

REGISTERED COMPANY NUMBER: CE012722 (England and Wales)  
REGISTERED CHARITY NUMBER: 1176359

Report of the Trustees and  
Unaudited Financial Statements for the Period 19 December 2017 to 30 June 2018  
for  
GMC Charity To End FGM

Back Office Support Solutions Ltd  
Unit 111 Canalot Studios  
222 Kensal Road  
London  
W10 5BN

GMC Charity To End FGM

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for the Period 19 December 2017 to 30 June 2018

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GMC Charity To End FGM

Reference and Administrative Details  
for the Period 19 December 2017 to 30 June 2018

<b>TRUSTEES</b>	Mr A Rusbridger (appointed 19.12.2017) Ms J Cook (appointed 19.12.2017) Ms H Burrage (appointed 19.12.2017) Mr D Dias (appointed 19.12.2017) Dr T L V Gleichen (appointed 19.12.2017) Mr M Mojeed (appointed 19.12.2017)
<b>REGISTERED OFFICE</b>	40 Brecknock Road London N7 0DD
<b>REGISTERED COMPANY NUMBER</b>	CE012722 (England and Wales)
<b>REGISTERED CHARITY NUMBER</b>	1176359
<b>INDEPENDENT EXAMINER</b>	Back Office Support Solutions Ltd Unit 111 Canalot Studios 222 Kensal Road London W10 5BN

## GMC Charity To End FGM

### Report of the Trustees

for the Period 19 December 2017 to 30 June 2018

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the period 19 December 2017 to 30 June 2018. The trustees have adopted the provisions of 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).

### **INCORPORATION**

The charitable company was incorporated on 19 December 2017.

### **OBJECTIVES AND ACTIVITIES**

#### **Objectives and aims**

The objects of the CIO are:

- 1) For the public benefit to promote the education and training of people working in journalistic media in Africa and across the world to enable them more effectively to raise awareness of the dangers to physical and mental health caused by the practice of female genital mutilation, through:
  - information giving and specialised media training;
  - the provision of small amounts of funding for activists and broadcasters to enable them to build local teams and take more effective action
  - the provision of funding to health professional, particularly midwives to explain via the broadcast media the FGM links to: maternal and child mortality due to FGM; fistular; infertility and menstrual complications.
- 2) To promote human rights (as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations) throughout the world by all or any of the following means:
  - researching the best journalistic methods to reach remote and closed communities which practice female genital mutilation;
  - providing technical advice and working closely with activists and broadcasters around the world and especially in Africa to build teams on a local level with the aim of creating greater reach for messaging about the impact of female genital mutilation in their country;
  - producing media which opens up conversations about female genital mutilation at the local, national and global level in order to generate change and work towards a world which is free of female genital mutilation.
- 3) The promotion of equality and diversity for the public benefit by:
  - training journalists to work sensitively and respectfully within different cultural groups to educate the public and work towards the elimination of the practice of genital mutilation on females throughout the world;
  - promoting awareness to foster understanding about the life-threatening dangers of female genital mutilation and to discourage and eliminate the negative social consequences for those who do not conform and accept this practice.

## **OBJECTIVES AND ACTIVITIES**

### **Significant activities**

In the last quarter we worked with our network of media/activists and religious leaders to reach listeners and viewers in six countries on 47 different outlets on national TV and radio in The Gambia, Kenya, Sierra Leone, Nigeria, Puntland and Somalia. New relationships were also established and funding committed for the first time from Save The Children and Unicef. We finalised our new impact measurement model\* and are currently studying the feedback from our first five impact studies carried out during and since Zero Tolerance day. We identified the implementing partners and signed the contract for the first stage of the distribution plan for Jaha's Promise to be delivered by the Big World Cinema. We finalised our three year plans for religious leaders/activists/media academies across Africa.

### **Global:**

New Thinking on Religion leaders and Media Campaign Academies

The "uniqueness of the Global Media Campaign strategy is that GMC is for the first time systematically putting these men on the radio and TV - and that could be the "golden ticket" to helping to end FGM in Africa"

Azza Karam, chair of the UN Inter-Agency Task Force on Religion and Development and coordinator and Senior Advisor, UN Global Interfaith Network on Development Humanitarianism, Peace and Security.

In the last quarter we narrowed and focused our resources more effectively linking grassroots activists to the media with a special focus on religious leaders.

This has been the latest modification/iteration of the media campaign based on the finding of our new impact measurement model which confirmed the key role of religious leaders in ending FGM. Now in its final stages and out for peer review.

The studies in Nigeria, Puntland, Kenya and Sierra Leone are currently being analysed in depth but initial feedback seems to confirm the findings of the Kenyan booster academy in 2017 and the work of Azza Karam that engagement of religious leaders is vital to any potential long term change in cultural behaviours, especially since so many practicing communities in East Africa particularly believe FGM to be a religious obligation.

