

Registered number: 06560779
Charity number: 1133656

APPS FOR GOOD
(A company limited by guarantee)
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2018

RPG CROUCH CHAPMAN LLP
Chartered Accountants
62 Wilson Street
London
EC2A 2BU

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 AUGUST 2018

Trustees	Mr Reinhard Johannes Gorenflos Ms Valerie Hannon Ms Andrea Sinclair
Company registered number	06560779
Charity registered number	1133656
Registered office	Whitebearyard 144a Clerkenwell Road London EC1R 5DF
Company secretary	Ms Verity Williams
Executive officers	Ms Iris Lapinski Ms Heather Picov
Independent auditor	RPG Crouch Chapman LLP Chartered Accountants 62 Wilson Street London EC2A 2BU
Bankers	HSBC Plc London EC2N 1BG
Solicitors	Cleary Gottlieb Steen & Hamilton LLP 2 London Wall Place London EC2Y 5AU

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 AUGUST 2018

The trustees present their report and the financial statements for the period ended 31st August 2018. In presenting this report, the Trustees have complied with the Statement of Recommended Practice, Accounting and Reporting by Charities (the Charities SORP 2015), the Memorandum and Articles of Association of the company, the Companies Act 2006, and applicable United Kingdom Accounting and Financial Reporting Standards.

Since the charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

The Trustees confirm that the Charity Commission's general guidance on public benefit has been considered in relation to the objectives of the Charity. The report below sets out those objectives and describes how they have been met in the current year.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The company registered with the Charity Commission on 21st January 2010 and is also a company limited by guarantee. The company was established as CDI Europe Limited under Memorandum and Articles dated 9th April 2008, as amended by special resolutions dated 8th January 2010 and 21st July 2011, 8th December 2015 and 20th June 2016. It was renamed to CDI Apps for Good on 24th September 2012 and then renamed Apps for Good on 21st September 2016.

Apps for Good promotes technology education among young people in any part of the world, in particular young people experiencing challenges and barriers to their success.

The Trustees have considered the Charity Commission's general guidance on public benefit in relation to the objectives of the charity. This report sets out those objectives and describes how they have been met in the current year.

TRUSTEES

The Trustees who were also directors of the company during the period were:

Mr Reinhard Johannes Gorenflos
Ms Valerie Hannon
Ms Andrea Sinclair

The Trustees are elected to serve a term of three years in General Meeting by the members of the company who are the guarantors. The Trustees convene at least six times a year in person or via conference call to discuss Apps for Good strategies, projects, fundraising plan and financial status.

MEMBERS

The members of the company during the period were:

Mr Gi Fernando
Ms Mohima Ahmed
Mr Charles Richard Leadbeater
Ms Andrea Sinclair
Mr Reinhard Johannes Gorenflos
Ms Valerie Hannon
Ms Deborah Forster
Mr Jim Knight

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Mr Petros Demetriades
Mr Guilherme Collares Pereira
Mr Jamie Brooker

Under the new governance of the company implemented on 20th June 2016, the Members are elected to serve a term of three years in General Meeting by the existing members of the company. The Members convene at least twice a year in person or via conference call as the Council of Members. Members in attendance at Council of Members Meetings shall provide strategic guidance, expertise, access to networks, and support to the overall mission of Apps for Good.

Trustee Induction and Training

Most trustees are already familiar with the work of the charity as Council Members and their training involves briefing on their duties and liabilities. Additionally, new trustees receive an induction pack covering:

- The Duties of Charity Trustees;
- The Charity's Memorandum & Articles of Association, latest published annual report and accounts, financial projections and budgets, and project and programme plans and publications;
- Trustee details and staff structure;
- The Essential Trustee: What you need to know (Charity Commission).

The Trustees must sign a fit and proper declaration and a willingness to act declaration.

Trustees Recruitment

Since 2016 there is a two tier governance structure with a Board of Trustees and Members of the Council. There are currently 3 Trustees and 11 members of the Council. The current Trustees were previously on the Council and the Council Members selected and approved the Trustees. As defined in the articles trustees are elected for three year terms by the members of the company.

CHARITABLE OBJECTS

The company was incorporated on 9th April 2008 and activities commenced on 16th June 2008. Charitable status was achieved on 21st January 2010.

The principal objects of the Charity are to promote educational programs that expose young people to new information and communication technologies to facilitate digital and social inclusion and to raise public awareness of the Charity's objects introducing the Apps for Good model to the general public, as well as to institutions, foundations and potential partners in the UK and elsewhere.

