

MALARIA NO MORE UNITED KINGDOM

For the year ended 31 December 2021

Company Number: 06648679
Charity Number: 1126222

ANNUAL REPORT AND ACCOUNTS 2021



OBJECTIVES AND PRINCIPAL ACTIVITIES

Over 600,000 people die every year of malaria, a disease that can be cheaply prevented and treated. The vast majority of those killed are children under five years old. After extraordinary success saving seven million lives since 2000, the global malaria campaign is at risk. Malaria resurgence is already happening in many countries - cases and deaths from malaria increased year on year between 2019 and 2020. However, with renewed momentum, leadership, and funding, malaria deaths could be slashed by 90% by 2030. We are at a crossroads and, even within the context of the far-reaching impacts of COVID-19, the fight against malaria is 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 focused advocacy and bold new communications campaigns with potential reach of over 1.3 billion people, MNMUK has:

- **Helped secure and maintain** the UK as the world's second largest malaria funder, with \$3.25 billion (£2.5 billion) pledged 2016-20 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 the global malaria community** within, and on behalf of, the Global Fund to Fight Aids, TB and Malaria and the RBM Partnership to End Malaria
- **Been requested by the Government of Rwanda** to organise a second Heads of State-level Malaria Summit in Kigali alongside the Commonwealth Heads of Government Meeting in 2022
- **Achieved over 2.1 billion impressions worldwide** over three years through the 'Malaria Must Die' campaign featuring David Beckham
- **Achieved over one billion impressions** worldwide with the Draw The Line campaign in collaboration with partners including Dentsu International and Black Dog Films (part of the Ridley Scott Creative Group)
- **Created a new brand – Zero Malaria** – to unify the global malaria community

The charity's activities in 2021, as in 2020, were again largely determined by the need to adapt activities to the shifting external landscape. The continuing impact of the COVID-19 pandemic; second postponement of the Kigali Summit on Malaria and Neglected Tropical Diseases; reduction of the UK government's overseas development assistance; the merger of the Department for International Development with the Foreign Commonwealth Office; and financial pressures on the wider malaria community, has required agility. Continuous strategic, programmatic, and operational adjustments were made as MNMUK continued to pursue its long-planned expansion of scope and reach across the African continent and bring power to the malaria fight.

In 2021, MNMUK successfully created a sustained media and political narrative focussed on global health security, pandemic preparedness, and British science, targeted at the UK government; launched the Commonwealth Malaria Tracker to drive commitment to the Commonwealth's Malaria Commitment; and launched the multi-award-winning Draw The Line campaign across key markets in Africa. MNMUK also developed the Zero Malaria Campaign Coalition approach to support national malaria advocacy and communications capacity building in Africa, including launching operations activities in Kenya.

This year MNMUK welcomed the appointment of His Royal Highness The Prince of Wales as President, a momentous opportunity to boost our profile and engagement on malaria.

MNMUK's Director of Advocacy, Gareth Jenkins, took on the role of co-chair of the Advocacy and Resource Mobilization Partner Committee of the malaria campaign's global secretariat, the Roll Back Malaria Partnership, coordinating advocacy to G7 governments and leading the drive towards Global Fund replenishment in 2022.

2021 OBJECTIVES

Activities in 2021 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 2021

Objective 1: Deepen the UK's global leadership and impact on the international fight to end malaria

The landscape continued to be challenging for the UK in 2021. The impact of the COVID-19 pandemic remained present in the UK government's reduced commitment to overseas development assistance (ODA), from 0.7% of GNI to 0.5%. UK lockdowns, restrictions on international travel, and social distancing requirements presented additional barriers. Despite these significant challenges and changes, the focus remained on securing the renewal of the UK's government commitment to spend £500m per annum tackling malaria whilst making the case for ongoing investment over the next three years of at least an equivalent amount.

MNMUK delivered a multi-channel influencing strategy which brought together press and media coverage, creative social and digital media collateral, policy reports and government advocacy. Two campaigns were delivered over the year, building up to two key influencing moments – the G7 and the Comprehensive Spending Review.

In the run up to the G7, MNMUK successfully created a sustained media and political narrative focussed on global health security and pandemic preparedness. Event highlights included a Foreign Commonwealth and Development Office (FCDO) chaired global health security event, informed by an MNMUK published report, "Leave No Fevers Unresolved", and a virtual international event, "Tackling malaria: A win-win for saving lives and preventing future pandemics". The latter secured representation from community health, the malaria community, and the governments of Italy, France, Australia, Rwanda, and the UK. Media coverage was gained across the year in all major UK news outlets, including the Times, the Telegraph, the Daily Mail, the Guardian, and broadcast news on the BBC, particularly for the R21 malaria vaccine trials alongside Professor Adrian Hill and the Jenner Institute at Oxford University. This was shared by the Prime Minister, Health Secretary, the Chair of the Foreign Affairs Committee, and a range of cross-party parliamentarians.