Our findings led us to broaden our global focus from media training academies purely for activists and journalists to creating and incorporating a strong network/web of religious leaders willing to go on radio and TV across Africa to call for an end to FGM on religious grounds, whilst also disseminating the medical messaging on the damage that can be done by the practice.

We shared our findings with Azza Karam, who has over 20 years of working with religious influencers in the Arab World and Africa, in documents and a lengthy follow up call in January. She confirmed our findings about their effectiveness in messaging. Stressing the long term legacy of engaging religious influencers since they are embedded right at the heart of a community- with the religious institutions underpin social service and education in a community. Also, their participation in cultural/religious ceremonies such as child marriage makes their anti FGM engagement critical.

## **OBJECTIVES AND ACTIVITIES**

### **Significant activities**

"Religious NGOs are part of the fabric of each civil society, and therefore bridging between the secular and religious civic space is key to strong advocacy and action for human rights (think the Civil Rights Movement in the USA); that religious institutions are the oldest and most long-standing mechanisms of social service provision (read development including health, education, sanitation, nutrition, etc.); and that some religious leaders are strong influencers of certain social norms - including especially some of the harmful social practices that hurt girls and women."

Karam argues that while the impact of the religious influencers has long been recognised as the gatekeepers to change there has **never before the Global Media Campaign been a systematic focus on getting those same religious influencers on the TV and radio to address their communities en masse on FGM**. She was very supportive of our long term plans over three years to run media training academies for Religious Leaders to help develop and grow a network of available and influential clerical voices who can work with our existing networks of broadcasters and campaigners to refine the messaging at appropriate times and also aim towards a multifaith announcement on FGM for the whole of East Africa. Saying this GMC initiative could be a **"golden key" to ending FGM**.

The thinking on religious leaders was boosted by the success of another international initiative run by the Global Media Campaign in Dublin in partnership with the Ifrah Foundation.

Together we harnessed the energy of #MeToo movement to drive a thunderclap <https://www.thunderclap.it/howitworks> and encourage the international community to demand the inclusion of FGM .

The event which was covered on RTE news, and in the mainstream newspapers also generated coverage on the Pat Kenny show and in the Prime Time coverage the next day kicked off a controversial debate on the religious obligation of FGM; a debate which eventually led to the clarification and a formal announcement of a fatwa in Ireland.

Peer review continues on our impact measurement plans to clearly measure the potential impact of our work

- Improve knowledge and attitudes among practicing communities via broadcasters to promote social change around FGM
- Improve capacity and effectiveness among broadcasters to utilize media to promote social and behaviour change around FGM
- Increased reach of target community through media products that encourage dialogue around the issue of FGM.

We have sent the methodology and templates for review by two international authorities on the measurement of media on social change. See details below.

- On February 6th using our now well established network of media graduates/religious leaders we funded 40 small media events from talk-shows, to phone ins and radio jingles across the five countries we are working in for Zero Tolerance Day on February reaching 165 million viewers and listeners in The Gambia, Kenya, Sierra Leone, Nigeria, and Puntland.
- The Global Media Campaign network on Easter Sunday in Christian countries had religious leaders and graduates of the academy reach 18.5 Million viewers and listeners in Kenya and Nigeria.
- MetooFGM reached 1.8 million on thunderclap.

## GMC Charity To End FGM

### Report of the Trustees

for the Period 19 December 2017 to 30 June 2018

#### **OBJECTIVES AND ACTIVITIES**

##### **Significant activities**

In March, we also supported the Big Sisters launch in Senegal with a mini media campaign/religious leaders academy so we can get as much journalistic/religious buy in (African and International) around the launch of an Africa led movement of young women to end FGM.

The event was successful as it generated major media coverage, mostly for Safe Hands - but it is clear that the structure needs to be looked at and power devolved to ensure all the Big Sisters feel involved. Most promising for the Big Sisters is the World Bank's interest in funding a religious leaders media academy in West Africa. This work was done by Jaha with the support of Domtilla following another screening of our documentary Jaha's Promise. This screening led to a direct invitation for Jaha and Domtilla to meet with the World Bank- who subsequently offered Jaha a consultancy, to enable her to prepare for the first African Summit on FGM. This is a great opportunity for the anti-FGM movement but plans for pan African media coverage needs to be put in place to ensure one day wonder.

#### **RELIGIOUS LEADERS/ACTIVISTS/ MEDIA ACADEMIES**

Work continued during the first quarter to secure funding for the next Religious Leaders Media Academy in Mogadishu from June 24th to 29th 2018 and a multifaith religious leader conference in Nairobi Kenya in March 2019. These two events are part of a three year proposal (2018-2021) for national religious leaders gatherings linked to a series of religious leaders media academies over the next three years. The initial plans were presented in Norway in the first of three meetings that has led to the engagement of Norwegian Church aid both financially and programmatically in Somalia and Ethiopia.