ACHIEVEMENTS AND PERFORMANCE

General Information

Apps for Good started its operations in the UK in 2008 initially as a development office under the company name of CDI Europe Limited. Its main aim was to fundraise to support CDI operations, a global technology and education non-profit network CDI founded in Brazil in 1995, in other countries and to raise awareness about digital inclusion and CDI's work in Latin America in the UK and Europe. During 2009 a feasibility study was completed to establish educational activities in the UK and actual operations on the ground started in spring 2010 under the Apps for Good brand. In September 2012 the company was renamed CDI Apps for Good to formally re-focus its aims to roll-out Apps for Good in the UK and abroad in line with its charitable mission. On 1st October 2015 formal organisation membership of Apps for Good in the CDI Global network ended and on 21st September 2016 the company was renamed Apps for Good.

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During the financial period end August 2018 Apps for Good received funds from seven main grants: Big Lottery Fund (£322,279), Salesforce (£100,563) Thomson Reuters (£45,000), Qualcomm (£43,439), Comic Relief (£40,250), CDI Portugal (£30,000), SAP (£22,500), as well as voluntary income from various other organisations; please see Note 3 for full details. This year was the second year of a four year grant from Big Lottery Fund. Comic Relief is also a multi year contract with the other funds for in year projects.

Apps for Good Programme

Apps for Good launched in 2010/11 with two Education Partners and 50 students as a pilot scheme in a community centre in Brixton and in a girls' state school in Tower Hamlets in London. The aim of Apps for Good is to prepare young people for the real world. Our students – both boys and girls – create digital products that change their world and challenge the status quo.

Apps for Good serves four key audiences:

- educators - running our courses, i.e. primarily professional teachers in schools
- students and fellows - participating in our courses or engaging as alumni of those courses
- industry experts - volunteering their time to provide feedback to the students
- corporate partners and charitable funders – funding/ supporting the delivery of the programme

Outside the UK Apps for Good also serves a fifth audience:

- non-profit delivery partners - implementing the Apps for Good programme locally

Our different course frameworks all cover 5 modules where students work together as teams to find real-life issues they want to tackle and how best to solve them with mobile, social and web applications, Internet of Things (IoT) applications and machine learning applications along the full digital product development lifecycle:

- (1) crash course,
- (2) idea generation and screening,
- (3) scoping,
- (4) product development,
- (5) pitch and beyond.

We are offering teachers different technical tiers to choose from in the areas of app development, Internet of Things and machine learning. Course frameworks typically cover 10-15 contact hours with young people, but can be extended to 30-40 contact hours by the educator. Our shortest design course framework requires 5 contact hours. Our content frameworks are continuously updated with annual re-launches to reflect changes in technology in the Apps for Good learning content and to keep them truly leading edge as well as to make them easier for educators to teach effectively.

The new machine learning course that we launched as planned in summer 2018 has received very positive early feedback from both educators and corporate partners. Based on our research of the market it is at the moment unique in its hand-on approach and real world problem focus on machine learning.

In 2017/18, we partnered with a total of 854 active Education Partners of which 657 were based in the UK and 197 internationally, reaching nearly 32,000 students, matching our reach with 854 Education Partners (655 UK; 199 international) and 32,600 students in 2016/17. Our educators are supported by our community of 1,356 experts i.e. professional designers, developers and entrepreneurs, who volunteer their time to advise the students on their ideas.

In the UK we ran an annual national competition and awards ceremony as well as two regional festivals in Edinburgh and Manchester. Internationally, a total of seven regional festivals and national events took place in Portugal, Poland and Arkansas/ USA. In the UK a new focus was on deepening our impact through additional industry engagement outside our courses and in 2017/18 a total of 815 participants were reached, up from 230 the year before.

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Impact and Reach 2017/18

Apps for Good aims to be a data-driven organisation and we employ data metrics and analysis to track our operational performance and assess our social impact.

In 2017/18, we had 657 UK schools actively delivering compared to 655 in 2016/17 which was behind our target to reach 850 schools. Internationally, we had a total of 197 Education Partners in the following countries: Portugal (135), Arkansas (14) and other geographies (48). While Portugal continued to grow as planned, Arkansas had fewer active schools than planned due to new curriculum standards being introduced that were less well aligned with our content. Schools in other geographies were lower as well given that we had to rely on their own initiative to continue delivery and to request industry largely experts remotely.