MNMUK pivoted to domestic spending commitments in the second half of the year ahead of the Comprehensive Spending Review in the Autumn. Focus shifted to the achievements of British-backed science in developing the tools and technologies required to fight malaria and therefore help to prevent and fight future pandemics. MNMUK published a "Best of British" science report, accompanied by a media push supported by public polling by YouGov. Coverage was achieved in top-tier press and broadcast outlets known to influence the Prime Minister and No. 10. In partnership with Conservative Home, MNMUK hosted an event at the Conservative Party Conference to profile innovative malaria interventions. Parliamentary champions James Sunderland MP (APPMG Vice-Chair) and Minister for Science, George Freeman MP spoke powerfully and committed to lead or support follow up communications to the Chancellor. A letter was co-ordinated to the Chancellor, signed by 55 leaders from NGOs, academia, and private sector, calling on the government to recommit Britain's contribution to the global malaria fight. MNMUK met with senior FCDO and Treasury officials to discuss malaria spending in the context of the UK government's global commitments to the Global Fund and UK R&D in malaria technologies. At the end of the year, with the release of the World Malaria Report and the Gavi Vaccine Alliance decision to back a new malaria vaccine, MNMUK secured media coverage in the BBC, The Telegraph, Bloomberg, BBC Radio

4 World at One, amongst others. A virtual event 'World Malaria Report 2021: Why the World Needs the Best of Britain' was organised, with a keynote speech by FCDO Minister for Africa, Vicky Ford MP and an all-female panel featuring the Vice President for Head of Global Health Access at GSK; an Economist and Adviser to the UK Board of Trade; the Chair in Infectious Disease Epidemiology at Imperial College London; and the Senior Director Translational Medicine at MMV.

Across the year, MNMUK continued its support for the Secretariat of the All-Party Parliamentary Group (APPG). The APPG worked with partners to highlight the impacts of the ODA cuts on malaria and NTDs, and continued to advocate directly with ministers, through joint letters and events, including on the importance of Product Development Partnerships. MNMUK also supported the cultivation of a new Conservative MP as Vice-Chair, James Sunderland MP.



malaria
NO MORE
united kingdom

World Malaria Report 2021: Why the World Needs the Best of Britain

Wednesday 8 Dec, 10 - 11.30am

Host: Hannah Vaughan Jones, Journalist and Broadcaster

Speakers:

- Vicky Ford MP, Minister for Africa
- Dr Linda Yueh, Oxford University
- An Vermeersch, GSK
- Professor Azra Ghani, Imperial College London
- Dr Cristina Donini, Medicines for Malaria Venture
- Françoise Vanni, The Global Fund

#WorldMalariaReport

Objective 2: Drive international commitment to deliver the 2023 Commonwealth and 2030 global malaria targets

The focus of MNMUK's International work in 2021 was two-fold: to build awareness and engagement around the Commonwealth's commitment to halve malaria, and to ensure international policy makers embedded malaria in global health security concerns ahead of the G7.

Driving commitment to deliver the 2023 Commonwealth targets

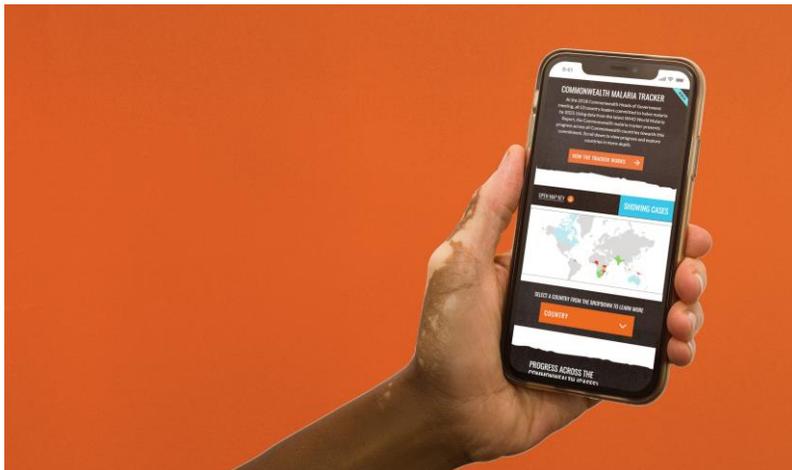
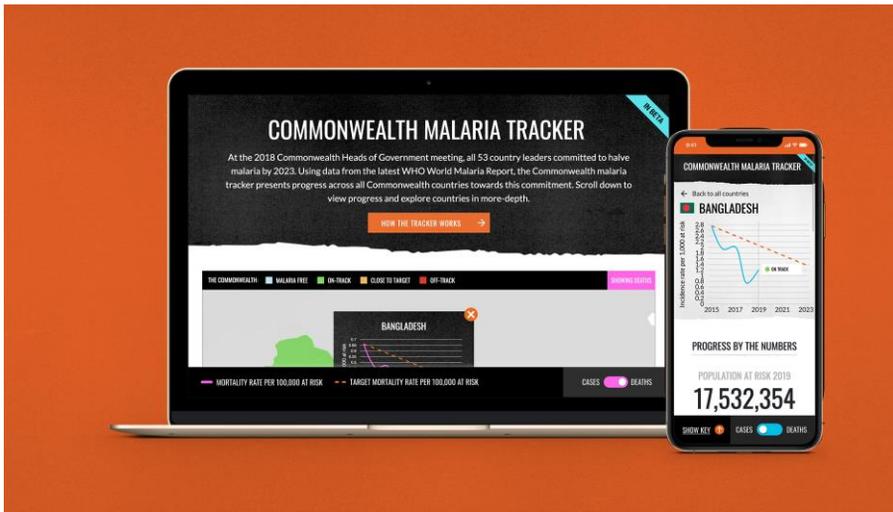
Although the postponement of the Kigali Summit for the second time presented challenges, MNMUK continued to build the profile of the Commonwealth's commitment on malaria. Important relationships were cemented, including with High Commissions, and gains made for upcoming advocacy efforts.

To build engagement around the Commonwealth's commitment to halve malaria, two events were organised. The first was hosted by the Government of Rwanda and featured the Secretary General of the Commonwealth, the High Commissioner of Rwanda, the Director of the World Health Organisation's Global Malaria Programme, UK FCDO Minister Wendy Morton MP, and the Rwandan Minister of Health. Almost half of all Commonwealth malaria countries sent a representative to the event. The second event was with the Commonwealth Parliamentary Association to inform their network of parliamentarians about the impact of COVID-19 on malaria.

