

**IMIX**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2021**

# IMIX

## LEGAL AND ADMINISTRATIVE INFORMATION

---

<b>Trustees</b>	R Oliver S Ejaz Z Onokaye-Akaka G Blake (Chair) P Griffith E Liberda-Moreni (Treasurer) D Modern A Estibals J Levenson	(Appointed 13 July 2021) (Appointed 13 July 2021) (Appointed 13 July 2021) (Resigned 13 July 2021)
<b>Chief Executive</b>	E Harrison	(To December 2021)
<b>Charity number</b>	1183693	
<b>Principal address</b>	CAN Mezzanine 7-14 Great Dover Street London SE1 4YR	
<b>Independent examiner</b>	F J Wilde FCCA MBA DChA Warner Wilde 4 Marigold Drive Bisley Surrey GU24 9SF	
<b>Bankers</b>	HSBC Bank 31 Holborn London EC1N2HR	
<b>Accountants</b>	Charity Accounting Services Ltd Unit B108, Trident Business Centre 89 Bickersteth Road London SW17 9SH	

---

# IMIX

## CONTENTS

---

	<b>Page</b>
Trustees' report	1 - 9
Independent examiner's report	10
Statement of financial activities	11
Balance sheet	12
Notes to the financial statements	13 - 21

---

# IMIX

## TRUSTEES' REPORT

### FOR THE YEAR ENDED 30 JUNE 2021

---

The trustees present their report and financial statements for the year ended 30 June 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "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) (effective 1 January 2019)".

#### Objectives and activities

The charity's objects are:

- To advance the education of the public and media about issues relating to equality and diversity and social inclusion, especially regarding people who are migrants, refugees or seeking asylum
- To advance the education of the public and media about the issues relating to refugees, migrants and those seeking asylum
- To advance the education and training of the public, particularly charity and non-charitable voluntary organisations working with refugees, people seeking asylum and migrants in all forms of communications, especially the media
- To advance education among migrants, refugees and people seeking asylum

#### Vision

***Our vision is a society which embraces and celebrates people who move to the UK, one where we can all live well together.***

#### Mission

IMIX is changing the conversation about migration and refugees, challenging an often hostile media agenda and altering public perception.

#### Our Strategy 2021-2024

##### Overall aims

- To create an open and welcoming Britain for people who make the UK their home: by increasing support for refugee protection and to build social support for migration
- To build sustainable communications capacity in the refugee and migration sector to improve the quality and volume of media coverage.

##### Objectives

- To increase the number of experts by experience engaging with debates on migration
- To support the sector to deliver higher impact campaigns and media interventions which persuade segments of the public to be more welcoming to migrants
- To build strong relationships with mass media outlets and digital content providers
- To deliver regional training and support to increase the communications capacity of small and grass roots organisations
- To use digital platforms to increase empathy, understanding and celebration of people who migrate
- To support development of new narratives and messaging frameworks

As a new charity the Chief Executive and Board have focussed on strategy, fundraising and governance. From a strategic perspective, we have delivered well against our core objectives (see achievements and performance section). The fundraising position is very strong, we have met our reserves target and have been spending down our unrestricted income over the year.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

---

#### Public Benefit

When planning our activities for the year, the trustees have considered the Charity Commission's guidance on public benefit. Trustees are clear that there are identifiable benefits to the work that we do in supporting organisations across the refugee and migration sector, including:

- delivering training on working with the press and media
- providing one-to-one support for small organisations lacking communications expertise
- offering advice and guidance on how to make the best of limited resources and reach a wide audience.

Trustees are clear that these benefits are for a wide cross-section of the public;

Trustees are clear that those benefits relate to our aims;

Trustees are clear that those benefits outweigh any potential risks.

#### Charitable Activities

IMIX works closely with organisations across the refugee and migration sector to train, support and build communications capacity. We deliver training courses on working with the press and media including interview techniques, social media and digital content, storytelling and audience insights. We also provide one-to-one support for small organisations lacking communications expertise, offering advice and guidance on how to make the best of limited resources and reach a wide audience.

We draw on our experience and contacts within the national and local press to ensure more first-hand stories are shared publicly in the media. By putting a human face and story to complex and divisive issues, we aim to create greater understanding and empathy for those who have made the UK their home.