In 2017/18, we saw most growth in the enrichment and club delivery model, whereas curriculum delivery stagnated and mixed models declined: Education Partners (both UK and international) delivered Apps for Good within the official timetable of curriculum 50% (16/17: 50%) or 19 % enrichment time (15/16: 4%), while 30% (16/17: 21%) implemented a club and 2% (15/16 21%) used a mixed timetable /club model.

We continued to reach a diverse range of students in 2017/18:

- 56% of students were girls and 44% were boys
- 57% of our active UK schools were in challenging circumstances

We used this new indicator of schools in challenging circumstances to reflect a wide set of circumstances students are experiencing in schools that have an overall impact on opportunities and success rates. Schools counted include one or several of the following criteria: above average free school meals, above average special educational needs students, above average English as a foreign language students, school rated as inadequate by Ofsted or school rated as above average in the Scottish Index of Multiple Deprivation.

In 2017/18 we could not maintain the positive trend for end of course for students and educators response rates across all countries. The results below are based on 8.5% of educators responding (n=101) and 1.5% of students (n=436).

Impact on students:

In order to assess our impact on students' skills and competencies we have defined an Apps for Good skill set based on the current skill development debate around 21st century skills.

The overall results show that the vast majority of students continue to report an improvement on all skills tracked in the Apps for Good skill set:

- Programming/coding 91% (16/17: 87%);
- Working in Teams 98% (16/17: 91%);
- Solving problems 99% (16/17: 91%);
- Communication and presentation skills 98% (16/17: 91%); and
- Designing a product 94% (16/17 91%).

We also asked students about the impact of the course on their overall confidence, with 89% of students reporting an increase in confidence (16/17: 87%).

The percentage of students stating that they are more interested in a specific career largely continued to increase during 17/18 in the domains we track: more interested in working in a technical job were 65% of students (16/17 55%); working in the technology sector 60% (16/17 53%) and starting my own business 59% (16/17 55%).

As in the previous years we ran an analysis on the differences between boys and girls. This year girls and boys reported the same levels of skills improvement perceived across the five domains, whereas in the past boys perceived improvement had lagged. In terms of career interest, male students continued to show a greater interest in technical roles and a career in the technology sector and this

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year the gap widened again even though overall interest of girls grew but not at the same pace as boys: in 16/17 47% of girls vs. 60% of boys stated higher interest in working in a technical job and in 17/18 this was 54% for girls and 81% of boys. We will continue to monitor this data in further years. In terms of starting their own business our data shows a slightly higher interest of boys (62%) vs. girls (56%) this year.

Impact on educators:

In 17/18 we changed the scale for responses by educators to get a clearer understanding of their judgements and perceived improvements in skills and teaching practice. 77% of educators agreed that working with Apps for Good had improved their teaching methods. 77% of educators stated that they were confident in their programming abilities and 77% that they were confident in teaching programming to their students. 72% of educators were confident in teaching design skills to their students. 96% were confident in teaching problem solving to their students and 93% regularly used teamwork activities in their classes.

In 17/18 Portugal also ran as planned a descriptive case study with educators to understand how they perceived the impact of their involvement in Apps for Good. Overall it showed that experienced educators who were involved in the programme for two or more years showed higher capabilities, involvement in their school and overall satisfaction with the program that teachers who had newly joined. the case study also showed that educators who had taken part in face-to-face or remote training delivered by Apps for Good in Portugal stated that their teacher methods had improved more than those who had not.

In summary, what this data tells us is that during 17/18 we continued to impact young people as well as educators at a significant level despite much lower investments in technology platform. We are also fully aware of the benefit of educator training and support and we will explore how to do more of this activity in the future, especially in the UK.

As planned we also ran a pilot in partnership with Enabling Enterprise to test their Skills Builder assessment framework with a small number of educators participating in the pre-assessment and an even smaller number of educators completing the post-assessment. As a result of the small sample size and lack of benchmarking data no data analysis could be completed, but based on overall encouraging feedback from participating schools, we will continue with the Skills Builder framework as a tool our schools can access and work with as part of Apps for Good.

Strategic Direction 2018/19

For 2018/19 our focus will be to further deepen the impact we have in our UK home market while to continue to grow in Portugal and to re-active more schools in Arkansas (US). Outside these core markets we will provide access to our learning resources and expert volunteers to existing education partners.