Ahead of the 33rd Commonwealth Health Ministers meeting, MNMUK successfully engaged with the Commonwealth Secretariat and the Government of Rwanda to include reporting on progress towards halving malaria. The subsequent decision by states to reference the need to accelerate efforts to get back on track to reach the malaria commitment in the meeting declaration was welcomed by MNMUK. Following this, MNMUK launched a significant report highlighting progress towards the Commonwealth’s malaria commitments and targets. Working closely with the office of Rwandan Health Minister Dr Daniel Ngamije, the Commonwealth Secretariat and the Chair of the Commonwealth Committee on Health, MNMUK supported the Commonwealth to launch the Malaria Tracker and Malaria Report 2021. The report and tracker were covered in over 20 media outlets around the world and generated one of the Commonwealth’s highest-engagement social media posts of the quarter.

Connecting progress on malaria to global health security concerns

MNMUK continued to play an active role within the RBM Partnership to End Malaria on objectives relating to effective coordination and financing for the international malaria movement. Working with Malaria No More and the United Nations Foundation, MNMUK delivered research to deepen the evidence base around the intersection between malaria and building global health security. The findings of this research were used in a number of high-profile arenas including direct reference of the report by the Coordinator of the US President’s Malaria Initiative, and in media articles covering the report.



Objective 3: Africa – Enhance leadership and investment in key malaria-affected countries in Africa

MNMUK's Africa work had two foci. Firstly, delivering the Draw The Line campaign, a pan-African and global communications campaign that aims to inspire a previously unreached youth audience, into mainstream consciousness in markets across Africa. Secondly, developing the approach to the promotion and support of national malaria advocacy and communications in select countries.

Delivering the Draw The Line campaign

The Zero Malaria Starts With Me - Draw The Line (DTL) campaign was launched at the start of the year, an enormous effort, after two years of planning and significant external delays. Building on the successful 2020 work around the global Zero Malaria Starts With Me (ZMSWM) brand, DTL was created to launch a new youth-focussed campaign. DTL is a pan-African and global communications campaign that aims to inspire youth and catalyse attention around ZMSWM. Its goal is to provide political reward and accountability to African decision-makers for driving and delivering the 2023 Commonwealth Commitment. It also aims to accelerate progress towards ending malaria by addressing norms around the public acceptance of malaria as a permanent reality rather than a disease which can be beaten. The campaign had five highlight moments, with sustained audience engagement across the year. These included a launch around the African Union Summit in February, followed by International Women's Day, World Malaria Day, Africa Day, World Mosquito Day, and International Youth Day. The DTL campaign featured global and African talent, a hero film, a behind the scenes film, an animation, an interactive digital mural for supporters to sign and engage with, a Muundo inspired fashion line, a Zero Malaria website for the wider malaria community and toolkits.

Although the postponement of the Kigali Summit removed the key delivery moment for youth voices and weakened the campaign's advocacy target, momentum was built and reach and recognition considerably deepened in preparation for the Summit and Global Fund replenishment in 2022. DTL also successfully shifted youth attitudes and brought new players into the malaria community.

The campaign directly reached 441 million people and garnered significant coverage across TV, radio, and over \$3million of free 'Out of Home' and digital advertising in nine target markets across Africa. This pro bono advertising reach even stretched into London, New York, Canada, and Australia for World Malaria Day, secured through Dentsu's involvement as the world's largest media buyer. It featured in global media including Sky News, CNBC Africa, eNCA, BBC World Service, Al Jazeera, and Global Citizen, and was amplified by influencers, including David Beckham. It achieved significant media activity in Kenya, supporting MNMUK's national advocacy work. Youth networks including the National Youth Council were activated in support of the campaign. DTL has been recognised by 13 international awards bodies so far including 3 Grand Prix awards and was chosen to be a keynote session at the Cannes Lions Festival.

An evaluation of the first phase of the campaign with target audiences in Kenya and Nigeria showed it had tangible impact on attitudes and beliefs of young people. 30% of youth stated that ending malaria should be a top priority for their government (up from 18%) and 41% of youth agreed ending malaria was a priority for their future (up from 29%).

There was widespread support for the new talent and media platforms that the campaign brought to the community, although more work remains to be done enabling deeper community co-creation, participation, and ease of use.



Beyond its impact on youth, DTL has drawn both new and existing actors into the malaria movement, particularly the private sector. Alongside Dentsu and DSTV, MNMUK welcomed ViacomCBS Networks Africa into the malaria community. This partnership resulted in MTV Base amplifying DTL across its platforms, Nickelodeon participating in World Malaria Day, ZM DTL featuring as the lead issue for the MTV Africa Day concert, and messaging repeated across a range of MTV programming. Facebook Instagram joined as a partner for World Mosquito Day, providing a new pro bono Augmented Reality Filter to help deepen youth participation and engagement.

Supporting national malaria advocacy and communications

Following consultations, research, and scoping, MNMUK developed its approach to national malaria advocacy and communications, the “Zero Malaria Campaign Coalitions” (ZMCC). ZMCCs are integrated programmes of campaigns and communications coordination; advocacy support; and capacity strengthening of local organisations. ZMCCs bring together governmental, creative, media, private sector, and implementation partners to streamline and amplify messaging, as well as engage new and non-traditional actors to broaden the scope of impact. MNMUK’s intention is to roll out ZMCCs in Kenya, proving its concept before scaling to Zambia and later Nigeria depending on the context and success of the approach.

