

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 2017

MEDICAL AID FILMS LIMITED

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MEDICAL AID FILMS LIMITED

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Alexander Brick – resigned Aug 2017 Michael de Lathauwer Eric Jauniaux Anthony Pins Richard Meredith (Chair) Aude Thibaut de Maisieres Charlotte Imbert Gwyneth Lewis – resigned Nov 2017 Gerri McHugh Alex Moore Maria Gonzalez Christelle Kupa – joined October 2017 Dr Suzy Elneil – joined October 2017
Chief Executive Officer	Catherine McCarthy
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 2017

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 2017, which also represents the Directors' report as required by s415 of the Companies Act 2006. The comparative represents the year ended 31 December 2016.

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 (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 3 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 2017 were:

Alexander Brick – resigned Oct 2017
Michael De Lathauwer
Eric Jauniaux
Anthony Pins
Richard Meredith (Chair)
Aude Thibaut de Maisieres
Charlotte Imbert
Gerri McHugh
Gwyneth Lewis – resigned Nov 2017
Alex Moore
Maria Gonzalez
Christelle Kupa – joined Oct 2017
Dr Suzy Elneil – joined Oct 2017

In accordance with the company's Articles of Association Eric Jauniaux and Anthony Pins retire by rotation and, being eligible, offers themselves for re-election. Alex Brick and Gwyneth Lewis resigned in 2017.

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 from 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 staff team. Key strategic decisions are made at regular meetings of the trustees. During 2016 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 to be on women's health and maternal and child health.

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TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2017

Little high quality educational and training material currently exists for use in developing 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 developing countries.

The main focus of the Charity's work over the years has been on reducing maternal and child mortality, and 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 wherever 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 children's 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 course of 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 now 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.

Film content is still freely available online and 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. Material is also used and distributed via health-based organisations, NGOs and charities using mobile phones, tablets and other portable technologies. 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 an advisory panel, bringing together specialist medical practitioners and leading global experts with 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

2017 has been a particularly memorable and special year for Medical Aid Films marking the organisation's 10th anniversary. The organisation was successful in its application to BAFTA to receive a Gift of the Academy award offering the opportunity to hold its first ever gala dinner at BAFTA 195 for 150 people. This event included an auction and premier of our first Virtual Reality 360 film - successfully fundraising over £125,000 for the organisation.

At the start of 2017 the Trustees agreed a focus for the year on the following themes; learning, innovation and diversity, this resulted in actively strengthening the diversity of Board, a new organisational Learning strategy, along with being credited as the most innovative BOND NGO in a sector wide audit, and a nomination for a Learning on Screen award.

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TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2017

Other key successes include;

- Successful application to the BBC Radio FOUR Charity Appeal - securing a transmission slot for 2018
- Growing and working with leading organisations such as Marie Stopes International for potential future collaboration
- Development and funding for our first Virtual Reality ('VR') 360 film and further funding applications for using VR as a training tool in our work
- Building of a network of partners for large consortium bids and diversifying our potential funding pool by pitching to International Development private sector partners such as Palladium and Crown Agents and Mott MacDonald
- Further applications to the Vitol Foundation which are now successful live projects including a research project to explore men's engagement in women's health through film
- Development of an organisation learning strategy and Theory of Change also shared with the Board of Trustees
- The 2nd of our annual audience surveys giving new insights into our audiences and users
- Effective Team away days to reflect on strategy and prepare operational plans
- New board members recruited in 2017 bringing additional medical and commercial skills
- Patrons actively involved in supporting our 10th anniversary at BAFTA and engaged through regular communications and meetings.
- Effective planning for BAFTA beginning in late 2016 with setting up a development committee, involving Trustees, supporters and team members, which met regularly throughout 2017
- Highly successful BAFTA event – with a focus this year on income generation from BAFTA and multi-year bids for 2018 and beyond.
- Improved communications throughout the year to support our 10th Anniversary – increase in social media following and significant increase in YouTube views and subscribers -now over 5 million per year
- Effective response to staff changes – strengthening our finance capacity to 2 days per week, bringing in new expertise in fundraising, ensuring a cost-effective approach to team growth.
- Board development session with Trustees and consultants from Warren Partners who offered their time pro bono