We aim for our ongoing investments in technology platform and content as well as operational and impact data to be fully in sync with these focus areas and our financial resources available. In terms of dedicated impact research a specific focus will be in 2018/19 on tracking the impact of industry engagement as well as looking at the impact of the Apps for Good programme on parents in Portugal. We will continue with the Skills Builder Partnership with the aim to publish impact data based on the framework as a UK case study.

UK:

Our focus will be to maintain our current footprint of schools, especially reaching young people in need. We are aiming for 650 education partners actively delivering courses to an estimated 27,000 students and within this number to have at least five education partners delivering our new Machine Learning course framework. Building on the work that has already been done in 17/18 we want to deepen key relationships with mission-aligned actors and deliver joint programmes to reach more young people in need. We also want to strengthen relationships with key government and sector actors, including the new National Centre for Computing Education (NCCE) supplier and the Digital Skills Partnership. We will work on implementing region-linked training and support to schools in

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Opportunity Areas to reach young people in need and from more remote communities. We aim to grow our industry engagement further, especially via App in a Day sessions, with a clear focus on engaging girls and reaching young people in need. In terms of new learning content, we will be iterating on the Machine Learning course framework and create the first version of a Machine Learning in a Day format. We will continue to run regional activities allowing students and teachers to celebrate and showcase their achievements. Additionally, we are continuing to evolve our UK national competition allowing for entries from all three technology strands and will again run our Awards in 2019.

International:

As mentioned above we are still focusing our international efforts for 2018/19 on two markets where delivery partners are in place: Portugal with CDI Portugal and Arkansas with the Arkansas School for Mathematics, Sciences, and the Arts (ASMSA). Our overall aim is to reach a total of 210 active education partners in both countries in 2018/19 reaching 3,000 students plus continuing to reach legacy education partners in other geographies remotely. Both delivery partners in Portugal and Arkansas will train and support educational partners locally, run relevant showcase events for students and engage local expert communities.

KEY MANAGEMENT REMUNERATION

The process for calculating key management remuneration is similar to that of the rest of the workforce with sufficient delegation of authority. We review industry practice for similar positions to benchmark the salaries accordingly. The Trustees approve salary levels and increases for the CEO and the UK Managing Director and they in turn approve salary levels and increases for the rest of the key management team.

FINANCIAL REVIEW

During the financial period end August 2018, Apps for Good reported net incoming resources for the year of £29,256 compared to 2017 which reported £(81,661) net outgoing resources. This was due to the following:

Total Income for 2018 £787,082 versus 2017 £909,160, was a reduced value compared to the previous year but above the budget which was more conservative. The Salesforce contract was not in the original budget and this helped to exceed our plans. The four year Big Lottery contract enables us to go into the financial year 18/19 with added security.

Total expenditure was also at a reduced level to the previous year (2018 £757,826 compared to 2017 £990,821) which was a conscious decision to reduce costs in line with reduced income aiming to reach a small surplus. Previous years higher expenditure has largely been due to investments in our technology platform and now only smaller maintenance costs are needed.

RESERVES POLICY

Procedures are in place to monitor the finances and ensure that the Charity retains adequate reserves to meet its commitments. The reserves policy is to ensure that sufficient funds are available to cover three months' salary and running costs. During this financial year the reserves level never fell below this value.

INVESTMENT POLICY

It is the charity's policy to hold all its investments in cash.

FUNDRAISING

We have an in-house Fundraising team of three full-time employees we refer to as Business Development. There is a Head of Business Development and 2 Fundraising & Partnership Managers. They work with our funder base which is made up of Corporates and Trusts & Foundations. We have

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some funders who fund projects that are longer than a year and others that make a one off payment for a project or donation. We are continuously looking for new funding but we do this by conforming to recognised industry practices and always enter discussions by way of writing proposals and having signed contracts by both parties. We have a responsible funding document addressing who AfG would and would not go into partnership with and this is regularly reviewed and updated if necessary. We have never received a complaint regarding our fundraising. We do not target the general public or vulnerable individuals for fundraising and are never unreasonably intrusive or contact parties persistently. It is always a discussion both parties go into willingly.

