

Company Registration No: 06296236 (England and Wales)
Charity Registration No: 1121578 (England and Wales)

MEDICAL AID FILMS LIMITED
(Limited by guarantee and not having a share capital)

TRUSTEES' REPORT
AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016

MEDICAL AID FILMS LIMITED

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MEDICAL AID FILMS LIMITED

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Michael de Lathauwer
Eric Jauniaux
Anthony Pins
Richard Meredith (Chair)
Aude Thibaut de Maisieres
Charlotte Imbert
Gwyneth Lewis
Gerri McHugh (appointed July 2016)
Alex Moore (appointed July 2016)

Chief Executive Officer

Catherine McCarthy

Secretary

Alexander Brick

Company number

06296236

Charity number

1121578

Registered Office

124 Finchley Road
London NW3 5JS

Auditors

Lewis Golden LLP
40 Queen Anne Street
London W1G 9EL

Bankers

Barclays Bank Plc
1 Churchill Place
London E14 5HP

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2016

The trustees (who are also the directors) are pleased to present their report, together with the financial statements of the company for the year ended 31 December 2016, which also represents the Directors' report as required by s415 of the Companies Act 2006. The comparative represents the year ended 31 December 2015.

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 (FRS 102) (effective 1 January 2015) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and the Charity's memorandum and articles of association.

Legal and administrative information, as set out on page 1 forms part of this report.

Organisation

The company's administration is under the control of the trustees, who are also the directors for the purpose of company law. The trustees during the year to 31 December 2016 were:

Alexander Brick
Michael De Lathauwer
Natalie Greenwold (resigned July 2016)
Eric Jauniaux
Anthony Pins
Richard Meredith (Chair)
Aude Thibaut de Maisieres
Charlotte Imbert (appointed May 2015)
Gwyneth Lewis (appointed November 2015)
Gerri Mc Hugh (appointed July 2016)
Alex Moore (appointed July 2016)

In accordance with the company's Articles of Association Michael De Lathauwer and Richard Meredith retire by rotation and, being eligible, offer themselves for re-election. Aude Thibaut de Maisieres retires and is reappointed in accordance with article 28 of the company's Articles of Association.

Structure, Governance and Management

Medical Aid Films Limited was incorporated as a company limited by guarantee on 28 June 2007 (number 06296236). The company received charitable status with the Charity Commission on 12 November 2007 (number 1121578). The company is governed by its Memorandum and Articles of Association dated 25 June 2007, which were updated on 28 January 2011.

The day to day management of the organisation is carried out by the Chief Executive Officer, with the support of the executive team. Key strategic decisions are made at regular meetings of the trustees. During 2015 a new strategy 2016 – 2020 was agreed by the Trustees and was operational from the first quarter of 2016.

The major risks, to which the organisation is exposed, as identified by the trustees, have been reviewed and systems or procedures have been established to manage those risks.

Charitable objectives for the public benefit

Medical Aid Films was set up in response to the global crisis in maternal and new-born health to advance the education and training of health workers in low income countries through film and other media. The focus initially but not exclusively was on women's health and maternal and child health.

Little high quality educational and training material exists for use in low income countries and, partly as a result, child and maternal mortality statistics remain high. Education in the format of film and animation can provide an important tool for improving healthcare and health literacy in many low income countries.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

Charitable objectives for the public benefit (continued)

The main focus of the Charity's work over the years has been on reducing maternal and child mortality, largely in Africa, where over 50% of maternal and child deaths occur each year, although the resources produced by the charity can be and are used where ever there is a need. The new organisational strategy 2016-2020, in line with the Sustainable Development Goals, gives a wider brief across the life course of women's health and child health, and focusses not just on survival, but also on ensuring health and wellbeing and improving both the length and quality of life for women and children throughout their lives.

Working with partners Medical Aid Films develops high quality learning materials which inform and empower health workers and community members with vital skills and knowledge, encouraging healthy behaviours which impact positively on the lives and health of women and children around the world.