#### Achievements and performance

The last year has been dominated by new immigration rules following the completion of the Brexit negotiations. From new routes for skilled migrants to the concerns about fewer options for those fleeing war, violence, and persecution; IMIX has been at the forefront of some of the most challenging media debates. We've met these opportunities by offering guidance and practical support to our network and by working in partnership with others to consider how we can deliver long-term social change. We now have 635 people signed up to our daily media briefings and google group, which is an 81% increase on last year.

#### Impact of Covid19

During the second wave of Covid19 there was not as much interest in the positive stories of contribution which had been so successful in the first wave. During the winter months we focused our efforts on collaboration and capacity building. The impact of covid was felt strongly through the team personally via the work we did helping organisations, particularly those who were supporting people living in Penally / Napier Barracks and in sub-standard hotel accommodations.

While we managed to hit most of our targets and deliver high quality support to our partners, well-being has taken a hit. We've mitigated this through flexible working and offering counselling, coaching and additional training for our team. In addition, we strengthened our staff team in core areas to reduce the risk of burnout. The move to remote working has enabled us to base recruitment decisions on talent, not location, meaning we have a better regional footprint.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 30 JUNE 2021**

---

### **Organisational development**

As a new charity, good organisational development and sustainability is vital for our ongoing success. Over the past year we have focused on improving financial processes and procedures; refreshed our strategy; added to our board of trustees and increased staff capacity to enable us to deliver our work effectively while spending down our restricted grants.

Working alongside our accountancy company, we have improved the quality of our monthly and quarterly reports to ensure the Board has clear management accounts from which they can help the CEO make investment decisions.

We have enhanced our monitoring, learning and evaluation approach and can now better report on media we've supported and the results of our training courses. This work directly fed into the strategy review process. The strategy process helped us better think through how to use our resources, to this end we have added two new roles, a digital officer, and a regional communications coordinator for the Northeast.

While delivering significant internal benefits, the strategy process was driven by external factors, recognising the impact of Brexit, Covid-19 and the Government's new plan for immigration.

### **Narrative work**

We completed a big piece of work on building public support for refugee protection: The Struggle for Safety. Funded by Comic Relief, we worked with people with lived experience of crossing the Channel and organisations delivering support to those seeking asylum to build a narrative which will appeal to both our base and broader audiences. This work will be tested throughout the remainder of 2021 and throughout 2022.

Work on destitution messaging, supported by the Paul Hamlyn Foundation, has started but will not be completed 'til early 2022 due to external factors.

### **Coalition working**

Over the last year we found several ways to work with others to achieve our goals. We started work with other infrastructure organisations to think through how we could work more collaboratively, share intelligence, and ensure best use of resources. At the regional level we worked to support a variety of organisations in the West Midlands to raise the profile of the EU settlement scheme and the myriad problems associated with asylum accommodation.

The deepest work, however, was with the Asylum Reform Initiative (ARI), which is made up of some of the bigger organisations within the refugee protection sector. We worked with the team to support the 'Together with Refugees' campaign development and launch the campaign, including securing press coverage in the Spectator Magazine.

### **Digital development**

Following feedback from the sector and investment from funders we increased our resource in digital and have been experimenting across various channels. We have been taking a strategic approach to our blogs – by seeing what kind of posts do well and recreating them to meet our sector needs. Two of the most popular this year were '7 powerful films to watch ahead of Refugee Week' which has had 6000+ unique views '5 ways to counter social media' with 4447 unique views. In the previous year the most popular blog received 840 unique views in the previous year, an increase in views by over 600%.

Our learning is that posts with direct, applicable actions do well with our audience, who are those within the sector or in the wider public engaged with refugee issues.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

---

In line with standard practice, we use our Twitter to disseminate news and resources for the sector in a readable, conversational way. Our Twitter has also grown by 1840+ followers in the past year and is currently at 4610+ followers. It is steadily growing at a minimum of 100 followers a month. However, we're more interested in using our digital platforms to facilitate people with lived experience to tell their stories, while experimenting with multimedia content, such as Instagram reels. For example, for the Refugee Convention 70th anniversary, we made a series of reels featuring lived experience voices which has been played over 4000 times on Instagram.