RISK MANAGEMENT

The trustees confirm that they have identified and reviewed the major risks to which the charity is exposed and have established systems to mitigate those risks. Specifically they include:

- Scaling and operating sustainability within a changing education policy environment, especially in the UK
- Scaling and operating sustainability within a changing economic environment while retaining and motivating staff with limited resources and new delivery products
- Lean operational support model able to effectively and efficiently deliver impact on both UK as well as core international operations, educators and a diverse group of young people
- Data protection, privacy and security of user data including staff training, infrastructure and contracted providers, especially with the launch of GDPR in May 2018
- Regular monitoring of short term cashflow and long term funding of the charity

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

In so far as the trustees are aware: there is no relevant audit information of which the charity's auditors are unaware; and the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees who are also the directors of APPS FOR GOOD for the purposes of company law are responsible for preparing the annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that period. In preparing these financial statements, the trustees are required to:

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

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and for their proper allocation as required by charity law, 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 company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements and other information included in Trustees' reports may differ from legislation in other jurisdictions.

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GUARANTORS

The liability of each member of the company in the event of a winding up is limited by guarantee to £10.

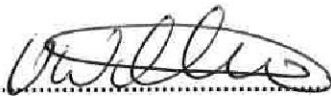
AUDITORS

The auditors, RPG Crouch Chapman LLP, have signified their willingness to continue in office and a resolution for their re-appointment will be proposed at the Annual General Meeting.

SMALL COMPANY PROVISION

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

This report, incorporating the Strategic report, was approved by the Trustees, in their capacity as company directors, on 8/1/2019 and signed on their behalf by:



Ms Verity Williams
Secretary

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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF APPS FOR GOOD

Opinion

We have audited the financial statements of Apps for Good (the 'Charity') for the year ended 31 August 2018 set out on pages 13 to 30. 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).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 August 2018 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 United Kingdom, including the Financial Reporting Council'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 charitable 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 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

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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF APPS FOR GOOD

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.

Opinion 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.
- 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 our 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, the Trustees (who are also the directors of the Charity 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.

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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF APPS FOR GOOD

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: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. 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 its members, as a body, for our audit work, for this report, or for the opinions we have formed.



Jeremy Tyrrell BA(Hons) FCA (Senior statutory auditor)

for and on behalf of

RPG Crouch Chapman LLP

Chartered Accountants

62 Wilson Street

London

EC2A 2BU

Date: 8/1/2019

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STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 AUGUST 2018

	Note	Restricted funds 2018 £	Unrestricted funds 2018 £	Total funds 2018 £	Total funds 2017 £
Income from:					
Donations and legacies	2	-	67,620	67,620	101,081
Charitable activities		537,586	181,746	719,332	807,954
Investments	4	-	130	130	125
Total income		<u>537,586</u>	<u>249,496</u>	<u>787,082</u>	<u>909,160</u>
Expenditure on:					
Raising funds		-	82,213	82,213	74,869
Charitable activities		537,586	138,027	675,613	915,952
Total expenditure		<u>537,586</u>	<u>220,240</u>	<u>757,826</u>	<u>990,821</u>
Net income / (expenditure) before other recognised gains and losses		-	29,256	29,256	(81,661)
Net movement in funds		-	29,256	29,256	(81,661)
Reconciliation of funds:					
Total funds brought forward		<u>-</u>	<u>251,834</u>	<u>251,834</u>	<u>333,495</u>
Total funds carried forward		<u>-</u>	<u>281,090</u>	<u>281,090</u>	<u>251,834</u>

The notes on pages 16 to 30 form part of these financial statements.


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BALANCE SHEET AS AT 31 AUGUST 2018

	Note	£	2018 £	£	2017 £
Fixed assets					
Tangible assets	11		-		93
Current assets					
Debtors	12	36,958		42,881	
Cash at bank and in hand		421,175		291,786	
		<u>458,133</u>		<u>334,667</u>	
Creditors: amounts falling due within one year	13	(177,043)		(82,926)	
Net current assets			281,090		251,741
Net assets			<u>281,090</u>		<u>251,834</u>
Charity Funds					
Unrestricted funds	15		281,090		251,834
Total funds			<u>281,090</u>		<u>251,834</u>

The Charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on 8/1/2019 and signed on their behalf, by:


.....
Ms Verity Williams (Company Secretary)

The notes on pages 16 to 30 form part of these financial statements.