Partnerships are central to the vision and the organisation works with major global and academic partners along with local grassroots organisations, to reach audiences at health worker, community and individual level. There is an emphasis on developing partnerships to provide longer term education and training and to maximising the potential of new delivery mechanisms and social media to find innovative ways to reach and directly engage with audiences.

Films are freely available online and on digital platforms and via DVD, USB and electronically in a variety of formats to partner organisations and individuals, reaching some of the most remote communities in the world. Films are also used and distributed via health based organisations, NGOs and charities using mobile phones, tablets and other portable technologies, and new partnerships in this area are of particular importance for future.

The work of the organisation is unique, in bringing together health and medical experts with creative film makers, its guiding principles are:

- Collaboration – creating lasting meaningful partnerships is central to the work
- Research – putting audiences first and understanding learning and effectiveness
- High quality production – expert review and accessible, engaging, appropriate high quality content
- Innovative delivery – reaching audiences through appropriate use of new technology

Each film has a review group, bringing together specialist medical practitioners and leading global experts who have experience working in the field and in-country programmes. All advisers donate their time for free to ensure that the technical content of the films is first class – offering many hours of pro bono expert medical and health advice.

The trustees confirm that in accordance with Section 4 of the Charities Act 2006, they have referred to the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning their future activities.

Achievements and performance

2016 has been a very busy and productive year for Medical Aid Films and good progress has been made across many areas. The development of a new 5 year strategy has given greater clarity to future work and this has been showcased effectively with the launch of a new website. There has been a significant increase in income over the 2016 period from both partners and individual donors.

A number of major new partnerships have been developed during the year including the following organisations; Jhpiego Tanzania, The Royal College of Obstetricians and Gynaecologists, Econet Wireless, mPowering Front Line Health Workers, Massachusetts General Hospital, W Science, and the Department for International Development (DFID) through Mott MacDonald. The organisation has successfully delivered on significant funding and co-production partnerships, as well as becoming more visible and widely known amongst the sector – maximising opportunities at major conferences and events.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

Achievements and performance (continued)

Films developed by Medical Aid Films are now used in 145 countries, through over 2000 organisations who integrate films into their educational and training programmes. There are now over 3 million online views annually. Through its work Medical Aid Films has ensured that its partners have been supported to save lives in some of the poorest parts of the world, bringing vital education to communities to help stop unnecessary deaths in pregnancy and childbirth. The charity has reached many more people than anticipated during 2016 with accessible, best practice, quality, resources and culturally appropriate education and training. Many significant new partnerships have been created which will be built on in future years.

Film Production

2016 saw significant increase in new film development, and the organisation now houses an impressive collection of over 260 health education and training films in 20 different languages. New films have covered vital areas of women health and child health including: fistula care, new born care, respectful maternity care, antenatal and adolescent health care.

New film topics in 2016:

- Hand washing and hygiene
- Surgical safety
- Counselling on family planning and abortion
- Malaria: prevention, diagnosis, treatment
- Diabetes in pregnancy
- Obstetric training
- Training on new blood pressure devices

New languages in 2016:

French
Swahili
Yoruba
Hausa
Shona
St Lucian Creole
Haitian Creole
Bemba

Translation of films into new languages vastly increases accessibility and reach and continues to be a cost effective way to leverage further value from our films, along with opportunities to re-version and re-use content on all digital platforms, social media and on new devices – which further increases the value of each piece of content.

Building effective partnerships is crucial to our success, and this year we were thrilled to begin working with Zimbabwe's largest mobile operator - Econet Wireless, to produce and distribute our first mobile optimised films, offered data free to audiences.

Highlights from 2016

MHealth - Transforming Malaria Health Education: Zimbabwe

Though a partnership with Econet Wireless and Zimbabwe's Ministry of Health and Child Care we produced 3 mobile optimised animations on prevention, diagnosis and treatment of malaria. Disseminated by blast SMS to 9 million Econet subscribers.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

Film Production (continued)

Innovative Tablet Health Workers Training: Ondo state, Nigeria

Through a partnership with Instrat Global Health Solutions, mPowering Frontline Health Workers and the State Primary Health Care Development Board in Ondo State Nigeria, we developed a suite of 11 maternal and child health films in two new languages – Yoruba and Hausa – to support the development of an innovative health worker training programme in Nigeria.