#### Capacity building

Our training and support packages continue to be popular with our network and beyond. Over the last year, thanks to increased capacity – and the move to online training - we've delivered over 50 sessions throughout this reporting period, engaging over 860 individuals.

In the previous year we held 34 sessions for 488 people, a 47% increase in sessions and 76% increase in participants.

As well as running media-focused training courses for organisations like Asylum Matters, The Roma Support Group, The Bike Project, and Refugee Action, we offered one-to-one media support to organisations like Project 17 who work with families who have been rejected by the EUSS and have No Recourse to Public Funds, and Samphire, which supports former detainees in Kent.

While our courses helping people understand strategic communications and media training are as popular as ever, in order to meet the needs of the sector, we have also increased our focus on digital engagement. Over the last year we have offered advice on how to use various channels, create content, website reviews as well as how to stay safe online. As well as training organisations such as STAR, Refugee Info Bus, Music in Detention and UK Welcomes Refugees, we've mentored organisations with limited capacity such as Lichfield City of Sanctuary, Waterloo Community Counselling and English for Action London to help them unlock the potential of their digital channels.

#### Supporting our network through community action

Over the past year we've shifted focus from just telling 'positive' stories to trailing new ways of working/ audience engagement through focusing more community responses to building a welcome environment. For example, we supported KRAN to organise a very successful stunt titled 'Christmas Welcome', a nativity staged by refugees and representing their arrival to the UK by boat. The video was viewed more than 60k times and was covered by Kent Live. We advised them on messaging and narrative. It was a good example of working proactively and sharing a positive message of welcome which was well-received by the wider sector and public.

In the West Midlands, City of Sanctuary required our support to empower local groups to form positive relationships with local media, who had a wealth of positive, community-based stories to share. Due to past negative experiences with the media, minimal capacity and a lack of press knowledge in the region from the national movement, these vital, attitude shifting stories were left untold.

IMIX provided bespoke support to these networks over a period of two months, delivering specialised media basics training to build confidence and knowledge alongside facilitating new, positive relationships with local journalists. It culminated with fantastic coverage in local press, with IMIX delivering support throughout on pitching stories, safeguarding, and ensuring key messages were shared. Highlights from Wolverhampton's Express and Star newspaper include stories focusing on a group of female sanctuary seekers turning a run-down allotment into a vibrant community space for the local community, a member of the movement making and donating face masks to the NHS, and a cookbook, filled with recipes from around the world within the local movement.

Since then, the local network has had the confidence to proactively approach local media outlets with other stories in response to government policy announcements.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

---

#### EU Settlement Scheme

Along with media outreach, we worked hard at solidifying our relationships with people working on EU citizens' rights. We now have a network of around 60 civil society and government partners working on the EUSS around the UK. One of the biggest strengths of the network has been its diversity including small grassroots organisations such as the Roma Support Group and the East European Resource Centre in London or Euroopia in Manchester, larger organisations such as Age UK and Citizens Advice Bureau, campaign groups such as the3million, as well as the Home Office, and the European Commission.

Some of the challenges in building a wide network included finding organisations who work directly with vulnerable EU citizens and who have the capacity to get involved in awareness raising and media engagement. The Roma Support Group, the Eastern European Resource Centre and Euroopia have played a major role in highlighting the challenges for vulnerable EU citizens who have been exploited, who are not fluent in English and who live in precarious professional and private situations that increase their risk of failing to secure pre-settled or settled status ahead of the government's application deadline.

Another challenge in building up capacity within IMIX's partner network was to encourage organisations to do strategic thinking around key messages for the EUSS that can be used in external communications with EU citizens themselves as well as the media, but also decision makers and other stakeholders. With many organisations lacking staff dedicated to communications and media engagement there is often little capacity for vital work on messaging. There's also a lack of understanding that simplifying some of the more complex issues with the EUSS for outreach and media work is crucial to reach target audiences. Some legal partners such as Seraphus have been very helpful in translating some of the more complex issue in easy-to-understand language. As a result, they have been offered media opportunities on a regular basis over the last year.

In the run-up to the 31 June EUSS application deadline, we spoke to a variety of experts in the sector to assess what challenges lay ahead and what issues were likely to crop up and helped place several pieces including supporting a partner to do an interview with ITV Granada.