Men's engagement research – Zambia

Funding was awarded from the Vitol Foundation for a research study in eastern Zambia, which is exploring men's perspectives on our maternal and child health film screening project, run with the Ministry of Health. Men's involvement around pregnancy and parenthood is increasingly recognised as an important factor in improving maternal and child health outcomes in many low resource settings. There is evidence that men would like greater involvement but are dissuaded by socio-cultural attitudes and feel undermined by a lack of knowledge. Our research project will seek to understand the ways that film can be an effective medium in encouraging men's positive engagement around maternal and child health. The field work started towards the end of 2017 and findings will be produced in summer 2018.

In summary – during 2017, 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 2017 with access to best practice, quality, resources and culturally appropriate education and training through film, and many significant new partnerships have been created which will be built on in future years.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2017

Film Production

2017 saw a significant increase in new film development. There were 21 new English films and 25 new language versions of existing films produced during the year, extending the organisation's portfolio of health education and training films to a total of 294 films in 23 languages. New films have covered vital areas of women's health and children's health including: midwife training, fistula care, girls' education, handwashing and sexual health.

2017 completed films:

Film title	Language	Type of film
The best job in the world Partner – International Confederation of Midwives	English	A film about the essential role of midwives and the work of the International Confederation of Midwives
A midwife like me Partner – International Confederation of Midwives	English, French, Spanish	A film celebrating the vital role midwives play in supporting women to have the best experience before, during and after child birth, encouraging them to make their own informed decisions around normal birth practice
Fistula Care Plus Surgical Safety Toolkit Partner – Engender Health	English, French	A film shot in Nigeria, which provides clear, context-appropriate information to support the delivery of safe care around fistula surgery
Poni's journey Partner – Mott MacDonald	English	Stories of change in girls' education - animation created through participatory workshops in South Sudan
Rose the Engineer Partner – Mott MacDonald	English	Stories of change in girls' education - animation created through participatory workshops in South Sudan
Keji counts Partner – Mott MacDonald	English	Stories of change in girls' education – animation created through participatory workshops in South Sudan
Mr Tembo comes clean Partner – Guys & St Thomas' Trust (GSTT)	English, Hausa, Yoruba	Part of a series of hygiene films shot on location in Zambia. This film encourages handwashing and hygiene practices and subsequently prevents people having to return to hospital with infections.
Handwashing for hospital staff Partner - GSTT	English, Hausa, Yoruba	Part of a series of hygiene films shot in Zambia. This film aims to increase uptake of hand hygiene practice in hospitals, good practice and empowerment
Safe surgery WHO checklist Partner - GSTT	English, Hausa, Yoruba	Part of a series of hygiene films shot in Zambia. The message of this film is to ensure safe surgical hygiene is implemented properly
Principles of Ultrasound training – film 1 Partner – International Society of Ultrasound (ISUOG)	English	Animation to explain the principles of ultrasound training, explaining basic physics and safety
Understanding your period Donor funded	English	A mix of film and animation that provides clear, accessible information for adolescents to understand menstruation
Understanding sexually transmitted infections Donor funded	English	A film providing clear, accessible information on STIs and HIV to young people