New device to measuring warning signs in pregnancy

Working with Kings College London we produced short films to help health workers learn how to identify warning signs in pregnancy, with the help of the Microlife Vital Signs Alert (VSA) device which is the world's first medical device to detect shock and high blood pressure in pregnant women, and could cut maternal deaths in developing countries by up to 25%.

All content continues to be developed and shaped in response to need and ongoing feedback from audiences and practitioners, along with the expertise of the medical advisers on individual films.

Partnerships and Learning

In 2016 we carried out our first electronic survey focusing on the reach and use of our films. The majority of respondents were health care professionals and trainers, working for 218 different organisations in 67 countries around the world. The results were staggering indicating 99% found films excellent or good and 74% have shared our films with others. The survey figures enable us to estimate how often one of our films is watched by one person for education or training purposes – the survey indicates an additional 1 million users per year. This is in addition to the 2 million online views we received in 2016. Such direct feedback is incredibly valuable for us. Increased knowledge of how our films are used offers opportunities to develop and improve production, communications, M&E and partnerships.

Digital platforms, new technology and social media offer new opportunities to reach audiences with educational content. Films are shown on portable projectors, tablets, mobile phones, in e- and distance learning modules, and in other innovative projects such as solar powered digital drums in Uganda.

Significant partnerships have been built and developed during 2016, and these will become increasingly important in future development. Partners provide valuable understanding of audiences and enable the organisation to develop content which responds to need, as well as ensuring that it is used in an educational setting to best advantage. Partners also gather essential feedback from viewers to ensure that there is a continuous learning cycle.

The organisation continues to develop a more systematic approach to evaluation and measurement to identify and measure change; what impact films have and what extent films increase and improve knowledge that empowers women and improves skilled health worker knowledge and practice. It is also vital to learn lessons to help improve future film making. Measurement and evaluation is becoming an increasingly important part of the organisation's work and seeking opportunities to fund this work will be vital.

Organisational Development

The staff team grew cost effectively and roles have been redefined. Ongoing volunteers were recruited throughout the year to support in the office. Brunswick Group continued to very generously offer pro bono office space.

Richard Meredith continues as Chair of the Trustees and two new Trustees were appointed who bring expertise in film and global health and multimedia learning. The Medical Advisory Panel continues to review technical and medical content of our films and new trustees will be co-opted to the full Board, in 2017 as terms of office come to an end.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

Financial Review

The charity increased its income in 2016 and raised £678,038 in the 12 month period to 31 December 2016. Of the total income, £168,905 was from donations and grants, £350,109 was from charitable activities and £158,759 was from gifts in kind.

Total expenditure was £676,881 including £609,142 on charitable activities: the majority on film production, distribution and delivery and partnership projects in Africa.

As at 31 December 2016, the total reserves carried forward were £256,076 of which unrestricted reserves were £96,127. The charity's policy is to hold no less than three months' unrestricted funding and ideally six months in reserve which is between £82,000 and £164,000.

The charity's ability to develop further continues to be dependent on its ability to develop a diverse funding base from Trusts and Foundations, Institutional donors and through individual giving and partner funded work. Much work is underway to build this; the launch of a new web site, development of social media, and a constant focus on delivering the highest quality content offering value for money is crucial, along with a focus on measurement evaluation and gathering stories of impact.

The Trustees are satisfied with the charity's financial position as at 31 December 2016, although continue to monitor it closely.