As a key stakeholder for the Kenyan ZMCC, MNMUK developed a rich and engaged partnership with the Division National Malaria Programme (DNMP) within the Ministry of Health in Kenya. Collaborations took place across events including World Malaria Day, the launch of President of Kenya, Uhuru Kenyatta’s agenda as chairperson of the African Leaders Malaria Alliance, the Kenya Malaria Indicator Survey Launch and the Draw The Line brand event. The latter had a 3 million potential reach on Twitter in Kenya, and nationwide media coverage, including The Standard and The East African.

MNMUK also supported a major event for International Youth Day in August 2021, alongside partners, and Africa Director Lilies Njanga represented MNMUK at a range of high-profile events across the year. Discussions with the Zambia National Malaria Elimination Council (NMEC) and End Malaria Council (EMC) were initiated to lay foundation for a full scoping in 2022.

Objective 4: Continue to strengthen MNMUK so it can deliver objectives 1-3

The strengthening of internal governance, organisational culture and IT systems remained a focus throughout 2021. Ensuring MNMUK's structures, team and systems can deliver on its strategic ambitions and respond to the challenges of the COVID-19 pandemic drove the team's activities this year.

MNMUK contracted consultancy Firetail to ensure MNMUK's organisational model, brand and jurisdictional approach enables delivery of its UK, International and Africa ambitions. Following consultation with stakeholders, the decision was made to improve representation of African expertise at all levels of the organisation, register a legal entity in Kenya, establish a new brand in Kenya and strengthen existing ways of working. Work is currently underway to operationalise each of these decisions.

Recruitment in 2021 focussed on hiring Kenyan-based staff. Joining the Africa Director in Kenya is the Finance Manager, Programmes Manager, and an Advocacy and Communications Assistant, with more joining in 2022 and beyond.

We are proud of our talented team, and staff well-being and satisfaction in their work is a high priority. In December 2020 the third full staff survey to measure satisfaction and well-being was carried out. Good progress from previous years was maintained in many areas, although the pandemic has caused considerable fall in staff well-being and feelings of inclusivity. MNMUK has implemented strong support services for mental health and other issues; psychological first aiders have been trained, there is an employee assistance programme for 24/7 help and advice, and an outsourced mental health counselling service is available. The 'Values and Wellness' group continue to work on activities to build on social capital and ease mental health issues. Team Awaydays both in the UK and Africa are high on calendars to facilitate the integration of new staff and effectiveness of working together. Equally, the Diversity, Equity and Inclusiveness group continue to address all matters under this heading, working with external consultants to create processes, policies, guidance and raise awareness on these issues. Recruitment and other processes are being reviewed and established to try to negate any unconscious bias that may exist.

STRATEGY FOR 2022 AND BEYOND

MNMUK's external context has shifted considerably in the last two years, affecting all areas of the organisation's work, and forcing a recalibration of strategy. The malaria campaign has been set back several years and keeping malaria visible in a crowded space is becoming increasingly difficult. While the demands for more investment are increased, the opportunity for delivering even the current levels is challenging.

In response to this, MNMUK is refreshing its objectives and extending its strategic period to 2025. The organisational vision, mission and purpose will remain unchanged but MNMUK's objectives will be reviewed to suit its new external context.

MNMUK's activities for 2022 will be structured around its refreshed objectives, below.

Objective 1: UK – Deepen the UK's global leadership and impact on the international fight to end malaria

MNMUK's overriding priority in 2022 will be to support the successful replenishment of the Global Fund, particularly with the UK contributing to at least 2019 levels. The UK's campaign approach will see malaria as a leading example of aid impact in the national interest by next election, focus on the contribution of British-backed science to the global malaria fight, continue to build support around, and with, Conservative politicians, and build international pressure through Global Fund donor government moments.

Objective 2: Africa – Drive international commitment to deliver the 2023 Commonwealth and 2030 global malaria targets

MNMUK will continue to build Kenya's Zero Malaria Campaign Coalitions (ZMCCs) to deliver in-country advocacy and communications, deepen the impact of the Zero Malaria Starts With Me (ZMSWM) Draw The Line campaign into 'Part 2', and continue the organisation's wider drive to deliver accountability on the Commonwealth Commitment. This will be spearheaded by an engaged Government of Rwanda and highlighted at the 2022 Kigali Summit on Malaria and Neglected Tropical Diseases, alongside the Commonwealth Heads of Government Meeting.

Objective 3: Philanthropy & Partnerships – Ensure MNMUK has a diverse portfolio of major multi-year funding partners funding across the organisation's work and in-country coalitions

The next year will see MNMUK continue to grow and diversify its funding base from institutions, corporates, and philanthropic donors, as well as work to retain valuable funding support from existing donors. MNMUK will reapply to the Bill and Melinda Gates Foundation for a further three years of funding and seek further major funding support to enable the Zero Malaria Campaign Coalitions to be established, in Kenya and Zambia. MNMUK will also work to secure funding and support to further develop the Draw The Line Campaign, and to encourage continued UK investment and leadership in ending this global killer disease.

Objective 4: Operations – Ensure a high-functioning, high-performing, dynamic organisation with a clear, internationally focused brand and identity with extremely high-calibre staff supported by optimised systems and performance

In 2022, focus will be on increasing the diversity and representation of African expertise at all levels of the organisation and a review of the appraisal process to ensure MNMUK is attracting and retaining high-calibre staff. Following a careful review of the external situation and consultation with stakeholders, the 2023-25 Strategy extension will be completed, providing direction and focus to the organisation. MNMUK's operations in Kenya will be registered and an operating brand across Africa established and in use.