#### Refugee Week 2021

Over 100 pieces of media coverage were secured for Refugee Week 2021 (RW21); this included 16 pieces in national press including the Daily Mirror, Guardian, METRO, BBC Sunday Morning Live and National Geographic Kids.

To build the skills of the RW21 partners, we delivered a webinar to over 100 local organisers, equipping attendees with the skills and knowledge to engage local media outlets, and use digital platforms to promote the festival. Additional support was given in the form of a 'local press toolkit' and ad-hoc support to roughly 25 organisations across the UK in the weeks prior to and during the festival. In addition, we supported 18 people with lived experience to share their stories with the media during the week. These results were a great achievement considering a news agenda dominated by COVID-19 and the Euro 2020 football tournament.

As well as training the ambassadors in press and media, a session on producing their own digital content was given. We worked closely with Counterpoints Arts to organise a day for the ambassadors to come together, network with each other and produce digital content to be shared during the festival.

We worked with a refugee photojournalist to take photos of the ambassadors which were turned into digital assets and shared on the IMIX and Refugee Week social media accounts as well as the ambassadors' own profiles during the festival. Videos were also taken of the ambassadors talking on the theme of the festival, 'We Cannot Walk Alone' and shared on the same platforms. A film promoting the festival featuring the ambassadors was also created and shared securing over 3000 views across Refugee Week and IMIX social platforms as well as being widely shared by other individuals and organisations.



# IMIX

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

---

In addition to helping to produce and promote the ambassador content, we created some further IMIX digital content for the festival. This included a 'Celebrating Friendship' series with photos and quotes of refugees and people they have made friends within their local communities, several blogs, and general social media coverage of the festival. One of the blogs later led to a widely shared opinion piece in the Metro.

IMIX partnered with IOM UK to host an event during Refugee Week: Telling Stories of Migration and Displacement with Humanity and Hope, featuring the Witness Change 1000 Dreams project as well as one of the ambassadors who had been involved with the project. Just over 100 people attended, and a lively conversation took place on ethical storytelling.

#### **Channel crossings**

The issue of people making the perilous journey across the channel continued to be a dominant media story. One of the challenges in advocating fair and balanced coverage of the Channel crossings from Calais is that many people who have experienced those journeys are not initially in a position where they can talk about them, and later, when they rebuild their lives, may not be easy to find. For this reason, as well as building relationships with those charities operating in Northern France and supporting those who want to tell their story, we launched a project called Museum of Calais.

The Museum of Calais project had two aims – to provide a counter-narrative to the stream of daily social media reports about the number of crossings, and to contact people who had experienced that journey and give them a first, safe place to share their story. For this reason, the stories were anonymous, and focused on objects people brought with them to the UK from Calais, meaning that they could share visually engaging images without being identified. These were then shared on Instagram and Twitter using the hashtag 'Museum of Calais' during Refugee Week.

In total we have collected eight stories so far, through personal contacts, word of mouth and an online form. They include one story about a raincoat that the wearer treasured because it was given to him in the Calais 'Jungle' when he was cold and wet, another about a pair of earrings a young woman couldn't bear to let go of, and a moving tale about a Syrian refugee's necklace of olive stones that his mother made for him while she was in prison.

The stories were widely shared by supporters in the sector, with the eight tweeted stories receiving 35,486 impressions (a measure of how many times a tweet has been seen). One, about a young man who carried a precious ring given to him by his mother, was liked nearly 2,500 times when re-posted by Choose Love on Instagram. The next step is to create a permanent digital gallery for the stories, and to seek out potential partners for a real-world exhibition. This would also open the opportunity for traditional media coverage, while deepening our connections with the people who trusted us to share their story.

#### **Key learning points for the year**

Our work in supporting those with lived experience became even more important last year as we contended with a difficult environment around channel crossings. In the past, we'd underinvested in this area therefore we had little understanding of the staff capacity required to do this well. We tested a variety of approaches to training and support for people with lived experience of the migration system, as a result we have reduced the number of people we work with to give each one more one-to-one support. We believe this approach will accrue more value as people will feel well supported to talk to the media and we will be able to maintain a robust approach to safeguarding and well-being.