Future Plans

Moving ahead the charity's plans are focussed on implementing the new strategy 2016 – 2020 including:

- Significantly extending the impact of films and animations through strategic partnerships that maximise audience reach and user feedback, and through utilising new technologies and social media to increase coverage and deliver content to unreached audiences
- Developing a holistic programmatic approach covering the life course of women and children targeted at survive and thrive and ensuring that content that covers key and emerging health topics for front-line health workers at clinic and community level, ensuring high quality production values and increased understanding of current practice and training needs
- Placing our women and children at the heart of work and content development and ensuring an evidenced based approach which reflects a solid understanding of audiences and needs
- Continuing to leverage and maximize value from existing resources by continuing to provide demand-led additional language and cultural adaptations of films and to explore potential for widening reach to new regions

In order to achieve the above objectives/strategy the following operational goals will be implemented:

- Grow and diversify income through donations, grants and partnerships
- Invest in our staff team to build the required skills and systems
- Demonstrate high levels of governance and management practice and accountability

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

Statement of trustees' responsibilities

The trustees (who are also directors of the Medical Aid Films Limited for the purposes of company law) are responsible for preparing the Trustees' Annual Report and 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 year. In preparing these financial statements, the trustees are required to:

- a) select suitable accounting policies and apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and estimates that are reasonable and prudent;
- d) state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- e) prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and 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.

The trustees confirm that so far as they are aware, there is no relevant audit information of which the charitable company's auditors are unaware. They have taken all the steps that they ought to have taken as trustees in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

In preparing this report, the trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

On behalf of the board of trustees



Richard Meredith

19th September 2017

Date

MEDICAL AID FILMS LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF MEDICAL AID FILMS LIMITED

We have audited the financial statements of Medical Aid Films Limited for the year ended 31 December 2016 on pages 10 to 21. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity'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 charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As explained more fully in the Statement of Trustees' Responsibilities set out on page 7, the trustees (who are also the directors of the 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.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Report and financial statements to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially insistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2016 and of its 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; and
- have been prepared in accordance with the requirements of the Companies Act 2006

Opinion on other matter prescribed by the Companies Act 2006

In our opinion 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.

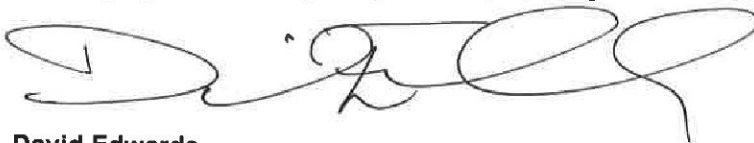
MEDICAL AID FILMS LIMITED

INDEPENDENT AUDITOR'S REPORT (continued) TO THE MEMBERS OF MEDICAL AID FILMS LIMITED

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the 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 Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies exemption from the requirement to prepare a Strategic Report or in preparing the Trustees' Annual Report.



David Edwards
Senior Statutory Auditor
For and on behalf of

Lewis Golden LLP
Chartered Accountants and Statutory Auditors
40 Queen Anne Street
London W1G 9EL

19 September 2017
Date

MEDICAL AID FILMS LIMITED

STATEMENT OF FINANCIAL ACTIVITIES (incorporating an income and expenditure account) FOR THE YEAR ENDED 31 DECEMBER 2016

	Note	Unrestricted £	Restricted £	2016 Total £	Unrestricted £	Restricted £	2015 Total £
Income from:							
Donations and legacies	2	307,671	19,993	327,664	346,273	80,620	426,893
Charitable activities							
Film production & distribution	4	-	350,109	350,109	70,647	-	70,647
Investments		86	-	86	77	-	77
Other		179	-	179	853	-	853
Total income		<u>307,936</u>	<u>370,102</u>	678,038	<u>417,850</u>	<u>80,620</u>	498,470
Expenditure on:							
Raising funds	5	67,739	-	67,739	53,522	-	53,522
Charitable activities							
Film production & distribution	5	<u>358,351</u>	<u>250,791</u>	609,142	<u>274,922</u>	<u>51,361</u>	326,283
Total expenditure		<u>426,090</u>	<u>250,791</u>	676,881	<u>328,444</u>	<u>51,361</u>	379,805
Net income / (expenditure) for the year		(118,154)	119,311	1,157	89,406	29,259	118,665
Transfers between funds		-	-	-	52,701	(52,701)	-
Net movement in funds		(118,154)	119,311	1,157	142,107	(23,442)	118,665
Reconciliation of funds:							
Total funds brought forward		<u>214,281</u>	<u>40,638</u>	254,919	<u>72,174</u>	<u>64,080</u>	136,254
Total funds carried forward	14	<u>96,127</u>	<u>159,949</u>	256,076	<u>214,281</u>	<u>40,638</u>	254,919

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 14 to the financial statements.