PRESIDENT

His Royal Highness The Prince of Wales

PATRONS

Peter Chernin

Simon Fuller

Ray Chambers

Dame Heather Rabbatts

Andy Ransom

SPECIAL ADVISORS

Max Alexander

Matthew Anderson

Polly Cochrane

Alan Court

Chris Drakeley

Sir Richard Feachem

Professor Bob Snow

Professor Miles Wickstead CBE

LEADERSHIP COUNCIL

David Beckham

Eliud Kipchoge

Andy Murray

KEY MANAGEMENT PERSONNEL

Trustees and Directors

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

Senior Management

- Vicky Gashe, Deputy Director of Communications
- Gareth Jenkins, Director of Advocacy
- Lilies Njanga, Africa Director
- Mathew Van Lierop, Chief Operating Officer
- James Whiting, Chief Executive
- Kate Wills, Director of Global Communications and Partnerships
- Damian Wilson, Director of Programmes and Partnership Development
(Resigned October 2021)

Company Number: 06648679

Charity Number: 1126222

Registered Office

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ME19 4JQ

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Deanery Road
Bristol
BS1 SAS

The trustees are pleased to present their report together with the audited financial statements of the charity for the year to 31 December 2021.

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
- Azra Ghani
- Baroness Helene Hayman (Chair)
- Norman Mbazima
- Sophie O'Connor
- David Reddy
- Philip Thomas
- Eva Thorne
- Linda Yueh

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

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 Chief Executive.

RECRUITMENT AND APPOINTMENT OF NEW TRUSTEES

The term of Baroness Hayman, as Chair of Trustees, Philip Thomas and Simon Bland all ended in February 2022. Towards the end of 2021 the Trustees appointed executive search and recruitment agency, Odgers Berndtson, to seek suitable replacements. In February 2022 Baroness Liz Sugg was appointed as Chair of the Trustees and Sarah Douglas and Feyi Olubodun joined the board.

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. The charity maintains a strategic risk register that is reviewed quarterly. In 2021, the charity introduced a comprehensive operational risk register that will be reviewed annually – this is in addition to the strategic risk register that is reviewed at each Audit and Risk Committee meeting. The newly established Crisis Management Team met to agree the approach to handling any crisis that may arise in the future. The top three MNMUK Strategic Risks are:

1. Insufficient or unsuccessful future funding.
2. UK government reduces its contribution to the Global Fund.
3. Global crises result in lowered political engagement in malaria activities and de-prioritisation by media and other stakeholders.

Risk 1 is an MNMUK operational risk. Risks 2 and 3 directly impact the ability of MNMUK to achieve its strategic objectives. All risks have mitigation strategies and monitoring actions identified and are reviewed and updated regularly. The Audit and Risk Committee, mandated to review financial and risk related items and provide feedback and guidance to the Trustees, met five times in 2021. The main strategic risks facing the charity in 2021 were its challenging funding environment, the UK overseas development aid cuts and the impacts of the COVID-19 pandemic.

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 Audit and Risk Committee meeting taking place before the main Board meeting. The retail operations are governed separately by the director of the Trading company, James Whiting. The Board held one virtual away day during the year with the Executive Directors to review progress against strategic aims, the organisation's governance and structure and consider the changing external environment.

In 2021, the Trustees approved the registration of a legal entity in Kenya. MNMUK will register in Kenya in 2022 as a branch company of MNMUK Ltd.

FUNDRAISING PRACTICES

As part of MNMUK's commitment to best practice, the charity adheres to the fundraising Codes of Practice set by the Fundraising Regulator and the Institute of Fundraising.

MNMUK is committed to ensuring that fundraising is open, respectful, and transparent to the public. The charity has several clearly documented policies and procedures, including a complaints policy, enabling any concerns from the public in relation to MNMUK's fundraising practices to be heard and addressed in a timely manner. 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 fundraising code of practice.

The charity has a transparent way of working with vulnerable individuals. This fundraising policy clearly states all steps that should be followed to protect vulnerable people when offering support to the charity, ensuring that they have the relevant capacity to enable them to make the decision to donate.

FINANCIAL REVIEW

In 2021 MNMUK received the final payment as part of a three year grant from the Bill and Melinda Gates Foundation. This contribution is central to supporting MNMUK's work to help catalyse the political commitment, financing and collective action needed to reach international malaria reduction targets and help establish a pathway to achieving malaria elimination and runs to the end of September 2022.

Grant funding of £140,561 was received from the RBM Partnership, representing two further instalments of a commitment to fund communications work building up to and around a Kigali Summit for Malaria and NTDs. As the Summit was postponed for a further year due to COVID-19, these funds have been carried over into 2022.

As hosts of the secretariat for the All- Party Parliamentary Group (APPG) for Malaria and NTDs, MNMUK received £34,500 in restricted funding from APPG supporters.

MNMUK's UK and global advocacy and communications work was strengthened thanks to grant funding provided by longstanding partners the Product Development Partnership, MMV and pharmaceutical company GlaxoSmithKline.

In addition to these contributions, 2021 marked important milestones in relationships with two long term and valued corporate partners. Longstanding partner Rentokil Initial marked a decade of support for MNMUK by staging a company-wide virtual global fundraising challenge, the "Race To Kigali", which saw 2,000 staff members take part, generating over £100,000 which was then matched by the "Rentokil Initial Cares" fund. Together with a sponsorship of the "Draw The Line" campaign, and a further year of support through the business's Your Voice Counts survey, Rentokil Initial raised and donated £264,000 over the course of the year, bringing the total raised through the partnership to date to more than £507,000. Mixer brand Fever-Tree reached the third and final year of a three-year commitment to donate £1million to MNM UK, giving over £400,000 during 2021 to surpass this target. MNMUK was also grateful to receive continued support from Master of Malt (part of Atom Supplies) who generated over £24,000 through online auctions and gin sales in support of the charity.