This three year proposal has been presented to the UNFPA/Unicef joint programme as part of the final processing of our implementing partnership status with the UNFPA which will complete in May 2018. The same proposal will be presented to DFID and to the Human Dignity Foundation as our forthcoming three years strategy.

#### **DIGITAL**

Our front facing digital presence on social media is going from strength to strength. In this quarter we increased our twitter following by 1,000 and daily engagements with our tweets rose from 2,000 to an average of 7,000/day. This is as a result of our renewed approach building on the foundations laid down by Grace Shutti, a fresh, responsive and inclusive voice, greater reach and verification of content. Our refreshed facebook attracted more followers hitting the 3,500 mark with engagement on the Senegal Media Academy and Big Sister Launch delivering 28,000 and 30,000 views and interactions and increased levels of direct messages with our being able to direct journalists and interested campaigners to projects within their own countries. Our brand is now very secure on Twitter and gaining ground on Facebook and we can manage both effectively with the resources we have.

#### **Public benefit**

The trustees confirm that they have complied with the requirements of section 4 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

The charity is registered as a Charitable Incorporated Organisation (CIO) and is controlled by its constitution, as defined by the Companies Act 2006 and Charities Act 2011.

#### **STATEMENT AS TO DISCLOSURE OF INFORMATION TO THE INDEPENDENT EXAMINER**

Report of the Trustees

for the Period 19 December 2017 to 30 June 2018

The Directors of the Company who held office at the date of approval of this report confirm that, so far as they are each aware, there is no relevant information of which the Independent Examiner is unaware and each Director has taken all the steps that they ought to have taken as a director to make themselves aware of any relevant information and to establish that the Independent Examiner is aware of that information.

No members have required the company to obtain an audit of its accounts for the year in questions in accordance with section 249(2) of the Companies Act 2006. The directors acknowledge their responsibility for:

- a) ensuring the company keeps accounting records which comply with section 211; and
- b) preparing accounts which give a true and fair state of affairs of the company as at the end of its financial year and of its profit or loss for the financial year in accordance with section 266, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.

**RELATED PARTIES**

The Company has no related parties, other than as disclosed in Note 9 of the accounts.

**STATEMENT OF TRUSTEES RESPONSIBILITIES**

The trustees (who are also the directors of GMC Charity To End FGM for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

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

GMC Charity To End FGM

Report of the Trustees  
for the Period 19 December 2017 to 30 June 2018

13/08/2019

Approved by order of the board of trustees on ..... and signed on its behalf by:

  
.....  
Ms J Cook - Trustee

Independent Examiner's Report to the Trustees of  
GMC Charity To End FGM

**Independent examiner's report to the trustees of GMC Charity To End FGM ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the period ended 19 December 2017 to 30 June 2018.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**

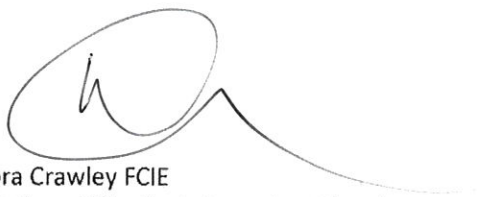
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Association of Charity Independent Examiners which is one of the listed bodies

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

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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

Independent Examiner's Report to the Trustees of  
GMC Charity To End FGM



Leonora Crawley FCIE  
Association of Charity Independent Examiners  
Back Office Support Solutions Ltd  
Unit 111 Canalot Studios  
222 Kensal Road  
London  
W10 5BN

Date: .....14/08/2019.....

GMC Charity To End FGM

Statement of Financial Activities

(Incorporating an Income and Expenditure Account)  
for the Period 19 December 2017 to 30 June 2018

	Notes	Unrestricted fund £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>				
Donations and legacies		297,482	50,798	348,280
<b>Total</b>		297,482	50,798	348,280
 <b>EXPENDITURE ON</b>				
Raising funds		98,587	-	98,587
<b>Charitable activities</b>				
Charitable activities		109,499	27,700	137,199
Other		140	-	140
<b>Total</b>		208,226	27,700	235,926
 <b>NET INCOME</b>		 89,256	 23,098	 112,354
 <b>TOTAL FUNDS CARRIED FORWARD</b>		 89,256	 23,098	 112,354