MEDICAL AID FILMS LIMITED**BALANCE SHEET
AS AT 31 DECEMBER 2016**

	Notes	£	2016 £	£	2015 £
Fixed assets					
Tangible assets	10		3,579		7,269
Current assets					
Debtors	11	52,886		3,160	
Cash at bank and in hand		231,966		266,099	
		284,852		269,259	
Liabilities:					
Creditors: amounts falling due within one year	12	32,355		21,609	
Net current assets / liabilities			252,497		247,650
Total assets less current liabilities			256,076		254,919
Total net assets	13		256,076		254,919
Funds of the Charity					
Restricted income funds	14		159,949		40,638
Unrestricted income funds:					
General funds		96,127		214,281	
Total unrestricted funds			96,127		214,281
Total charity funds			256,076		254,919

These financial statements have been prepared in accordance with the special provisions of part 15 of the Companies Act 2006 relating to small companies.

Under Section 454 of the Companies Act 2006, on a voluntary basis, the trustees can amend these financial statements if they subsequently prove to be defective.

Approved by the trustees on 19th September 2017 and signed on their behalf by:



Anthony Pins
Trustee

MEDICAL AID FILMS LIMITED

STATEMENT OF CASH FLOWS AS AT 31 DECEMBER 2016

	Note	£	2016 £	£	2015 £
Cash flows from operating activities	15				
Net cash provided by / (used in) operating activities			(34,219)		142,808
Cash flows from investing in:					
Dividends, interest and rents from investments		86		77	
Purchase of fixed assets		-		(5,500)	
Net cash provided by / (used in) investing activities			86		(5,423)
Change in cash and cash equivalents in the year			(34,133)		137,385
Cash and cash equivalents at the beginning of the year			266,099		128,714
Cash and cash equivalents at the end of the year	16		231,966		266,099

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

a) 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) (effective 1 January 2015) - (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.

b) Public benefit entity

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

c) Going concern

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

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

d) Income

(i) Donations

Donations and grants are recognised when received by the charity. Where practical, donations in kind and donated services and facilities are recognised as voluntary income at the fair value of the resources received, when the resources are received.

(ii) Income tax credits recoverable on donations

Tax credits are accrued when receivable.

(iii) Bank interest receivable

Bank interest is accrued when receivable.

e) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds which have been set aside by the trustees for a specific purpose. The purpose and uses of the designated funds are in relation to personnel costs. Transfers are made to the designated fund from the general fund to cover designated expenditure where necessary.

f) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of offering fellowships and delivering related services undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies (continued)

g) Allocation of support costs and governance costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

• Fundraising	25%
• Film production & distribution	70%
• Governance costs	5%

Of the total auditor's remuneration included in governance costs 10% has been allocated to cost of raising funds.

h) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £100. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

• Plant and machinery	20% straight line
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i) 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.

j) 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. Cash balances exclude any funds held on behalf of service users.

k) 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.

l) 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

m) Foreign currency

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the statement of financial activities.

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

2 Income from donations and legacies

	Unrestricted £	Restricted £	2016 Total £	2015 Total £
Donations and grant income	148,912	19,993	168,905	308,393
Donations in kind (note 3)	158,759	-	158,759	118,500
	<u>307,671</u>	<u>19,993</u>	<u>327,664</u>	<u>426,893</u>

3 Donation in kind

	Unrestricted £	Restricted £	2016 Total £	2015 Total £
Professional services	13,583	-	13,583	76,000
Provision of office space	27,000	-	27,000	27,000
Bookkeeping and payroll	7,000	-	7,000	7,000
Donated equipment	-	-	-	5,500
Auditor's remuneration and accountancy charges	2,276	-	2,276	3,000
Advertising	105,900	-	105,900	-
Telephone, printing and stationery	3,000	-	3,000	-
	<u>158,759</u>	<u>-</u>	<u>158,759</u>	<u>118,500</u>