Inevitably, there is always more work than we can take on. We undertook a strategy refresh and agreed to focus our communication efforts on the key policy areas: asylum reform, destitution, and post-Brexit immigration. We hope this will help us ensure value for money for our funders, to support our partners in the most productive way and be able to demonstrate impact.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 30 JUNE 2021**

---

### Financial review

The Trustees report a surplus £148,822 (2020: £223,167) on operations for the period under review. The income for the year was £462,317 (2020: 379,254) and expenditure £313,495 (2020: £ 156,087). As a new charity we invested considerable energy in fundraising, to build our reserves and ensure we could operate effectively in the first three years. We have clear plans as to how to spend down restricted income in line with grant requirements. However, the Covid 19 pandemic had an impact on our operations and some of our work has been delayed. Some staff reduced their hours and, we were unable to recruit to a key role. In addition, as work moved online we haven't travelled or needed to hire rooms to deliver training. When comparing this report to the previous report, it is important to note that IMIX transitioned to independence part way through the previous financial year, so the 2020 report only includes seven months-worth of operations.

We are grateful for the ongoing support of our funders:

AB Charitable Trust  
Barrow Cadbury Trust  
Comic Relief  
Esmee Fairbairn Foundation  
Global Dialogue  
Oak Foundation  
Paul Hamlyn Foundation  
Trust for London  
Unbound Philanthropy

### Reserves Policy

The Trustees aim to have sufficient unrestricted reserves to cover our budgeted operating costs for 3-6 months. The unrestricted reserve balance at 30 June 2021 was £253,416 (2020: £144,408) which is above our reserves policy. We have plans to invest some of our unrestricted funds over the coming years, to build a sustainable organisation able to meet the demand for our services.

### Risk Policy

The Trustees actively review the major risks which face the charity on a regular basis, with a Risk Assessment report available online and reviewed at every Trustee meeting.

### Going concern

The Trustees believe that maintaining reserves at adequate levels, combined with an annual review of the controls over key financial systems will provide sufficient resources in the event of adverse conditions. The Trustees have also examined other operational and business risks faced by IMIX and believe that the systems in place to mitigate significant risks offers the Trust adequate protection. Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the statements on a going concern basis.

# IMIX

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

---

#### Future Plans

From an organisational point of view, our new Chief Executive will join our team on 1st March 2022. We are bringing in an external HR partner to ensure our team are well supported and are policies and processes are the best they can be.

Over the coming year we will work towards the following objectives:

- To increase the number of experts by experience engaging with debates on migration
- To support the sector to deliver higher impact campaigns and media interventions which persuade segments on the public to be more welcoming to migrants
- To build strong relationships with mass media outlets and digital content providers
- To deliver regional training and support to increase the communications capacity of small and grassroots organisations
- To use digital platforms to increase empathy, understanding and celebration of people who migrate
- To support development of new narratives and messaging frameworks

We will continue to deliver high quality training and support the migration sector, while focusing on long-term attitudinal change. We will run a series of digital 'masterclasses' as well as updating our toolkits and offering more top tips through our website.

We will work with our 600 strong network to respond quickly to the pressing issues of the moment; as the Nationality and Borders Bill goes through parliament, we will support the sector to respond through national, local, and regional media approaches.

As part of our commitment to tell pro-migration stories and invest in digital we have launched a Facebook page, called Good Neighbours, in partnership with other organisations to share positive stories of communities supporting or welcoming refugees. This was created to disseminate positive stories to more localised Facebook audiences across the country. Another purpose of this page will be to utilise Facebook's ability to specifically target audience segments. We will run an ad campaign testing messaging with different UK audiences to see what resonates. We will share findings with the sector.

We will complete the work on 'better conversations on destitution' which is a collaborative project with Praxis Community Projects, Naccomm and people with lived experience of the system.

Regarding post-Brexit immigration systems, we will continue to grow our network of sector contacts, both nationally and across the regions, checking in regularly to stay across any emerging issues with the EUSS and identifying compelling case studies. We will also focus more attention on issues such as modern slavery and worker shortages.

#### Structure, governance and management

The charity is constituted as a charitable incorporated organisation and its governing document is a written constitution dated 03 June 2019.

