

IMIX
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 30 JUNE 2020

IMIX

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	J Levenson	(Appointed 3 June 2019)
	R Oliver	(Appointed 6 December 2019)
	S Ejaz	(Appointed 3 June 2019)
	Z Onokaye-Akaka	(Appointed 15 January 2020)
	G Blake (Chair) P Griffith	(Appointed 3 June 2019) (Appointed 3 June 2019)
Charity number	1183693	
Principal address	CAN Mezzanine 7-14 Great Dover Street London SE1 4YR	
Independent examiner	F J Wilde FCCA MBA DChA Warner Wilde 4 Marigold Drive Bisley Surrey GU24 9SF	
Bankers	HSBC Bank 31 Holborn London EC1N2HR	
Accountants	Charity Accounting Services Ltd Unit B108, Trident Business Centre 89 Bickersteth Road London SW17 9SH	

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TRUSTEES' REPORT

FOR THE PERIOD ENDED 30 JUNE 2020

The trustees present their report and financial statements for the Period ended 30 June 2020.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

The charity's objects are:

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

Vision

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

Mission

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

IMIX recognises the support of Global Dialogue (a registered charity in England and Wales 1122052) which incubated our work for four years and worked with us to ensure a seamless transition to independence in November 2019.

As a new charity the Chief Executive and Board have focussed on strategy, fundraising and governance. From a strategic perspective, we have delivered well against our core objectives (see achievements and performance section). The fundraising position is very strong, in part due to some donors who held off issuing grants until full independence. We have met our reserves target and will be focussing on spending down our unrestricted income over the coming year. From a governance perspective we've increased the voice of lived experience and expertise in communicating with mass audiences.

Public Benefit

Our focus is to advance the education of the public in the needs of migrants, refugees or those seeking asylum. We do this by providing training and support to organisations working with those groups and through media outreach. When planning our activities for the year, the trustees have considered the Charity Commission's guidance on public benefit. Trustees are clear that there are identifiable benefits to the work that we do - some of these are identified below;

- Trustees are clear that these benefits are for a wide cross-section of the public.
- Trustees are clear that those benefits relate to our aims.
- Trustees are clear that those benefits outweigh any potential risks.

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TRUSTEES' REPORT (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2020

Charitable Activities

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

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

Achievements and performance

The past 12 months have been extremely busy for the IMIX team. As the political landscape shifted, we worked hard to meet the demands of our partners and the media. We have collaborated with more partners than ever, increased our media coverage twofold, redesigned our website to be fit for purpose and enhanced our offer to partners.

Training and Support for our Network

We have continued to work closely with partner organisations to support them to achieve their aims by offering monitoring, training and consultancy to meet their specific needs - and help them reach as wide an audience as possible. Our network is growing. We now have over 350 members signed up to our Google Group. Members receive a daily press briefing, access to our messaging and toolkits and invites to monthly meetings as well as being able to access bespoke advice. Being responsive to the needs of the network is something we've worked on - and there is always room for improvement - this year we started to create messaging and framing guides for the sector including on housing, channel migrants and Covid-19. These short guides have been well received and used, particularly the one relating to channel migrants.

Pre-Covid, our face-to-face training courses were run across the country for example, we worked with grassroots charities in the North East as part of our core objective of building a network of voices from outside London. We trained four experts by experience as well as holding meetings with local news outlets connecting them to small charities in the area. This has led to increased positive coverage in local papers, and this long read on the BBC about the consequences of trafficking and modern slavery. We continue to support important networks such as City of Sanctuary, including running media and spokespeople training for their senior team and volunteer networks in the West Midlands.

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TRUSTEES' REPORT (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2020

Giving a platform to people with lived experience of migration has been a vital component of our training programme. We've offered bespoke, one-to-one support to experts by experience as well as running training days. This focus and support has accrued significant value from a media engagement point of view, with stories told in the Guardian, on Channel 4 News and a variety of online platforms. We have continued to support the Roma community including the Luton Roma Trust to enable them to reach out to their community on EU Settled Status. We had intended to focus on, and work more closely with, young Europeans but Covid has meant that other voices were prioritised.

Our media training for established organisations working within the field of migration continues to be popular. We have trained a variety of organisations such as ECPAT which focuses on ending trafficking, Doctors of the World, Kent Refugee Action Network, Hastings Refugee Buddy Project and Refugee Rights Europe to meet our aim of increasing the range and type of organisations which can speak out on migration.

As well as our core offer of media and audience understanding, we've delivered training on digital outreach and how to manage in a crisis. We've super charged our support for people with lived experience of migration, including launching a new initiative 'Human Journeys' to give a platform for people with lived experience to share their story safely. Overall, we trained 88 people.