4 Income from charitable activities

	Unrestricted £	Restricted £	2016 Total £	2015 Total £
Film production and distribution	-	350,109	350,109	70,647
Total income from charitable activities	<u>-</u>	<u>350,109</u>	<u>350,109</u>	<u>70,647</u>

MEDICAL AID FILMS LIMITED

**NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016**

5 Analysis of expenditure

	Cost of raising funds £	Film production & distribution £	Charitable activities	Governance costs £	Support costs £	2016 Total £	2015 Total £
Staff costs (note 6)							
Cost of raising funds	40,421	155,239		7,842	-	203,502	149,071
Fundraising expenses	522	-		-	-	522	2,177
Fundraising consultancy	10,398	-		-	-	10,398	1,800
PR literature and brochures	-	-		-	-	-	-
Direct costs							
Film production and distribution	-	250,792		-	-	250,792	68,390
Field project expenses	-	-		-	-	-	-
Travel expenses	-	-		-	-	-	799
Medics expertise	-	13,583		-	-	13,583	76,000
Indirect and support costs							
Printing	-	-		-	2,204	2,204	-
Conference attendance	-	-		-	2,634	2,634	3,145
Website and email	-	540		-	8,832	9,372	3,827
Legal and professional	-	127,196		-	-	127,196	180
Consultancy	-	-		-	-	-	20,762
Office equipment	-	-		-	-	-	154
Telephone	-	-		-	2,400	2,400	-
Office rent and expenses	-	-		-	27,000	27,000	27,000
Auditor's remuneration	-	-		-	5,306	5,306	7,510
Accountancy charges	-	-		-	2,620	2,620	-
Foreign currency gains	-	-		-	(5,406)	(5,406)	-
Bookkeeping and payroll	-	-		-	14,397	14,397	7,850
Insurance	-	-		-	4,393	4,393	1,807
Bank charges	-	-		-	248	248	132
Sundry	-	-		-	2,030	2,030	1,167
Depreciation on fixed assets	-	-		-	3,690	3,690	8,034
	51,341	547,350		7,842	70,348	676,881	379,805
Support costs	15,605	51,621		3,122	(70,348)	-	-
Governance costs	793	10,171		(10,964)	-	-	-
Total expenditure 2016	67,739	609,142		-	-	676,881	379,805
Total expenditure 2015	53,522	326,283		-	-	-	379,805

Of the total expenditure, £426,090 was unrestricted (2015: £328,444) and £250,792 was restricted (2015: £51,361).

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

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

Staff costs were as follows:

	2016 £	2015 £
Salaries and wages	186,366	143,885
Social security costs	15,820	4,772
Pension costs	1,316	-
	<u>203,502</u>	<u>148,657</u>

One employee received emoluments of between £60,000 and £70,000 in the current year (2015: one employee).

The total employee benefits including pension contributions of the key management personnel were £125,793 (2015: £123,149).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2015: £nil). No charity trustee received payment for professional or other services supplied to the charity (2015: £nil).

No trustees were reimbursed travel and subsistence costs during the year (2015: £nil). Indemnity insurance has been purchased on behalf of the trustees.

7 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2016 No.	2015 No.
Raising funds	2.0	2.0
Film production & distribution support	2.0	2.0
Governance	1.0	1.0
	<u>5.0</u>	<u>5.0</u>

The average weekly number of employees (full-time equivalent) during the period was as follows:

	2016 No.	2015 No.
Cost of raising funds	0.8	0.8
Film production & distribution support	2.2	2.2
Governance	0.1	0.1
	<u>3.1</u>	<u>3.1</u>

8 Related party transactions

There are no related party transactions to disclose for 2016 (2015: none).

Aggregate donations from related parties were £102,500 (2015: £50,600).