MNMUK receives only limited income in the form of donations and fundraising from members of the public, meaning that the support of those individuals and community groups who do contribute to the charity is even more gratefully received. In 2021 more than £41,000 was received through public fundraising activities with more than £15,000 received through the HMRC Gift Aid scheme.

Expenditure during the period reduced by £161,170 from £3,411,981 to £3,250,811. Of this total 79% was spent on direct charitable activities (2020: 90%). This reduction is attributed to the decreased Gifts in Kind allocation in 2021.

Net incoming resources for the year were £483,330 (2020: £804,586). The decrease in the funds is primarily driven by the decrease in the income recognised from the BMGF grant in the year.

At the end of the period the charity's Balance Sheet remains strong with net assets of £2,355,698 in 2021 compared to £1,872,368 in 2020. Restricted funds amounted to £881,030 compared to £719,389 in 2020. Total cash in hand available to the Charity has increased by £89,846 from £3,524,315 to £3,614,161 in 2021.

MNMUK 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 Yemi Alade. Legal and contract work was provided, and highly valuable media support was also received from the Dentsu Group, and NTV Kenya.

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 (£367,941 in 2021; £581,021 in 2020) based on the price that the charity would otherwise be prepared to pay in the open market.

RESERVES

The Trustees' policy is to maintain reserves, 'which are shown on the balance sheet as unrestricted funds ("free reserves"), within a range of +10%/-10% of the following 6 months budgeted core costs. The reserves range for 2022 is set at £1,157,000 – £1,414,000. At the end of 2021 reserves amounted to £1,474,668 a level which is broadly in line with the target range.

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.

In so 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 5 July 2022 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 2021 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 the 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 in 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 groups' 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) 14 September 2022

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

Malaria No More UK

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

For the year ended 31 December 2021

	Note	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Income from:							
Donations and legacies	2	572,395	175,000	747,395	993,931	70,000	1,063,931
Charitable activities	3		2,539,160	2,539,160	27,516	3,117,517	3,145,033
Other trading activities	4	442,420	-	442,420	5,536	-	5,536
Investments		919	-	919	1,912	-	1,912
Other		4,246	-	4,246	155	-	155
Total income		1,019,980	2,714,160	3,734,140	1,029,050	3,187,517	4,216,567
Expenditure on:							
Raising funds	5	316,871		316,871	356,815	-	356,815
Charitable activities		381,420	2,552,519	2,933,939	544,142	2,511,024	3,055,166
Total expenditure		698,291	2,552,519	3,250,810	900,957	2,511,024	3,411,981
Net income for the year	6	321,689	161,641	483,330	128,093	676,493	804,586
Transfers between funds		-	-	-	27,126	(27,126)	-
Net movement in funds		321,689	161,641	483,330	155,219	649,367	804,586
Reconciliation of funds:							
Total funds brought forward		1,152,979	719,389	1,872,368	997,760	70,022	1,067,782
Total funds carried forward		1,474,668	881,030	2,355,698	1,152,979	719,389	1,872,368

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 17a to the financial statements.

Balance sheets

Company no. 06648679

As at 31 December 2021

	Note	The Group 2021 £	2020 £	The Charity 2021 £	2020 £
Fixed assets:					
Tangible assets	9	9,249	6,355	9,249	6,356
Investments	10	-	-	1	1
		9,249	6,355	9,250	6,357
Current assets:					
Debtors	12	466,318	324,606	87,728	383,009
Cash at bank and in hand		3,614,161	3,524,315	3,524,019	3,478,460
		4,080,479	3,848,921	3,611,747	3,861,469
Liabilities:					
Creditors: amounts falling due within one year	13	(1,734,029)	(1,982,909)	(1,666,516)	(1,981,248)
		2,346,450	1,866,012	1,945,231	1,880,221
Net current assets					
		2,355,698	1,872,368	1,954,481	1,886,578
Total assets less current liabilities					
Funds:					
Unrestricted income funds	17a	1,474,668	1,152,979	1,046,325	1,140,063
Restricted income funds		881,030	719,389	908,156	746,515
Total unrestricted funds		1,474,668	1,152,979	1,046,325	1,152,979
Total funds		2,355,698	1,872,368	1,954,481	1,886,578

Approved by the trustees on 14 September 2022 and signed on their behalf by

Sophie O'Connor
Treasurer

Malaria No More UK**Consolidated statement of cash flows****For the year ended 31 December 2021**

	Note	2021		2020	
		£	£	£	£
Cash flows from operating activities					
Net income for the reporting period (as per the statement of financial activities)		483,330		804,586	
Depreciation charges		7,660		4,417	
Increase in debtors		(141,712)		(291,150)	
Increase in creditors		28,849		73,476	
Increase/(decrease) in deferred income		(277,730)		(478,851)	
Net cash provided by operating activities			100,399		112,478
Cash flows from investing activities:					
Purchase of fixed assets		(10,553)		(6,942)	
Net cash used in investing activities			(10,553)		(6,942)
Change in cash and cash equivalents in the year			89,846		105,536
Cash and cash equivalents at the beginning of the year			3,524,315		3,418,779
Cash and cash equivalents at the end of the year			3,614,161		3,524,315

1 Accounting policies

a) Statutory information

Malaria No More UK is a charitable company limited by guarantee. It is registered in England and Wales and 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.