How to diagnose malaria Partner – Econet Wireless Zimbabwe	English, Shona Ndebele	Part of our suite of films transforming malaria health education using mobile animation in Zimbabwe
How to prevent malaria Partner – Econet Wireless	English Shona Ndebele	Part of our suite of films made in partnership with Econet transforming malaria health education using mobile animation in Zimbabwe
How to treat Malaria Partner – Econet Wireless	English Shona Ndebele	Part of our suite of films made in partnership with Econet transforming malaria health education using mobile animation in Zimbabwe
Counselling for comprehensive abortion care Partner – Royal College of Obstetricians & Gynaecologists (RCOG)	English	Training film for counsellors on sensitive ways to approach abortion counselling
Counselling for post abortion family planning Partner - RCOG	English, Swahili	Training film for counsellors on sensitive ways to approach counselling for post abortion family planning
Counselling for postpartum family planning Partner - RCOG	English	Training film for counsellors on sensitive ways to approach counselling around family planning
10 th anniversary show reel	English	A film to showcase Charity's latest work in an inspiring, visually stunning way to be used across a variety of platforms
Virtual Reality 360 film in Zambia Donor funded	English	A 360 Video experience to immerse supporters in the settings of those we work with and bring them closer to the impact of Charity's work
How to use the Uterine Balloon Tamponade Partner - Massachusetts General Hospital	English, Swahili	Animation giving technical instruction on how to use the uterine balloon tamponade technique to treat women during postpartum Haemorrhage
What pregnant women need to eat	Acholi	Reversioned Animation
What and when to feed your child	Acholi	Reversioned Animation
Warning signs in Pregnancy	Acholi	Reversioned Animation
The first hours after delivery	Acholi	Reversioned Animation
Breastfeeding	Acholi	Reversioned Animation
Is your child sick – Pneumonia	Acholi	Reversioned Animation
Is your child sick – Diarrhoea	Acholi	Reversioned Animation
Is your child sick – Malaria	Acholi	Reversioned Animation

Translation and dubbing of films vastly increases reach and continues to be a cost-effective means of leveraging existing content, along with maximising opportunities to re-version and re-use content on all digital platforms, social media and new devices - further increasing the value of each piece of content.

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

Medical Aid Films' are used in over 145 countries, with over 5 million views online each year. We have experience of working across the African continent, South Asia, South-East Asia and Central America to produce tailored and appropriate programmes delivering health education through different platforms.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2017

In 2017 we were the highest scoring organisation in a sector wide BOND Audit for innovation (BOND is the UK International Development Network), and we were nominated for a Learning on Screen Award - the UK's only celebration of film and media in education and research.

Findings from recent Medical Aid Films project evaluations in Democratic Republic of Congo ('DRC') and Zambia demonstrate that remote rural populations significantly value education through visual images and storytelling; health workers and educators also confirm that multi-media content is an effective community engagement tool that can reach difficult-to-engage groups if using relevant and appropriate content, images and language.

End line surveys after a 12-month maternal health project in DRC using Medical Aid Films community films showed significant increases in knowledge around ante and post-natal care. The % of mothers who knew at least three dangers of closely spaced pregnancies increased from 0.9% to 47%. There were similar increases in women recognising 4 danger signs to the mother just after birth (6.1% to 57.9%) and 5 danger signs of illness in the new born (4.4% to 49.1%). This in contrast to results from control groups using verbal health communication only where increases in knowledge were significantly lower or negligible.

Digital platforms, new technology and social media offer new opportunities to reach audiences with educational content. The organisations films are shown on portable projectors, tablets, mobile phones, and 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 2017, 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 will continue its systematic approach to evaluation and measurement to identify and measure change; what impact films have and to what extent films increase and improve knowledge that empowers women and improves skilled health worker knowledge and practice. 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

There was some staff change in 2017 and recruitment was carried out for a new fundraiser and production manager as both these roles became vacant. Ongoing volunteers were recruited throughout the year to support in the office. Brunswick Group continued to very generously offer pro bono office space during 2017 although this will be coming to an end in mid-2018. A board development session was held with Trustees.

Richard Meredith continued as Chair of the Trustees but stepped down in January 2018 due to work commitments. Two new Trustees were appointed who bring commercial, medical and legal expertise.

The trustees are covered by an indemnity insurance policy which is renewed annually.