We have secured significant international, national and local press coverage and helped shape the coverage regarding some of the toughest issues in the migration space. From the channel migrant's crisis to EU citizens' rights, we've had our thumb print on some of the biggest campaigns in the sector and are rightly proud of what we've achieved.

We know that journalists from The Times to the Daily Mail to Sky News want to engage their audiences with the debate on migration. They know that the evidence shows that people are 'balanced' on migration - they can see pros and cons - so outlets want to ensure they can represent this through their articles and broadcasts. Within the migration sector there is some nervousness of working with journalists, so we've been working with the media and the sector to build trust.

IMIX worked closely with ITN to change the conversation on immigration. ITN wanted to shine a light on the truth of vulnerable people's lives and to humanise the issue with stories about real people's lives. Whether it's about detention, asylum, Calais crossings, Windrush, refugees, EU citizenship or issues like access to health - which dovetailed with the Covid pandemic - ITN wants to know how the issue impacts people.

In March 2020 IMIX took a group of experts by experience and staff from the sector to meet a News Editor at the ITN studios. We got a tour, met the home and foreign news editors, reporters, editors and most exciting of all, sat in the command centre of ITN and watched the lunchtime news go out live. Following this tour, we worked with ITN on a big piece about refugee doctors, which was well received by ITN viewers and the sector.

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TRUSTEES' REPORT (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2020

Impact of Covid-19

As with many organisations within the migration sector and beyond, we had to radically change the way in which we work to ensure that staff, volunteers and the people we work with were safeguarded through the pandemic. We are very grateful for the support given by our funders which enabled us to reprioritise certain elements of our work, most notably the work on the EU Settlement Scheme.

During lockdown, IMIX focused on creating the space for different parts of the migration sector to work together. Pre-existing issues with the UK's immigration system that made people vulnerable have been exacerbated by the pandemic, while the sector communications capacity has dropped even further. Despite these challenges, IMIX achieved substantial, mainstream coverage on key issues such as health and destitution, including separate stories on BBC and ITV News at 10.

Alongside developing messaging and Q & A guides around COVID and other key issues for the sector, a key component of work has been daily rapid response support to hundreds of charities across the UK; from social media, campaigning and advocacy advice to providing proactive and reactive media relations support.

The team also identified COVID-19 as an opportunity, building a strategy to challenge negative stereotypes and misconceptions about refugees and migrants. We curated a suite of positive stories about individuals supporting their communities. These were often developed and placed with local partners in local news outlets and provided opportunities for many individuals with lived experience to speak to the media for the first time in a safe and positive manner. Coverage highlights include the Birmingham Mail, Coventry Telegraph, Chronicle (Newcastle), Express & Star (Wolverhampton) and Nottingham Post.

A vital facet of this positive storytelling strategy was tapping into public support for the NHS. Working with partners RefuAid and Help Refugees, IMIX led on securing media to raise awareness of the work overseas doctors deliver in the NHS, alongside awareness of those who wanted to work, but are hindered by an arduous process from doing so. Alongside aforementioned coverage with the BBC and ITV, this was also secured in The Observer, Metro and Daily Mirror amongst others.

While we have adapted well, providing training has been more challenging, particularly working with people with lived experience of migration.

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TRUSTEES' REPORT (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2020

EU Settlement Scheme

During the summer of 2019 we secured significant media coverage around the challenges people were facing in getting their settled status. Focusing on people in more vulnerable situations we worked with, among others ITV, BBC London and the Independent to highlight how digital applications were problematic for a variety of groups. We worked with partners in the North West and North East to shine a spotlight on how things were working across the country. In the Autumn we ran a messaging workshop with the Brexit Civil Society group to help a wider audience understand the impact of the EUSS scheme and how to communicate its challenges.

Following the Withdrawal Agreement, it became much harder to 'sell' the story of the EUSS. This became even more challenging come March 2020, nonetheless we managed to secure pieces to show the role key workers, who were EU citizens, were playing during lockdown. For instance, a piece in Al Jazeera highlighted how thousands of EU migrants were working on the front lines of the coronavirus pandemic in the United Kingdom, as doctors, nurses, carers, porters and cleaners.

We also focused on the work of charities which were focusing on supporting migrants, for instance in both BBC Breakfast and Private Eye we worked on stories that highlighted how the charity Doctors of the World complemented the work of the NHS and Public Health England (PHE) by publishing the official PHE's guidance translated into over 60 languages.