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STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 AUGUST 2018

	Note	2018 £	2017 £
Cash flows from operating activities			
Net cash provided by/(used in) operating activities	17	129,259	(112,958)
Cash flows from investing activities:			
Dividends, interest and rents from investments		130	127
Net cash provided by investing activities		130	127
Change in cash and cash equivalents in the year		129,389	(112,831)
Cash and cash equivalents brought forward		291,786	404,617
Cash and cash equivalents carried forward	18	421,175	291,786

The notes on pages 16 to 30 form part of these financial statements.

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

1. Accounting policies

Basis of preparation of financial statements

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.

Apps for Good meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

Company status

The Charity is a company limited by guarantee registered in England and Wales. Its registered office address is Whitebearyard, 144a Clerkenwell Road, London EC1R 5DF, which is also its principal place of operation.

The principal activity of the charity continued to be that of promoting educational programs that expose young people to new information and communication technologies.

The members of the company are the Trustees named on page 1. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the Charity.

Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Donated services or facilities are recognised when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the Charity of the item is probable and that economic benefit can be measured reliably.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2018

1. Accounting policies (continued)

Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds.

Charitable activities and Governance costs are costs incurred on the Charity's educational operations, including support costs and costs relating to the governance of the Charity apportioned to charitable activities.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

Tangible fixed assets and depreciation

All assets costing more than £1,000 are capitalised.

A review for impairment of a fixed asset is carried out if events or changes in circumstances indicate that the carrying value of any fixed asset may not be recoverable. Shortfalls between the carrying value of fixed assets and their recoverable amounts are recognised as impairments. Impairment losses are recognised in the Statement of financial activities incorporating income and expenditure account.

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer equipment	- 33.33% Straight Line
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APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

1. Accounting policies (continued)

Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

Debtors

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

Cash at Bank and in hand

Cash at bank and 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.

Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide. Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised within interest payable and similar charges.

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.

Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Statement of financial activities incorporating income and expenditure account.

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

1. Accounting policies (continued)

Pensions

The charity is a member of a pension arrangement with People's Pension Trust and contributions are charged to the Statement of Financial Activity as paid

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

Critical accounting estimates and areas of judgment

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical areas of judgment:

Accruals

Accrued expenses are based on invoices subsequently received or best estimates based on historic information and experience.

Deferral of Income

Grants and other sources of income which straddle the year end are allocated to financial years based on the financial year to which they relate, subject to specific milestones and targets set out in the underlying agreements.

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

2. Income from donations and legacies

	Restricted funds 2018 £	Unrestricted funds 2018 £	Total funds 2018 £	Total funds 2017 £
Donations	-	67,620	67,620	101,081
Total 2017	-	101,081	101,081	

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

3. Income from charitable activities

	Restricted Funds £	Unrestricted Funds £	Total 2018 £	Total 2017 £
123-Reg Limited	-	10,000	10,000	10,000
AOL Charitable Foundation	-	-	-	24,496
Apps for Good Programme	-	1,000	1,000	2,898
Barclays	-	-	-	75,000
Big Lottery	322,279	-	322,279	142,965
BNY Mellon	10,532	128	10,660	-
Cap Gemini	8,000	-	8,000	8,000
CDI Portugal	-	30,000	30,000	-
Cogeco Peer 1 (UK) Ltd	-	-	-	20,000
Comic Relief	40,250	-	40,250	60,000
Digital Xtra	5,000	-	5,000	32,000
Ebay	7,523	-	7,523	-
Endesa	-	-	-	51
Envato	-	-	-	56
EPAM Systems	-	14,900	14,900	-
Esme Fairbairn	-	-	-	111,000
Expedia	-	-	-	12,018
Hachette UK	-	156	156	-
Juniper Network	-	-	-	15,095
LEGO	-	17,500	17,500	-
Magpie	-	12	12	-
Marsh	-	10,000	10,000	10,000
Newscorp	-	-	-	3,162
Populus	-	50	50	-
Qualcomm	43,439	-	43,439	-
QA Limited	-	-	-	8,800
Saffery Champness	-	3,000	3,000	-
Salesforce	100,563	-	100,563	-
SAP	-	22,500	22,500	60,000
Social Franchise CDI Portugal	-	-	-	20,142
Sofronie	-	-	-	20,000
Spotify	-	10,000	10,000	10,000
Stavros Niarchos Foundation	-	-	-	77,271
Thomson Reuters	-	45,000	45,000	85,000
Virgin Red	-	17,500	17,500	-
Total	537,586	181,746	719,332	807,954

In 2017, of the total income from charitable activities, £392,222 related to unrestricted funds and £415,731 related to restricted funds.