Financial Review

The charity raised £559,012 in the 12-month period to 31 December 2017 (2016: £678,038). Of the total income, £347,084 was from donations and grants and £210,431 was from charitable activities. Of the total income £210,431 was restricted.

New funding partnerships were developed with Econet Wireless, Engender health, Mott Macdonald, Guys and St Thomas' the International Confederation of Midwives and many more. A successful fundraising event was held in September 2017 and raised £126,321 in donations.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2017

Total expenditure for the year was £530,932 (2016: £676,881) including £394,237 (2016: £602,083) on charitable activities, of this £186,523 (2016: £250,791) was restricted. As at 31 December 2017 the total reserves carried forward were £284,156 of which unrestricted reserves were £202,399 (2016: £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 £80,000 to £160,000. The charity's cash reserves are considered adequate and easily available to meet expenses arising from continuing activities.

The charity's ability to develop further continues to be dependent on its ability to develop a diverse funding base across Trusts/Foundations/Individual giving and Partner funded work. Much work is underway to build this; the launch of a new website, 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 2017, although continue to monitor it closely.

Future Plans

Moving ahead the charity's plans are focussed on implementing the current 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 frontline 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 in 2018:

In 2018 (year 3 of the strategy) we will continue to implement our agreed operational plans across the six strategic areas of our work, with a focus on organisational strengthening, developing agility and responsiveness in content delivery, building profile, engaging with key innovation leaders and fundraising for future growth. We will maximise the potential of the Radio Appeal, along with exploring opportunities to exploit our research profile.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2017

Statement of trustees' responsibilities

The trustees (who are also the directors for the purpose of company law) are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees must prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the trustees are required to:

- a) select suitable accounting policies and then apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and accounting 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 to operate.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and 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 company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees confirm that so far as they are aware, there is no relevant audit information (as defined by section 418(3) of the Companies Act 2006) 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 charitable company's auditors are aware of that information.

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

On behalf of the board of trustees


Richard Meredith

26/04/2018
Date

MEDICAL AID FILMS LIMITED

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

Unqualified Opinion

We have audited the financial statements of Medical Aid Films Limited (the 'charitable company') for the year ended 31 December 2017 which comprise Statement of Financial Activities (including the income and expenditure account), Balance sheet, Statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

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 2017 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.

Basis for opinion

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

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

We have nothing to report in this regard.

MEDICAL AID FILMS LIMITED

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

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

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

We have nothing to report in respect of the following matters in relation to which 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' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees


As explained more fully in the trustees' responsibilities statement set out on page 11 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, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's 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

26 April 2018
Date

Medical Aid Films Limited

Statement of Financial Activities (including the income and expenditure account)

For the year ended 31 December 2017

	Note	Unrestricted Funds £	Restricted Funds £	2017 Total £	Unrestricted Funds £	Restricted Funds £	2016 Total £
INCOME FROM:							
Donations and legacies	2	347,084	-	347,084	307,671	19,993	327,664
Charitable activities:							
- Film production and distribution	4	-	210,431	210,431	-	350,109	350,109
Investments		38	-	38	86	-	86
Other income		1,459	-	1,459	179	-	179
Total income		348,581	210,431	559,012	307,936	370,102	678,038
EXPENDITURE ON:							
Raising funds	5	136,695	-	136,695	74,798	-	74,798
Charitable activities:	5						
- Film production and distribution		207,714	186,523	394,237	351,292	250,791	602,083
Total expenditure		344,409	186,523	530,932	426,090	250,791	676,881
Net income/ (expenditure)		4,172	23,908	28,080	(118,154)	119,311	1,157
Transfers between funds		102,100	(102,100)	-	-	-	-
Net movement in funds		106,272	(78,192)	28,080	(118,154)	119,311	1,157
Reconciliation of funds:							
Total funds brought forward		96,127	159,949	256,076	214,281	40,638	254,919
Total funds carried forward	14	202,399	81,757	284,156	96,127	159,949	256,076