Elsewhere, we were also able to show the serious impact that a policy like No-Recourse to Public Funds (NPRF), in conjunction with the pandemic was having on low-income families from a migrant background. Families were forced to reduce the daily amount of food due to the fact that they were not receiving free school meals because of their immigration status. In this instance, we were able to forge new and proficient relationships with grassroots organisations working in some of the most deprived areas of London and bringing their first-hand experience of the combined impact of Covid-19 and the NPRF policy to a national audience.

Refugee Week 2020

Refugee Week 2020 was the fourth consecutive year which IMIX partnered with Counterpoints Arts to deliver the festival's media strategy. A global pandemic presented a myriad of new challenges to make it potentially the hardest for media efforts too.

The festival was held solely in the digital space for the first time, which meant 900 + local, community-based events did not take place. It also meant IMIX was unable to deliver ambassador workshops which usually provide extensive training and support to enable individuals with lived experience of seeking sanctuary in the UK to positively and safely engage with the media. These events and ambassadors were the two key components of previous IMIX media strategies. In addition, the news agenda was chaotic, rapidly changing and dominated by the pandemic, presenting a difficult climate in which to secure coverage.

Despite this, IMIX helped deliver 100 + pieces of coverage for the third consecutive year, including 28 pieces of mainstream, national coverage and week-long series in The Huffington Post and Metro amongst others. 25 individuals were empowered to share their lived experience with the media: the majority for the first time. Coverage was also spread across the media landscape, enabling new audiences to engage with the festival and its messages for the first time, from mainstream to niche, across the political spectrum and from local to national.

In addition, IMIX delivered 2 x media and digital training sessions for festival organisers at Refugee Week conferences, providing initial, basic tools to equip over 20 community led and local charities to begin engaging with the media and in the digital space in a positive and safe manner. A short online training session on social media was also delivered to over 200 people in preparation for the festival. This was part of the wider strategy delivered by IMIX across a six-month period and included hundreds of meetings and calls providing advice to individuals, groups and organisations about their respective media efforts for the festival.

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TRUSTEES' REPORT (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2020

Promoting positive stories

During the coronavirus lockdown, IMIX were keen to highlight how refugees and the organisations which support them were making a difference in their communities. Through drawing attention to these positive stories, the hope was that people's perceptions of asylum seekers and refugees would be challenged and altered.

The digital communications manager and digital intern worked together to collate positive stories from news outlets, social media channels and the IMIX network predominantly from across the UK but also other countries around the world. These ranged from a Syrian refugee in Bromsgrove delivering medicines on his bike to an asylum seeker in Derby volunteering at a food bank to a refugee project in North London working hard to support their members during lockdown with hardship grants, mobile phone credit and food parcels.

In total six blogs were produced covering 61 different stories. Two of these blogs were produced specifically for Refugee Week and drew on their vast UK-wide network to gather more stories. As Refugee Week has a celebratory theme the blogs worked extremely well situated within this year's first ever digital festival. In addition, four videos were produced for Refugee Week, three which highlighted certain individuals stepping up to help their communities during Covid-19, and one which was a photo collage featuring many different people and projects working to support others.

This collection of stories has received over 8,000 pageviews to date with the first blog attracting over 2000 views alone. This is by far the most popular content which the IMIX website has ever seen which proves there is a strong appetite for these positive and uplifting stories. The videos promoted via the IMIX Twitter account also had a high number of views, shares and engagement.

The team is keen to continue promoting positive stories both through the IMIX channels and in the broader media when there is the opportunity. Through this commitment to drawing out the ways in which many people who seek sanctuary contribute and make a difference in their communities, negative rhetoric can be challenged and undermined, and a better conversation can begin.

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TRUSTEES' REPORT (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2020

Channel crossings

Over the past three years there has been an increase in interest in the people who have arrived in the UK via the channel. IMIX has been working with organisations working in coastal communities, as well as those in Northern France, to enable them to meet the demands of the international press.

The summer of 2019 saw a spike in interest and IMIX was at the forefront of dealing with the media. As well as supporting organisations based in Kent and East Sussex which have been on the sharp end of the media requests, we visited Calais / Dunkirk to help them with filming requests from Channel 4, ITV and Sky News. We also worked with people who had made the journey across the channel to tell their stories and put a human face to the debate. We created a messaging document and Q&A to help people respond to more challenging questions from the media.

The media interest in this area has continued throughout 2020 and we have convened groups to think through communications strategies as well as how they work with interested MPs from across the political spectrum. One of the greatest challenges we now face in terms of media relations and ensuring the narrative is balanced is how we identify, train and support people who have made this journey to tell their stories in a safe way.