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.

Key judgements that the charity has made which have a significant effect on the accounts include [estimating the liability from multi-year grant commitments].

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.

Notes to the financial statements

For the year ended 31 December 2021

1 Accounting policies (continued)

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 capitalized. 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.

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.

Notes to the financial statements

For the year ended 31 December 2021

2 Income from donations and legacies

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Donations	204,454	175,000	379,454	412,910	70,000	482,910
Donated services	367,941	-	367,941	581,021	-	581,021
	<u>572,395</u>	<u>175,000</u>	<u>747,395</u>	<u>993,931</u>	<u>70,000</u>	<u>1,063,931</u>

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 £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Grants		2,539,160	2,539,160	27,516	3,117,517	3,145,033
		<u>2,539,160</u>	<u>2,539,160</u>	<u>27,516</u>	<u>3,117,517</u>	<u>3,145,033</u>

4 Income from other trading activities

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Cause related marketing	442,420		442,420	5,536	-	5,536
	<u>442,420</u>		<u>442,420</u>	<u>5,536</u>	<u>-</u>	<u>5,536</u>

Fever-Tree fulfilled their three year funding agreement which started in 2019 with a Cause Related Marketing donation in 2021. In 2020 Fever-Tree's contribution was as made as an unrestricted donation as cause marketing activities did not take place (see table in Note 2 above). Cause Related Marketing income in 2019 was £303,791.

Notes to the financial statements

For the year ended 31 December 2021

5a Analysis of expenditure (current year)

	Charitable activities					2021 Total £	2020 Total £
	Raising funds £	UK Campaign and Activities £	Campaign and Activities £	Governance £	Support costs £		
Staff costs (Note 7)	210,637	776,510	517,673	18,087	346,382	1,869,289	1,628,169
HR, recruitment and training	-	-	-	11,810	106,288	118,097	109,026
Premises	-	-	-	-	145,470	145,470	133,461
Office running costs	-	-	-	-	108,463	108,463	127,373
Audit	-	-	-	11,220	-	11,220	10,800
Other costs	-	-	-	1,100	47,712	48,812	65,116
Fundraising costs	25,826	-	-	-	-	25,826	92,216
Direct project costs	-	407,786	508,297	-	-	916,083	1,211,207
	<u>236,463</u>	<u>1,184,296</u>	<u>1,025,970</u>	<u>42,217</u>	<u>761,865</u>	<u>3,250,811</u>	<u>3,411,981</u>
Support costs	76,187	408,220	277,459	-	(761,865)		
Governance costs	4,222	22,620	15,375	(42,217)			
Total expenditure 2021	<u>316,871</u>	<u>1,615,136</u>	<u>1,318,803</u>	<u>-</u>	<u>-</u>	<u>3,250,811</u>	
Total expenditure 2020	<u>356,815</u>	<u>1,945,102</u>	<u>1,110,064</u>	<u>-</u>	<u>-</u>		<u>3,411,981</u>

Malaria No More UK

Notes to the financial statements

For the year ended 31 December 2021

5b Analysis of expenditure (prior year)

	Charitable activities					2020 Total £
	Raising funds £	UK Campaign and Activities £	Campaign and Activities £	Governance £	Support costs £	
Staff costs (Note 7)	184,502	671,654	447,770	16,212	308,031	1,628,169
HR, recruitment and training	-	-	-	5,170	103,856	109,026
Premises	-	-	-	-	133,461	133,461
Office running costs	-	-	-	-	127,373	127,373
Audit	-	-	-	10,800	-	10,800
Other costs	-	-	-	4,665	60,451	65,116
Fundraising costs	92,216	-	-	-	-	92,216
Direct project costs	-	774,210	436,997	-	-	1,211,207
	276,718	1,445,864	884,767	36,847	767,785	3,411,981
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

Notes to the financial statements

For the year ended 31 December 2021

6 Net income for the year

This is stated after charging / (crediting):

	2021	2020
	£	£
Depreciation	7,660	4,417
Operating lease rentals:		
Property	131,352	121,739
Auditor's remuneration (excluding VAT):		
Audit	9,350	8,900
	148,362	135,073

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

Staff costs were as follows:

	2021	2020
	£	£
Salaries and wages	1,547,742	1,303,381
Pension	150,764	129,643
Social security costs	170,783	146,469
Ex-gratia payments	-	48,677
	1,869,289	1,628,169

	2021	2020
	No.	No.
The average number of full-time equivalent employees during the period was	30	25
The average number of staff (headcount basis) during the period was	33	26

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

	2021	2020
	No.	No.
£60,001 - £70,000	4	1
£70,001 - £80,000	2	4
£80,001 - £90,000	2	-
£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 £616,115.71 (2020: £630,138).

The charity did not pay to its trustees any remuneration during the year (2020: £nil) and did not reimburse any trustee expenses (2020: £nil).

8 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.

Notes to the financial statements

For the year ended 31 December 2021

9 Tangible fixed assets - Charity and Group

Cost	Computer equipment £	Total £
At the start of the year	33,288	33,288
Additions in year	10,553	10,553
Disposals in year	-	-
	<hr/>	<hr/>
At the end of the year	43,841	43,841
	<hr/>	<hr/>
Depreciation		
At the start of the year	26,933	26,933
Charge for the year	7,660	7,660
Eliminated on disposal	-	-
	<hr/>	<hr/>
At the end of the year	34,592	34,592
	<hr/>	<hr/>
Net book value		
At the end of the year	9,249	9,249
	<hr/> <hr/>	<hr/> <hr/>
At the start of the year	6,355	6,355
	<hr/> <hr/>	<hr/> <hr/>

All of the above assets are used for charitable purposes.