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
For the year ended 31 December 2017

Company No 06296236 (England and Wales)

	Note	2017 £	2016 £
Fixed Assets:			
Tangible assets	10	<u>2,284</u>	<u>3,579</u>
		<u>2,284</u>	<u>3,579</u>
Current assets:			
Debtors	11	2,707	52,886
Cash at bank and in hand		<u>294,888</u>	<u>231,966</u>
		<u>297,595</u>	<u>284,852</u>
Liabilities:			
Creditors: amounts falling due within one year	12	<u>(15,723)</u>	<u>(32,355)</u>
Net current assets		<u>281,872</u>	<u>252,497</u>
Total assets less current liabilities	13	<u>284,156</u>	<u>256,076</u>
Charity Funds:			
Restricted funds		<u>81,757</u>	<u>159,949</u>
Unrestricted funds			
General funds		<u>202,399</u>	<u>96,127</u>
Total charity funds	14	<u>284,156</u>	<u>256,076</u>

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 26/04/2018 and signed on their behalf by:



Richard Meredith

Trustee

The notes on pages 17 to 27 form part of these financial statements.

Medical Aid Films Limited
Statement of cash flows
For the year ended 31 December 2017

	Note	2017 £	2016 £
Cash flows from operating activities			
Net cash provided by/(used in) operating activities	15	62,884	(34,219)
Cash flows from investing activities:			
Dividends, interest and rents from investments		38	86
Purchase of fixed assets		<u>0</u>	<u>0</u>
Net cash provided by/(used in) investing activities		38	86
Change in cash and cash equivalents in the year		62,922	(34,133)
Cash and cash equivalents at the beginning of the year		231,966	266,099
Cash and cash equivalents at the end of the year	16	<u><u>294,888</u></u>	<u><u>231,966</u></u>

Medical Aid Films Limited
Notes to the financial statements
For the year ended 31 December 2017

1. Accounting policies

a) Basis of accounting

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit company for the purposes of FRS 102 and therefore the Charity also prepared its financial statements in accordance with the 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 (The FRS 102 Charities SORP), the Companies Act 2006.

b) Going concern

The trustees have assessed the charity's ability to continue as a going concern and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charity's forecasts and projections and have taken account of pressures on general income. After making enquiries, the trustees have concluded that there are reasonable expectations that the charity has adequate resources to continue in operational existence for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

c) Incoming resources

All incoming resources that become available to the Charity are included in the statement of financial activities (including the income and expenditure account) ('the SOFA') as soon as receivable.

Bank interest received is attributed to Unrestricted Funds at the year end date.

d) Resources expended

Resources expended are allocated to the particular activity where the cost relates directly to that activity. Support costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity.

The charity has reviewed resources expended in the year and has revised the basis of allocating support costs. The split of costs per the SOFA for 2016 was amended accordingly to be in line with the new basis and the comparatives were restated.

	2017	2016
Raising funds	30%	27%
Film production and distribution	70%	73%

Liabilities are recognised as resources expended as soon as there is a legal or constructive obligation committing the Charity to the expenditure.

Medical Aid Films Limited
Notes to the financial statements
For the year ended 31 December 2017

1. Accounting policies (continued)

e) Irrecoverable value added tax

VAT on purchases and expenses irrecoverable under the regulations dealing with partially exempt organisations has been charged against the activity for which the expenditure was incurred.

f) Funds

The funds are segregated between:

Restricted funds – monies set aside for particular awards or purposes in accordance with the instructions of the donor or the terms of an appeal. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds – undesignated monies retained that provide the working capital to enable the Trustees to carry out the charitable activities or designate for a particular activity.

g) Tangible fixed assets

Tangible fixed assets are capitalised at cost 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 annual rates in use are as follows:

Plant and machinery	20% straight line
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h) Intangible fixed assets

Intangible fixed assets are capitalised at cost if over £100.