The trustees who served during the year and up to the date of signature of the financial statements were:

J Levenson	(Resigned 13 July 2021)
R Oliver	
S Ejaz	
Z Onokaye-Akaka	
G Blake (Chair)	
P Griffith	
E Liberda-Moreni (Treasurer)	(Appointed 13 July 2021)
D Modern	(Appointed 13 July 2021)
A Estibals	(Appointed 13 July 2021)

# IMIX

## TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

---

### Recruit and induction of trustees

The Trustees are appointed by the charity trustees and are recruited with regard to their knowledge, skills and experience, including lived experience of migration. The Trustees are appointed for a three-year term with the option to extend for a second term. We currently have eight board members. At the date of signature, one trustee has stepped down for personal reasons and we have welcomed three new trustees to our board including a treasurer.

### Recruit and induction of trustees

IMIX is administered by Chief Executive, E Harrison (to Dec 2021), based on the strategic direction set by the trustees. A new Chief Executive, J Regan will join 1 March 2022 and we have interim arrangements in place until then. The board of trustees meets four times a year, plus a strategy away day. The chair and safeguarding lead trustee also provide support to the CEO as and when required. Charity Accounting Services provide book-keeping and accounting services to the charity.

The trustees' report was approved by the Board of Trustees.

*Geraldine Blake*  
Geraldine Blake (Feb 23, 2022 10:31 GMT)

**G Blake (Chair)**  
Trustee Feb 23, 2022  
Dated: .....

# IMIX

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF IMIX

---

I report to the trustees on my examination of the financial statements of IMIX (the charity) for the year ended 30 June 2021.

### Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

### Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

*Frances Wilde*

F J Wilde FCCA MBA DChA

Warner Wilde  
4 Marigold Drive  
Bisley  
Surrey  
GU24 9SF

Feb 23, 2022  
Dated: .....

# IMIX

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2021

---

		Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
	Notes						
<b>Income from:</b>							
Donations and legacies	3	203,150	-	203,150	214,329	-	214,329
Charitable activities	4	-	259,167	259,167	4,092	160,833	164,925
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total income</b>		203,150	259,167	462,317	218,421	160,833	379,254
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Expenditure on:</b>							
Charitable activities	5	93,742	219,753	313,495	74,413	81,674	156,087
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Net income for the year/ Net movement in funds</b>		109,408	39,414	148,822	144,008	79,159	223,167
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Fund balances at 1 July 2020		144,008	79,159	223,167	-	-	-
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Fund balances at 30 June 2021</b>		253,416	118,573	371,989	144,008	79,159	223,167
		<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

# IMIX

## BALANCE SHEET

AS AT 30 JUNE 2021

	Notes	2021		2020	
		£	£	£	£
<b>Fixed assets</b>					
Tangible assets	9		4,031		3,039
<b>Current assets</b>					
Debtors	10	97,493		10,744	
Cash at bank and in hand		353,618		376,355	
		<u>451,111</u>		<u>387,099</u>	
<b>Creditors: amounts falling due within one year</b>	11	<u>(83,153)</u>		<u>(166,971)</u>	
Net current assets			367,958		220,128
<b>Total assets less current liabilities</b>			<u>371,989</u>		<u>223,167</u>
<b>Income funds</b>					
Restricted funds	13		118,573		79,159
Unrestricted funds			253,416		144,008
			<u>371,989</u>		<u>223,167</u>

Feb 23, 2022

The financial statements were approved by the Trustees on .....

*Geraldine Blake*

[Geraldine Blake \(Feb 23, 2022 10:31 GMT\)](#)

.....  
G Blake (Chair)

**Trustee**

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 30 JUNE 2021

---

#### 1 Accounting policies

##### Charity information

IMIX is a Charitable Incorporated Organisation registered on 3 June 2019.

##### 1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "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) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

##### 1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

##### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

##### 1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.



# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2021

---

#### 1 Accounting policies (Continued)

##### 1.5 Expenditure

Liabilities are recognised when either a constructive or legal obligation is identified.

Expenditure is recognised on an accruals basis.