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

4. Investment income

	Restricted funds 2018 £	Unrestricted funds 2018 £	Total funds 2018 £	Total funds 2017 £
Bank interest received	-	130	130	125
	<u>-</u>	<u>130</u>	<u>130</u>	<u>125</u>
Total 2017	-	125	125	
	<u>-</u>	<u>125</u>	<u>125</u>	

5. Fundraising expenses

	2018 £	2017 £
Staff costs		
Travel	81,793	74,869
	420	-
Total	<u>82,213</u>	<u>74,869</u>

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

6. Charitable activities

	App Development £	Communica- tions and Communities £	Core Costs £	Platform Development £	Leadership £	Partner Training and Support £	Total 2018 £	Total 2017 £
Development	10,430	-	-	119,433	-	-	129,863	189,814
Event costs	-	58,212	-	-	-	-	58,212	75,793
Marketing, training and recruitment	-	-	-	-	-	-	-	921
Staff costs	-	50,678	33,161	37,992	99,593	67,353	288,777	386,040
Travel	-	420	-	31	3,054	1,110	4,615	17,014
Support costs - Note 7	-	3,473	144,684	71	29,208	2,387	179,823	240,225
Governance costs - Note 8	-	-	14,323	-	-	-	14,323	6,145
Total	10,430	112,783	192,168	157,527	131,855	70,850	675,613	915,952

In 2017, of all charitable expenditure, £500,220 related to unrestricted funds and £415,732 related to restricted funds.

Charitable activities are allocated to individual activities based on the exact nature of each expense.

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

7. Support costs

	App Development £	Communica- tions and Communities £	Core Costs £	Platform Development £	Leadership £	Partner Training and Support £	Total 2018 £	Total 2017 £
Audit and accountancy	-	-	1,519	-	-	-	1,519	1,531
Bank charges	-	-	839	-	-	-	839	1,061
Travel	-	-	157	-	-	-	157	-
Insurance	-	-	5,893	-	-	-	5,893	5,751
IT costs	-	-	5,359	-	-	-	5,359	5,650
Legal and professional	-	-	67,203	-	-	-	67,203	109,085
Kitchen and catering supplies	-	-	21	-	-	-	21	603
Marketing and PR	-	808	-	-	-	-	808	2,752
Office equipment small purchases	-	-	138	-	-	-	138	275
Printing, postage and stationery	-	889	-	-	-	-	889	1,333
Rent and rates	-	-	44,920	-	-	-	44,920	69,070
Staff costs	-	1,776	16,957	71	29,208	2,387	50,399	39,182
Subscriptions	-	-	55	-	-	-	55	-
Telephone and internet	-	-	1,531	-	-	-	1,531	2,960
Depreciation	-	-	92	-	-	-	92	972
Total	-	3,473	144,684	71	29,208	2,387	179,823	240,225

Legal and Professional Support costs of £67,203 represent donated legal services provided by Cleary Gottlieb Steen and Hamilton LL (2017: £101,081 included in total legal and professional support costs of £109,085).

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

8. Governance costs

	2018 £	2017 £
Auditor's remuneration	6,600	6,000
Other professional services	3,300	-
Subscriptions	-	145
Consultancy	3,600	-
Travel	319	-
Meeting costs	378	-
Trustees expenses	126	-
Total	14,323	6,145

9. Net income/(expenditure)

This is stated after charging:

	2018 £	2017 £
Depreciation of tangible fixed assets:		
- owned by the charity	93	972
Auditor's remuneration - audit	6,600	6,000
Auditor's remuneration - other services	3,300	-

During the year, no Trustees received any remuneration (2017 - £NIL).

During the year, no Trustees received any benefits in kind (2017 - £NIL).

1 Trustee received reimbursement of expenses amounting to £126 in the current year, (2017 - 0 Trustees - £NIL).

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

10. Staff costs

Staff costs were as follows:

	2018 £	2017 £
Wages and salaries	396,391	458,412
Social security costs	18,648	34,983
Other pension costs	2,167	3,356
	<u>417,206</u>	<u>496,751</u>

The average number of persons employed by the Charity during the year was as follows:

2018 No.	2017 No.
12	13

The number of higher paid employees was:

	2018 No.	2017 No.
In the band £60,001 - £70,000	2	2

Apart from the Trustees, key management personnel comprises the CEOs, the managing director and the Company Secretary. The aggregate remuneration of key management during the year amounted to £170,642 (2017: £244,373).