Amortisation is calculated by reference to the cost of fixed assets using rates considered appropriate having regard to the expected lives of the fixed assets. Current annual rates in use are:

Intangible assets	20% straight line
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i) Foreign currencies

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

Medical Aid Films Limited
Notes to the financial statements
For the year ended 31 December 2017

1. Accounting policies (continued)

j) Pension contributions

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in independently administered funds. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions.

k) Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

l) Other financial instruments

- ***Cash and cash equivalents***

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

- ***Debtors and Creditors***

Debtors and creditors receivable or payable within one year of the balance sheet date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

m) Operating currency

The operating currency of the charity is Pound Sterling and the monetary amounts in the accounts are rounded to the nearest pound.

Medical Aid Films Limited
Notes to the financial statements
For the year ended 31 December 2017

2. Income from donations and legacies

	Unrestricted	Restricted	2017 Total	2016 Total
	£	£	£	£
Donations and grant income	179,627	-	179,627	168,905
Donations in kind (note 3)	167,457	-	167,457	158,759
	<u>347,084</u>	<u>-</u>	<u>347,084</u>	<u>327,664</u>

3. Donations in kind

	Unrestricted	Restricted	2017 Total	2016 Total
	£	£	£	£
Professional services	13,580	-	13,580	13,583
Fundraising event costs	20,000	-	20,000	-
Provision of office space	27,000	-	27,000	27,000
Bookkeeping and payroll	7,000	-	7,000	7,000
Auditor's remuneration and accountancy charges	-	-	-	2,276
Advertising	96,877	-	96,877	105,900
Telephone, printing and stationery	3,000	-	3,000	3,000
	<u>167,457</u>	<u>-</u>	<u>167,457</u>	<u>158,759</u>

4. Income from charitable activities

	Unrestricted	Restricted	2017 Total	2016 Total
	£	£	£	£
Film production and distribution	-	210,431	210,431	350,109
Total income from charitable activities	<u>-</u>	<u>210,431</u>	<u>210,431</u>	<u>350,109</u>

Medical Aid Films Limited

Notes to the financial statements

For the year ended 31 December 2017

5. Charitable expenditure	Cost of raising funds £	Film production and distribution £	Support costs £	2017 £	2016 £
Staff costs (Note 6)					
Cost of raising funds	45,323	92,048	27,482	164,853	195,660
Fundraising expenses	40,430	-	-	40,430	522
Fundraising consultancy	6,600	-	-	6,600	10,398
PR literature and brochures	517	-	-	517	-
Direct costs					
Film production and distribution	-	94,475	-	94,475	250,792
Field project expenses	-	-	-	-	-
Travel expenses	-	-	-	-	-
Medical expertise	-	3,230	-	3,230	13,583
Indirect and support costs					
Office rent and expenses	-	-	27,000	27,000	27,000
Telephone	-	-	2,400	2,400	2,400
Website and email	-	-	2,217	2,217	9,372
Insurance	-	-	1,991	1,991	4,393
Bank charges	-	-	18	18	248
Auditor's remuneration	-	-	-	-	2,184
Accountancy charges	-	-	-	-	2,620
Bookkeeping and payroll	-	-	15,806	15,806	14,397
Legal and professional	-	102,227	20,980	123,207	127,196
Governance costs	-	-	18,108	18,108	10,964
Conference attendance	-	-	15,461	15,461	2,634
Foreign currency loss	-	-	5,206	5,206	(5,406)
Recruitment cost	-	-	2,949	2,949	-
Sundry	-	-	5,169	5,169	4,234
Depreciation	-	-	1,295	1,295	3,690
	92,870	291,980	146,082	530,932	676,881
Support costs	43,825	102,257	(146,082)	-	-
Total charitable expenditure	136,695	394,237	-	530,932	676,881

Medical Aid Films Limited

Notes to the financial statements (continued)