##### 1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	25% reducing balance
-----------------------	----------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

##### 1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

##### 1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### 1.9 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

### 1 Accounting policies

(Continued)

#### **Basic financial liabilities**

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### **Derecognition of financial liabilities**

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

#### 1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

#### 1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

### 2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

### 3 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Grants from trusts and foundations	203,150	214,329

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

### 3 Donations and legacies

(Continued)

#### Grants receivable for core activities

AB Charitable Trust	-	20,000
Esmee Fairbairn	44,332	64,857
Global Dialogue	-	46,152
OAK Foundation	111,680	83,320
Action Foundation	2,888	-
Paul Hamlyn	43,750	-
Other	500	-
	<u>203,150</u>	<u>214,329</u>

### 4 Charitable activities

	Charitable Income 2021 £	Charitable Income 2020 £
Services provided under contract	-	4,092
Grants	271,667	160,833
Less: deferred income	(12,500)	-
	<u>259,167</u>	<u>164,925</u>
Analysis by fund		
Unrestricted funds	-	4,092
Restricted funds	259,167	160,833
	<u>259,167</u>	<u>164,925</u>
<b>Grants</b>		
Barrow Cadbury	30,000	15,000
Global Dialogue	-	24,500
Trust for London	26,000	13,000
Comic Relief Across Border	50,000	50,000
Unbound Philanthropy	141,667	58,333
Comic Relief Covid Recovery	24,000	-
	<u>271,667</u>	<u>160,833</u>

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

### 5 Charitable activities

	2021 £	2020 £
Staff costs	239,597	110,850
Depreciation and impairment	1,387	401
Programme costs	29,643	15,184
	<u>270,627</u>	<u>126,435</u>
Share of support costs (see note 6)	41,117	28,452
Share of governance costs (see note 6)	1,751	1,200
	<u>313,495</u>	<u>156,087</u>
<b>Analysis by fund</b>		
Unrestricted funds	93,742	74,413
Restricted funds	219,753	81,674
	<u>313,495</u>	<u>156,087</u>

### 6 Support costs

	Support costs £	Governance costs £	2021 £	Support costs £	Governance costs £	2020 £
Office rent	18,368	-	18,368	11,351	-	11,351
Insurance	443	-	443	469	-	469
Telephone and broadband	2,348	-	2,348	1,137	-	1,137
Office costs	532	-	532	1,500	-	1,500
Media infrastructure	9,659	-	9,659	6,390	-	6,390
Accounting services	8,645	-	8,645	7,605	-	7,605
Miscellaneous	1,122	-	1,122	-	-	-
Independent Examination	-	1,700	1,700	-	1,200	1,200
Bank charges	-	51	51	-	-	-
	<u>41,117</u>	<u>1,751</u>	<u>42,868</u>	<u>28,452</u>	<u>1,200</u>	<u>29,652</u>
Analysed between Charitable activities	<u>41,117</u>	<u>1,751</u>	<u>42,868</u>	<u>28,452</u>	<u>1,200</u>	<u>29,652</u>

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

---

### 7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

### 8 Employees

#### Number of employees

The average monthly number of employees during the year was:

	<b>2021</b>	<b>2020</b>
	<b>Number</b>	<b>Number</b>
Employees	7	6

#### Employment costs

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Wages and salaries	214,614	103,342
Social security costs	17,293	3,382
Other pension costs	7,690	4,126
	<u>239,597</u>	<u>110,850</u>

There were an average of seven posts throughout the accounting period, one of these was part time.

Key Management Personnel is defined as the CEO plus the senior leadership proportion of the Media Director (40%), Operations Manager (20%) and Digital Comms Manager (10%) roles. Total cost for the period, including add-on costs such as employer's NI and pension costs, is approximately £92,407.

The number of employees whose annual remuneration was £60,000 or more were:

	<b>2021</b>	<b>2020</b>
	<b>Number</b>	<b>Number</b>
70,001 - 80,000	1	-

Contributions totalling £2,624 were made to defined contribution pension schemes on behalf of employees whose emoluments exceed £60,000.