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

9 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10 Tangible fixed assets

	Plant and Machinery £	Total £
Cost or valuation		
At the start of the year	40,170	40,170
Additions in the year	-	-
	<hr/>	<hr/>
At the end of the year	40,170	40,170
	<hr/>	<hr/>
Depreciation		
At the start of the year	32,901	32,901
Charge for the year	3,690	3,690
	<hr/>	<hr/>
At the end of the year	36,591	36,591
	<hr/>	<hr/>
Net book value		
At the end of the year	3,579	3,579
	<hr/>	<hr/>
At the start of the year	7,269	7,269
	<hr/>	<hr/>

All of the above assets are used for charitable purposes.

11 Debtors

	2016 £	2015 £
Other debtors	52,886	1,285
Prepayments	-	1,500
Accrued income	-	375
	<hr/>	<hr/>
	52,886	3,160
	<hr/>	<hr/>

Financial assets that are debt instruments measured at amortised cost comprise other debtors and accrued income excluding gift aid, and amounted to £52,886 (2015: £1,585).

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

12 Creditors: amounts falling due within one year

	2016 £	2015 £
Trade creditors	22,184	13
Taxation and social security	3,196	4,272
Other creditors	735	531
Accruals	6,240	16,793
	<u>32,355</u>	<u>21,609</u>

Financial liabilities measured at amortised cost comprise trade creditors, other creditors and accruals and amounted to £29,160 (2015: £17,337).

13 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	3,579	-	-	3,579
Net current assets	92,549	-	159,948	252,497
Net assets at the end of the year	<u>96,128</u>	<u>-</u>	<u>159,948</u>	<u>256,076</u>

14 Movement in funds

	At the start of the year £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At the end of the year £
Restricted funds:					
Film production & distribution	23,138	370,102	(242,151)	-	151,089
Salesforce Development	17,500	-	(8,640)	-	8,860
Total restricted funds	<u>40,638</u>	<u>370,102</u>	<u>(250,791)</u>	<u>-</u>	<u>159,949</u>
General funds	<u>214,281</u>	<u>307,936</u>	<u>(426,090)</u>		<u>96,127</u>
Total unrestricted funds	<u>214,281</u>	<u>307,936</u>	<u>(426,090)</u>	<u>-</u>	<u>96,127</u>
Total funds	<u>254,919</u>	<u>678,038</u>	<u>(676,881)</u>	<u>-</u>	<u>256,076</u>

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

13 Movement in funds (continued)

Purposes of restricted funds

The restricted fund consists of donations to Medical Aid Films Limited relating to the production of films and projects relating to:

- Sexual and reproductive health
- Malaria (Econet)
- Health in Nigeria
- Ultrasound and birth (GE Healthcare project)
- GESS (South Sudan)
- Hygiene and surgical procedures (Guys and St Thomas')
- Helping babies breathe (Jhpiego)
- Translation work
- Maternity and the cradle project (Kings College)
- Frontline health matters
- Counselling and family planning
- Royal Society of Medicine
- Post-partum haemorrhage (Thomas Burke)

Transfers represent staff cost time charged to unrestricted funds.

15 Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2016 £	2015 £
Net income / (expenditure) for the reporting period (as per the statement of financial activities)	1,156	118,665
Depreciation charges	3,691	8,034
Dividends, interest and rent from investments	(86)	(77)
(Increase) / decrease in debtors	(49,726)	5,478
Increase / (decrease) in creditors	10,746	10,708
Net cash provided by / (used in) operating activities	(34,219)	142,808

16 Analysis of cash and equivalents

	At 1 January 2016 £	Cash flows £	Other changes £	At 31 December 2016 £
Cash in hand	266,099	(34,133)	-	231,966
Total cash and cash equivalents	266,099	(34,134)	-	231,966

17 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1. At 31 December 2016 there were 10 (2015: 7) members.

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2016

18 Auditor's remuneration

Of the charge of £5,306 (2015: £7,510) in respect of auditor's remuneration, £1,575 (2015: £3,000) has been included as a donation in kind.

Of the charge of £2,620 (2015: £nil) in respect of accountancy charges, £700 (2015: £nil) has been included as a donation in kind.

19 Controlling party

There is no single ultimate controlling party.