For the year ended 31 December 2016

5. Charitable expenditure	Cost of raising funds	Film production and distribution	Support costs	2016
	£	£	£	£
Staff costs				
Cost of raising funds	40,421	155,239	-	195,660
Fundraising expenses	-	-	-	-
Fundraising consultancy	522	-	-	522
PR literature and brochures	10,398	-	-	10,398
Direct costs				
Film production and distribution	-	-	-	-
Field project expenses	-	250,792	-	250,792
Travel expenses	-	-	-	-
Medical expertise	-	13,583	-	13,583
Indirect and support costs				
Office rent and expenses	-	-	27,000	27,000
Telephone	-	-	2,400	2,400
Website and email	-	540	8,832	9,372
Insurance	-	-	4,393	4,393
Bank charges	-	-	248	248
Auditor's remuneration	-	-	2,184	2,184
Accountancy charges	-	-	2,620	2,620
Bookkeeping and payroll	-	-	14,397	14,397
Legal and professional	-	127,196	-	127,196
Governance costs	-	-	10,964	10,964
Conference attendance	-	-	2,634	2,634
Foreign currency loss	-	-	(5,406)	(5,406)
Trustees meeting	-	-	-	-
Sundry	-	-	4,234	4,234
Depreciation	-	-	3,690	3,690
	51,341	547,350	78,190	676,881
Support costs	23,457	54,733	(78,190)	-
Total charitable expenditure	74,798	602,083	-	676,881

Medical Aid Films Limited
Notes to the financial statements
For the year ended 31 December 2017

6. Staff costs

Total employment costs for the year comprise:

	2017	2016
	£	£
Salaries and wages	167,583	186,366
Social security costs	4,392	15,820
Pension costs	1,066	1,316
	<u>173,041</u>	<u>203,502</u>

One employee received emoluments of between £70,000 and £80,000 in the year (2016: one employee – between £60,000 and £70,000).

Key management personnel include Trustees, Chief Executive, Senior Fundraisers and a Finance Manager. The total employee benefits including pension contributions of the key management personnel were £110,365 (2016: £125,793).

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

	2017	2016
	No.	No.
Raising funds	3.0	2.0
Film production and distribution support	2.0	2.0
Governance	1.0	1.0
	<u>6.0</u>	<u>5.0</u>

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

	2017	2016
	No.	No.
Raising funds	1.2	0.8
Film production and distribution support	2.4	2.2
Governance	0.1	0.1
	<u>3.7</u>	<u>3.1</u>

7. Pension obligations

The charity makes contributions to a pension scheme. Employee and Employer contributions amounted to £1,772 (2016 - £2,019). At the year end, there were £105 contributions outstanding (2016: £179). The assets of the scheme are invested and managed independently of the finances of the Charity.

8. Related party transactions

There are no related party transactions to disclose for 2017 (2016: none).

The total aggregate value of donations received from trustees was £33,500 (2016: £102,500).

Medical Aid Films Limited
Notes to the financial statements
For the year ended 31 December 2017

9. Net incoming resources for the year

This is stated after charging:

	2017	2016
	£	£
Depreciation	1,295	3,690
Auditors' remuneration: Current year Audit	4,920	5,306

The Trustees currently don't receive reimbursement for expenses incurred in attending meetings. No remuneration is paid to Trustees either.

10. Fixed assets

	Project equipment	Film and Office equipment	Total
	£	£	£
Cost			
At the start of the year	25,024	15,146	40,170
Additions in the year	-	-	-
At the end of the year	<u>25,024</u>	<u>15,146</u>	<u>40,170</u>
Depreciation			
At the start of the year	25,016	11,575	36,591
Charge for the year	3	1,292	1,295
At the end of the year	<u>25,019</u>	<u>12,867</u>	<u>37,886</u>
Net book value			
At the end of the year	<u>5</u>	<u>2,279</u>	<u>2,284</u>
At the start of the year	<u>8</u>	<u>3,571</u>	<u>3,579</u>

11. Debtors

	2017	2016
	£	£
Other debtors	2,707	52,886
	<u>2,707</u>	<u>52,886</u>

All debtors above are financial instruments and are measured at settlement value.

