001 - £110,000	1	1

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £630,138 (2019: £398,010).

The charity did not pay to its trustees any remuneration during the year (2019: £nil) and did not reimburse any trustee expenses (2019: £nil).

8 Related party transactions

The charity is affiliated to and works closely with Malaria No More (MNM-US) a US philanthropic organization that shares the charity's objectives. During the period the charity received grants of £0 (2019: £1,265,633) from the Bill and Melinda Gates Foundation as a sub-grantee of MNM-US.

9 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

10 Tangible fixed assets - charity and group

	Computer equipment	Total
Cost	£	£
At the start of the year	26,347	26,347
Additions in year	6,942	6,942
Disposals in year	-	-
At the end of the year	33,289	33,289
Depreciation		
At the start of the year	22,516	22,516
Charge for the year	4,417	4,417
Eliminated on disposal	-	-
At the end of the year	26,933	26,933
Net book value		
At the end of the year	6,355	6,355
At the start of the year	3,831	3,831

All of the above assets are used for charitable purposes.

11 Subsidiary undertaking

The Consolidated Statement of Financial Activities includes the results of the charity and its wholly owned subsidiary Malaria 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.

A summary of the results of the subsidiary is shown below:

	2020	2019
	£	£
Turnover	5,537	303,791
Cost of sales & administrative expenses	(19,746)	(44,595)
Gross profit	(14,209)	259,196
Retained earnings		
Total retained earnings brought forward	-	-
Profit/loss for the financial year	(14,209)	259,196
Distribution under Gift Aid to parent charity	-	(259,196)
Total retained earnings carried forward	(14,209)	-
The aggregate of the assets, liabilities and reserves was:		
Assets	51,718	49,419
Liabilities	(65,927)	(49,418)
Reserves	(14,209)	1

12 Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2020	2019
	£	£
Gross income	4,230,101	2,530,575
Result for the year	818,796	83,479

13 Debtors

	The group		The charity	
	2020	2019	2020	2019
	£	£	£	£
Trade debtors	313,857	1,049	307,994	110
Inter company debtor	-	-	64,266	45,195
Rent deposit	10,145	10,145	10,145	10,145
Other debtors	604	22,262	604	21,632
	324,606	33,456	383,009	77,082

14 Creditors: amounts falling due within one year

	The group		The charity	
	2020	2019	2020	2019
	£	£	£	£
Trade creditors	72,884	100,077	72,211	95,854
Deferred income	1,789,338	2,268,189	1,789,338	2,268,189
Sundry creditors and accruals	120,687	20,018	119,699	20,018
	1,982,909	2,388,284	1,981,248	2,384,061

15 Deferred income

Deferred income comprises BMGF income received during the 2020 financial year which was not available for spending in the year. The deferred balance is expected to be utilised over the 2021 financial year in line with the grant agreement.

	The group		The charity	
	2020	2019	2020	2019
	£	£	£	£
Balance at the beginning of the year	2,268,189	269,267	2,268,189	269,267
Amount released to income in the year	(2,638,808)	(1,298,460)	(2,638,808)	(1,298,460)
Amount deferred in the year	2,159,957	3,297,382	2,159,957	3,297,382
	1,789,338	2,268,189	1,789,338	2,268,189

16 Pension scheme

The charity operates an auto-enrolment pension scheme with The Peoples Pension. All staff are eligible once they have passed their probation period, and the charity pays 10% employer's contribution in addition to any personal contribution made by the staff themselves. The charity also allows staff who have "opted out" of the auto-enrolment scheme to nominate a personal pension plan to receive their pension contribution.

Pension costs stated in note 9 and charged in the Statement of Financial Activities represent the total contributions payable by the charity in the year.

17a Analysis of group net assets between funds (current year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	6,355	-	6,355
Net current assets	3,129,532	719,389	3,848,921
Long term liabilities	(1,982,909)	-	(1,982,909)
<hr/>			
Net assets at 31 December 2020	1,152,978	719,389	1,872,368

17b Analysis of group net assets between funds (prior year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	3,831	-	3,831
Net current assets	3,382,213	70,022	3,452,235
Long term liabilities	(2,388,284)	0	(2,388,284)
<hr/>			
Net assets at 31 December 2019	997,760	70,022	1,067,782

18a Movements in funds (current year)

	At 1 January 2020 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2020 £
Restricted funds:					
Bill and Melinda Gates Foundation	-	2,603,808	(1,984,158)	(27,126)	592,524
Comic Relief	70,022	337,014	(407,036)	-	-
APPG	-	65,820	(5,621)	-	60,198
Other funders	-	180,876	(114,209)	-	66,667
Total restricted funds	70,022	3,187,517	(2,511,024)	(27,126)	719,389
Unrestricted funds:					
General funds	997,760	1,029,050	(900,957)	27,126	1,152,979
Total funds	1,067,782	4,216,567	(3,411,981)	0	1,872,368

The narrative to explain the purpose of each fund is given at the foot of the note below.

18b Movements in funds (prior year)

	At 1 January 2019 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2019 £
Restricted funds:					
Bill and Melinda Gates Foundation	-	1,430,085	(1,430,085)	-	-
Comic Relief	-	173,099	(103,077)	-	70,022
Africa Programmes	400	360	(760)	-	-
Total restricted funds	400	1,603,544	(1,533,922)	-	70,022
Unrestricted funds:					
General funds	983,903	930,554	(916,697)	-	997,760
Total funds	984,303	2,534,098	(2,450,619)	-	1,067,782

Purposes of restricted funds

Bill and Melinda Gates Foundation

MNM UK receives funding from the Bill and Melinda Gates Foundation directly from the Foundation. This funding covers a wide range of organisational activities including supporting the charity's campaigns and advocacy work in the UK and beyond.

Comic Relief

This grant will see the charity work with partners to link global and national level advocacy for malaria by capitalising on the opportunity presented by CHOGM 2020 and linked follow up to the Commonwealth Commitment to Halve Malaria by 2023.

Transfer between unrestricted and restricted funding

A proportion of IT costs has been transferred from unrestricted funds to the BMGF upon a more detailed cost review conducted as part of the funder reporting cycle.

APPG

APPG's funding partners have contributed £65,820 with a part of funding being brought forward as part of the transition from hosting in an APPG MP's office to MNMUK's office. The financial contributions received in 2020 is planning to be utilised in 2021, with restricted reserves brought forward from the APPG MP's office being preserved until required.

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