The notes form part of these financial statements

GMC Charity To End FGM

Balance Sheet  
At 30 June 2018

	Notes	Unrestricted fund £	Restricted funds £	Total funds £
<b>FIXED ASSETS</b>				
Tangible assets	5	4,516	-	4,516
<b>CURRENT ASSETS</b>				
Cash at bank		98,327	23,098	121,425
<b>CREDITORS</b>				
Amounts falling due within one year	6	(13,587)	-	(13,587)
<b>NET CURRENT ASSETS</b>		<u>84,740</u>	<u>23,098</u>	<u>107,838</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		89,256	23,098	112,354
<b>NET ASSETS</b>		<u>89,256</u>	<u>23,098</u>	<u>112,354</u>
<b>FUNDS</b>	7			
Unrestricted funds				89,256
Restricted funds				<u>23,098</u>
<b>TOTAL FUNDS</b>				<u>112,354</u>

The notes form part of these financial statements

GMC Charity To End FGM

Balance Sheet - continued

At 30 June 2018

The charitable company is entitled to exemption from audit under Section 479A of the Companies Act 2006 relating to subsidiary charitable companies for the period ended 30 June 2018.

The members have not required the company to obtain an audit of its financial statements for the period ended 30 June 2018 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

13/08/2019

The financial statements were approved by the Board of Trustees on ..... and were signed on its behalf by:

  
.....  
Ms J Cook -Trustee

## **1. ACCOUNTING POLICIES**

### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, 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 accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery - 4 years straight line

### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Notes to the Financial Statements - continued  
for the Period 19 December 2017 to 30 June 2018

**1. ACCOUNTING POLICIES - continued**

**Public benefit**

The trustees confirm that they have complied with the requirements of section 4 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

**Risk management**

The Trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

**2. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	£
Depreciation - owned assets	1,089

**3. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the period ended 30 June 2018.

**Trustees' expenses**

There were no trustees' expenses paid for the period ended 30 June 2018.

**4. EX GRATIA PAYMENTS**

No Ex Gratia payments were made during the period.

**5. TANGIBLE FIXED ASSETS**

	Plant and machinery £
<b>COST</b>	
Additions	5,605
<b>DEPRECIATION</b>	
Charge for year	1,089
<b>NET BOOK VALUE</b>	
At 30 June 2018	4,516

Notes to the Financial Statements - continued  
for the Period 19 December 2017 to 30 June 2018

**6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	£
Trade creditors	541
VAT	9,812
Accrued expenses	3,234
	<hr/>
	13,587
	<hr/>

**7. MOVEMENT IN FUNDS**

	Net movement in funds £	At 30.6.18 £
<b>Unrestricted funds</b>		
General fund	89,256	89,256
<b>Restricted funds</b>		
Mali Wallace	23,098	23,098
	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	112,354	112,354
	<hr/>	<hr/>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	297,482	(208,226)	89,256
<b>Restricted funds</b>			
Mali Wallace	25,910	(2,812)	23,098
SHG Senegal	24,888	(24,888)	-
	<hr/>	<hr/>	<hr/>
	50,798	(27,700)	23,098
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	348,280	(235,926)	112,354
	<hr/>	<hr/>	<hr/>

Sufficient resources are held in appropriate form to enable each fund to be applied in accordance with any restrictions imposed.

**8. RELATED PARTY DISCLOSURES**

On 19th December 2017, all the assets and liabilities held by Global Media Campaign (company number: 10705166, registered in England and Wales) was transferred to the Charity.

During the period, the charity received bookkeeping and accountancy services from Back Office Support Solutions Limited. A separate individual within the firm whom is not involved with providing these services has carried out the independent examination.

**9. CONTINGENT LIABILITIES**

At the period end, the charity had no contingent liabilities.

**10. LOANS ON ASSETS**

During the period, the charity has not received any loans secured on assets.

GMC Charity To End FGM

Detailed Statement of Financial Activities  
for the Period 19 December 2017 to 30 June 2018

£

**INCOME AND ENDOWMENTS**

**Donations and legacies**

Donations 348,280

**Total incoming resources** 348,280

**EXPENDITURE**

**Raising donations and legacies**

Sub Contractors 98,587

**Charitable activities**

Advertising 97,663

Travel and Subsistence 13,676

Computer Costs 259

111,598

**Other**

Cleaning 140

**Support costs**

**Management**

Postage and stationery 852

**Finance**

Insurance 1,153

Bank charges 137

Plant and machinery 526

1,816

**Information technology**

Telephone 2,205

**Other**

Subscriptions 214

**Governance costs**

Rates and water 11,327

Accountancy fees 5,574

Legal fees 3,613

20,514

**Total resources expended** 235,926

This page does not form part of the statutory financial statements

GMC Charity To End FGM

Detailed Statement of Financial Activities  
for the Period 19 December 2017 to 30 June 2018

	£
	<hr/>
Net income	112,354
	<hr/>