11. Tangible fixed assets

	Computer equipment £
Cost	
At 1 September 2017 and 31 August 2018	<u>26,872</u>
Depreciation	
At 1 September 2017	26,779
Charge for the year	93
At 31 August 2018	<u>26,872</u>
Net book value	
At 31 August 2018	<u>-</u>
At 31 August 2017	<u>93</u>

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

12. Debtors

	2018 £	2017 £
Trade debtors	36,500	42,018
Prepayments and accrued income	458	863
	<u>36,958</u>	<u>42,881</u>

13. Creditors: Amounts falling due within one year

	2018 £	2017 £
Trade creditors	11,368	2,745
Other taxation and social security	12,305	925
Other creditors	651	584
Accruals and deferred income	152,719	78,672
	<u>177,043</u>	<u>82,926</u>

Deferred income	£
Deferred income at 1 September 2017	64,822
Received during the year	688,902
Released during the year	(620,875)
Deferred income at 31 August 2018	<u>132,849</u>

14. Financial instruments

	2018 £	2017 £
Financial assets measured at amortised cost	<u>382,696</u>	<u>187,885</u>
Financial liabilities measured at amortised cost	<u>164,738</u>	<u>82,001</u>

Financial assets measured at amortised cost comprise trade debtors and cash held in notice accounts.

Financial liabilities measured at amortised cost comprise creditors excluding amounts owed to HMRC.

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

15. Statement of funds

Statement of funds - current year

	Balance at 1 September 2017 £	Income £	Expenditure £	Balance at 31 August 2018 £
Unrestricted funds				
General Funds	251,834	249,496	(220,240)	281,090
Restricted funds				
Big Lottery	-	322,279	(322,279)	-
BNY Mellon	-	10,532	(10,532)	-
Comic Relief	-	40,250	(40,250)	-
Digital Xtra	-	5,000	(5,000)	-
Ebay	-	7,523	(7,523)	-
Qualcomm	-	43,439	(43,439)	-
Salesforce	-	100,563	(100,563)	-
Cap Gemini	-	8,000	(8,000)	-
	-	537,586	(537,586)	-
Total of funds	251,834	787,082	(757,826)	281,090

Statement of funds - prior year

	Balance at 1 September 2016 £	Income £	Expenditure £	Balance at 31 August 2017 £
Unrestricted funds				
General Funds	333,495	493,428	(575,089)	251,834
Restricted funds				
AOL Charitable Foundation	-	24,496	(24,496)	-
Big Lottery	-	142,965	(142,965)	-
Comic Relief	-	60,000	(60,000)	-
Esmee Fairbairn	-	111,000	(111,000)	-
SNF	-	77,270	(77,270)	-
	-	415,731	(415,731)	-
Total of funds	333,495	909,159	(990,820)	251,834

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Restricted funds 2018 £	Unrestricted funds 2018 £	Total funds 2018 £
Current assets	-	458,133	458,133
Creditors due within one year	-	(177,043)	(177,043)
	<u>-</u>	<u>281,090</u>	<u>281,090</u>

Analysis of net assets between funds - prior year

	Restricted funds 2017 £	Unrestricted funds 2017 £	Total funds 2017 £
Tangible fixed assets	-	93	93
Current assets	-	334,667	334,667
Creditors due within one year	-	(82,926)	(82,926)
	<u>-</u>	<u>251,834</u>	<u>251,834</u>

17. Reconciliation of net movement in funds to net cash flow from operating activities

	2018 £	2017 £
Net income/(expenditure) for the year (as per Statement of Financial Activities)	29,256	(81,661)
Adjustment for:		
Depreciation charges	93	973
Dividends, interest and rents from investments	(130)	(126)
Decrease in debtors	5,923	160,628
Increase/(decrease) in creditors	94,117	(192,772)
Net cash provided by/(used in) operating activities	<u>129,259</u>	<u>(112,958)</u>

18. Analysis of cash and cash equivalents

	2018 £	2017 £
Cash in hand	74,979	145,919
Notice deposits (less than 3 months)	346,196	145,867
Total	<u>421,175</u>	<u>291,786</u>

APPS FOR GOOD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

19. Related party transactions

There were no related party transactions during the year other than those disclosed in note 9.