Medical Aid Films Limited
Notes to the financial statements
For the year ended 31 December 2017

12. Creditors: amounts falling due within one year

	2017	2016
	£	£
Trade creditors	3,539	22,184
Taxation and social security	4,764	3,196
Other creditors	231	735
Accruals	7,189	6,240
	<u>15,723</u>	<u>32,355</u>

All creditors above, with the exception of accruals, are financial instruments and are measured at settlement value. Included in other creditors are amounts owed to the pension scheme.

13. Analysis of net assets between funds

	Restricted funds	Unrestricted funds	Total funds
	£	£	£
Tangible fixed assets	-	2,284	2,284
Net current assets	<u>81,757</u>	<u>200,115</u>	<u>281,872</u>
Net assets at the end of the year	<u>81,757</u>	<u>202,399</u>	<u>284,156</u>

14. Movement in funds

2017	Balance at 01/01/2017	Incoming Resources	Resources expended	Transfers	Balance at 31/12/2017
	£	£	£	£	£
Restricted funds:					
Film production and distribution	151,089	210,431	(186,523)	(102,100)	72,897
Salesforce development	<u>8,860</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>8,860</u>
Total restricted funds	<u>159,949</u>	<u>210,431</u>	<u>(186,523)</u>	<u>(102,100)</u>	<u>81,757</u>
Unrestricted funds					
General funds	<u>96,127</u>	<u>348,581</u>	<u>(344,409)</u>	<u>102,100</u>	<u>202,399</u>
Total unrestricted funds	<u>96,127</u>	<u>348,581</u>	<u>(344,409)</u>	<u>102,100</u>	<u>202,399</u>
Total Charity funds	<u>256,076</u>	<u>559,012</u>	<u>(530,932)</u>	<u>-</u>	<u>284,156</u>

Medical Aid Films Limited
Notes to the financial statements
For the year ended 31 December 2017

Movement in funds (continued)

2016	Balance at 01/01/2016 £	Incoming Resources £	Resources expended £	Transfers £	Balance at 31/12/2016 £
Restricted funds:					
Film production and distribution	23,138	370,102	(242,151)	-	151,089
Salesforce development	17,500	-	(8,640)	-	8,860
Total restricted funds	40,638	370,102	(250,791)	-	159,949
Unrestricted funds					
General funds	214,281	307,936	(426,090)	-	96,127
Total unrestricted funds	214,281	307,936	(426,090)	-	96,127
Total Charity funds	254,919	678,038	(676,881)	-	256,076

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

During the year, £102,100 was transferred from restricted funds to unrestricted funds. The charity reviewed the balance of all restricted funds during the year and as the funds objectives had been met, where appropriate, a transfer was made to cover costs in relation to staff time and overheads charged to unrestricted funds.

Medical Aid Films Limited
Notes to the financial statements
For the year ended 31 December 2017

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

	2017 £	2016 £
Net income/(expenditure) for the reporting period	28,080	1,156
Depreciation charges	1,295	3,691
Dividends, interest and rent from investments	(38)	(86)
(Increase)/decrease in debtors	50,179	(49,726)
Increase/(decrease) in creditors	(16,632)	10,746
Net cash provided by/(used in) operating activities	<u>62,884</u>	<u>(34,219)</u>

16. Analysis of cash and equivalents

	At 1 Jan17	Cash flows	Other changes	At 31 Dec17
Cash in hand	<u>231,966</u>	<u>62,922</u>	<u>-</u>	294,888
Total cash and cash equivalents	<u>231,966</u>	<u>62,922</u>	<u>-</u>	294,888

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 2017 there were 11 (2016: 10) members.

18. Controlling party

There is no single ultimate controlling party.