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

### 9 Tangible fixed assets

	Fixtures and fittings £
<b>Cost</b>	
At 1 July 2020	5,943
Additions	2,379
	<hr/>
At 30 June 2021	8,322
	<hr/>
<b>Depreciation and impairment</b>	
At 1 July 2020	2,904
Depreciation charged in the year	1,387
	<hr/>
At 30 June 2021	4,291
	<hr/>
<b>Carrying amount</b>	
At 30 June 2021	4,031
	<hr/> <hr/>
At 30 June 2020	3,039
	<hr/> <hr/>

### 10 Debtors

	2021 £	2020 £
<b>Amounts falling due within one year:</b>		
Trade debtors	95,017	628
Prepayments and accrued income	2,476	10,116
	<hr/>	<hr/>
	97,493	10,744
	<hr/> <hr/>	<hr/> <hr/>

### 11 Creditors: amounts falling due within one year

	Notes	2021 £	2020 £
Other taxation and social security		6,778	4,550
Deferred income	12	72,500	158,331
Trade creditors		(3)	342
Other creditors		1,183	1,354
Accruals		2,695	2,394
		<hr/>	<hr/>
		83,153	166,971
		<hr/> <hr/>	<hr/> <hr/>

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

### 12 Deferred income

	2021 £	2020 £
Other deferred income	72,500	158,331

### 13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds		
	Incoming resources £	Resources expended £	Balance at 1 July 2020 £	Incoming resources £	Resources expended £	Balance at 30 June 2021 £
Barrow Cadbury	15,000	(2,500)	12,500	17,500	(30,000)	-
Global Dialogue	24,500	(12,499)	12,001	-	(12,001)	-
Trust for London	13,000	(10,509)	2,491	26,000	(19,536)	8,955
Comic Relief Across Border	50,000	-	50,000	50,000	(55,297)	44,703
Unbound Philanthropy	58,333	(56,166)	2,167	141,667	(78,919)	64,915
Comic Relief Covid Recovery	-	-	-	24,000	(24,000)	-
	160,833	(81,674)	79,159	259,167	(219,753)	118,573

**Barrow Cadbury Trust:** are providing funds to support IMIX's core communications work on migration with a focus on issues related to settled status of EU migrants resident in the UK, but also work on other issues, including covid-19 related communications work.

**Global Dialogue:** have provided a grant to support regional communications.

**Trust for London:** are funding IMIX to support strategic communications work with grassroots migration organisations in London.

**Comic Relief:** IMIX have been funded by Comic Relief's 'Across Borders: routes to safety for refugees' initiative to provide a new narrative for people on the move, with a focus on migrants crossing the channel.

**Unbound Philanthropy:** have provided a grant in support of strategic communications training and support to bring fresh voices and stories to the migration and integration debate.

# IMIX

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2021

### 14 Analysis of net assets between funds

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Fund balances at 30 June 2021 are represented by:						
Tangible assets	4,031	-	4,031	3,039	-	3,039
Current assets/ (liabilities)	249,385	118,573	367,958	140,969	79,159	220,128
	<u>253,416</u>	<u>118,573</u>	<u>371,989</u>	<u>144,008</u>	<u>79,159</u>	<u>223,167</u>

### 15 Related party transactions

There were no disclosable related party transactions during the year (2020 - none).











# IMIX 2021 Accounts

Final Audit Report

2022-02-23

Created:	2022-02-11
By:	Emily Jones (emily.jones@imix.org.uk)
Status:	Signed
Transaction ID:	CBJCHBCAABAAePpsbDHlvU55g2ji7mrPNbSNBSGOPsB7

## "IMIX 2021 Accounts" History

-  Document created by Emily Jones (emily.jones@imix.org.uk)  
2022-02-11 - 10:43:24 GMT - IP address: 90.248.107.189
-  Document emailed to Geraldine Blake (geraldineblake66@gmail.com) for signature  
2022-02-11 - 10:48:26 GMT
-  Email viewed by Geraldine Blake (geraldineblake66@gmail.com)  
2022-02-23 - 10:30:12 GMT - IP address: 66.249.93.89
-  Document e-signed by Geraldine Blake (geraldineblake66@gmail.com)  
Signature Date: 2022-02-23 - 10:31:19 GMT - Time Source: server- IP address: 86.188.252.51
-  Document emailed to Frances Wilde (frances@warnerwilde.co.uk) for signature  
2022-02-23 - 10:31:21 GMT
-  Email viewed by Frances Wilde (frances@warnerwilde.co.uk)  
2022-02-23 - 17:52:39 GMT - IP address: 86.162.136.148
-  Document e-signed by Frances Wilde (frances@warnerwilde.co.uk)  
Signature Date: 2022-02-23 - 17:53:29 GMT - Time Source: server- IP address: 86.162.136.148
-  Agreement completed.  
2022-02-23 - 17:53:29 GMT