10 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. Malaria No More UK Trading Limited is registered under company number 07621448 and its registered office is at The Foundry, 17 Oval Way, London, SE11 5RR.

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

	2021 £	2020 £
Turnover	442,420	5,537
Cost of sales & administrative expenses	(27,104)	(19,746)
	<hr/>	<hr/>
Gross profit	415,315	(14,209)
Retained earnings		
Total retained earnings brought forward	(14,098)	-
Profit/loss for the financial year	415,315	(14,209)
Distribution under Gift Aid to parent charity	-	-
	<hr/>	<hr/>
Total retained earnings carried forward	401,218	(14,209)
	<hr/> <hr/>	<hr/> <hr/>
The aggregate of the assets, liabilities and reserves was:		
Assets	468,732	51,718
Liabilities	(67,513)	(65,927)
	<hr/>	<hr/>
Reserves	401,219	(14,209)
	<hr/> <hr/>	<hr/> <hr/>

Turnover in 2021 is part of a three year FeverTree funding agreement (started in 2019) where two year's funding (2020 and 2021) was received in 2021. Turnover in 2019 was £304,000.

Notes to the financial statements

For the year ended 31 December 2021

11 Parent Charity

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

	2021	2020
	£	£
Gross income	3,317,833	4,230,101
Net increase in Unrestricted and Restricted funds	67,903	818,796

12 Debtors

	The group		The charity	
	2021	2020	2021	2020
	£	£	£	£
Trade debtors	448,526	313,857	69,936	307,994
Inter group debtor	-	-	-	64,266
Rent deposit	5,183	10,145	5,183	10,145
Other debtors	12,609	604	12,609	604
	466,318	324,606	87,728	383,009

The increase in Trade Debtors is the result of a MNMUK Trading Trade Debtor at 31 December with an outstanding balance of £378,590. The debtor remitted the outstanding balance in February 2022.

13 Creditors: amounts falling due within one year

	The group		The charity	
	2021	2020	2021	2020
	£	£	£	£
Trade creditors	67,615	72,884	67,615	72,211
Inter group creditor			8,797	
Deferred income	1,511,608	1,789,338	1,511,608	1,789,338
Sundry creditors and accruals	154,806	120,687	78,496	119,699
	1,734,029	1,982,909	1,666,516	1,981,248

14 Deferred income

Deferred income comprises BMGF income received during the 2021 financial year which was not available for spending in the year. The deferred balance is expected to be utilised over the 2022 financial year in line with the grant agreement.

	The group		The charity	
	2021	2020	2021	2020
	£	£	£	£
Balance at the beginning of the year	1,789,338	2,268,189	1,789,338	2,268,189
Amount released to income in the year	(2,858,955)	(2,638,808)	(2,858,955)	(2,638,808)
Amount deferred in the year	2,581,225	2,159,957	2,581,225	2,159,957
Balance at the end of the year	1,511,608	1,789,338	1,511,608	1,789,338

15 Pension scheme

The Charity operates an auto-enrolment pension scheme with The Peoples Pension. All staff are eligible, 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.

Notes to the financial statements

For the year ended 31 December 2021

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.

Notes to the financial statements

For the year ended 31 December 2021

16a Analysis of Group net assets between funds (current year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	9,249	-	9,249
Current assets	1,687,840	2,392,639	4,080,479
Current liabilities	(222,421)	(1,511,608)	(1,734,029)
Net assets at 31 December 2021	1,474,668	881,030	2,355,699

16b Analysis of Group net assets between funds (prior year)

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

17a Movements in funds (current year)

	At 1 January 2021 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 December 2021 £
Restricted funds:					
Bill and Melinda Gates Foundation	592,524	2,194,099	(2,196,623)	-	590,000
All-party parliamentary group	60,198	34,500	(26,661)	-	68,037
GlaxoSmithKline plc	70,000	70,000	(70,000)	-	70,000
Rentokil Initial plc	-	105,000	(61,000)	-	44,000
Medicines for Malaria Venture	30,000	170,000	(170,000)	-	30,000
RBM Partnership to End Malaria	(33,333)	140,561	(28,235)	-	78,993
Total restricted funds	719,389	2,714,160	(2,552,519)	-	881,030
Unrestricted funds:					
General funds	1,152,979	1,019,980	(698,291)	-	1,474,668
Total funds	1,872,368	3,734,140	(3,250,810)	-	2,355,698

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

Notes to the financial statements

For the year ended 31 December 2021

17b Movements in funds (prior 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)	-	1,872,368

Purposes of restricted funds in 17a and 17b

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.

All-party parliamentary group

MNM UK hosts the APPG on Malaria and NTDs. These funds are restricted exclusively for use by the APPG.

GlaxoSmithKline plc

GSK provides restricted support to the UK activities that MNM UK undertakes to advance UK based campaigns.

Rentokil Initial plc

Rentokil Initial provides broad restricted work to African related in-country and campaign activities.

Medicines for Malaria Venture

MMV provides restricted support to the UK activities that MNM UK undertakes to advance UK based campaigns.

RBM Partnership to End Malaria

The RBM Partnership has provided MNM UK with grant support for the communications activities and delivery of the Kigali Summit on Malaria and NTDs.

18 Operating lease commitments payable as a lessee

The Charity's head office has been leased until 3 January 2027. The cost of this is shown below:

	2021 £	2020 £
Less than one year	31,101	60,870
Between two and five years	-	-
	31,101	60,870