Key learning points for the year

Our ambition often outstrips our capacity; this has led to the team being overstretched, to mitigate, we offer TOIL, emotional support via an online counselling service and encourage team members to take breaks. We'll explore how to rebalance our work over the coming year, part of this will be to have conversations with our partners to understand where they think our priorities should lie to make it easier to say no to some requests.

We believe the media is a powerful tool in influencing public opinion, and those pieces which have the greatest impact are those which are proactively planned with a media partner. The second half of the year has been dominated with reactive press work and this has meant we lost focus on proactive work, something we'll redress in the coming months.

As with many new, small charities, we need to focus in more depth on evaluation, during the last two financial quarters we employed a London living wage intern to help with media reporting which has enabled us to better demonstrate the types of media coverage we secure.

While we have increased our capacity, we are still unable to meet all the requests made of us and to deliver the local level support we know is much needed. We have however developed strong relationships with journalists and media outlets across the country in an attempt to address this.

While we have not made as much progress as we would have liked on making the UK a more hospitable and welcoming environment for those who move here, we are clear about our role in that endeavour and look forward to increasing our focus on this in the years to come.

Our recent independent evaluation demonstrates that IMIX is a much-needed part of the migration sector.

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TRUSTEES' REPORT (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2020

Financial review

The Trustees report a surplus £223,167 on operations for the period under review. The income for the year was £379,254 and expenditure £156,087. As a new charity we invested considerable energy in fundraising for the start-up, to build our reserves and ensure we could operate effectively in the first three years. We have clear plans as to how to spend down income in line with grant requirements. However, the Covid 19 pandemic had an impact on our operations. Some staff reduced their hours, we were unable to recruit a key role. In addition, as work moved online, we haven't travelled or needed to hire rooms to deliver training.

We are grateful for the ongoing support of our funders:

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

The Trustees believe that maintaining reserves at adequate levels, combined with an annual review of the controls over key financial systems will provide sufficient resources in the event of adverse conditions. The Trustees have also examined other operational and business risks faced by IMIX and believe that the systems in place to mitigate significant risks offers the Trust adequate protection.

Reserves Policy

The Trustees aim to have sufficient unrestricted reserves to cover our budgeted operating costs for 3-6 months. The unrestricted reserve balance at 30 June 2020 was £144,008 which is above our reserves policy. We have plans to spend down over the coming years, building a sustainable organisation able to meet the demand for our services.

Risk Policy

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

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TRUSTEES' REPORT (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2020

The external environment remains challenging; with the country facing an uncertain future outside of Europe and impoverished due to the Covid pandemic, we have already seen migrants being scapegoated. The impact of this is being felt in communities across the country, but particularly in regions which are hosting above average numbers of people seeking asylum. The migration narrative, driven by the government, has fallen back into contributors / genuine refugees v illegal migrants.

The Government - with its 80-seat majority - is talking up 'taking back control' and being tougher on 'illegal migration', we expect a 'fair borders bill' to be introduced in early 2021 which will address this issue. At the same time, it has created a new points-based system which will enable more people than ever to come and live and work in the UK. While some argue that this approach is balanced, there is a risk that those who have no safe routes to the UK are being vilified and that refugee protection might only be extended to those who come via resettlement schemes.

Due to our work with the media, we are well placed to understand the impact of external factors on the work of our partners and have undertaken a strategy review and refresh to ensure that we meet the needs of those we serve, offering value to money to our funders and meeting our charitable aims. To this end we have drafted additional objectives for the coming years:

- To increase the number of experts by experience engaging with debates on migration
- To support the sector to deliver higher impact campaigns and media interventions which persuade segments of the public to be more welcoming to migrants
- To deliver regional training and support to increase the communications capacity of small and grassroots organisations
- To build strong relationships with populist media and digital content providers.

We will continue with the core elements of our work namely media relations and training and support. From a media perspective, we have excellent relationships across broadcast and print outlets. However as with most charities we find it easier to work with more progressive outlets, during this strategy period, we will increase our work with the mainstream press as well as more niche outlets.

Building the capacity of the sector is core to IMIX's theory of change and something we do well. We will continue to offer digital, media understanding, spokespeople and audience insight training. In addition, we want to hold more 'masterclasses' to help the sector get to grips with things like pitching a story to the media, dealing with trolls, how to handle crises and campaign creation / delivery.

We have been funded to undertake some framing and messaging work on destitution and another piece on refugee welcome, these will be completed within the financial year. We will continue to monitor the impact of Brexit on public attitudes to migration.

Structure, governance and management

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

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

J Levenson	(Appointed 3 June 2019)
R Oliver	(Appointed 6 December 2019)
S Ejaz	(Appointed 3 June 2019)
Z Onokaye-Akaka	(Appointed 15 January 2020)
G Blake (Chair)	(Appointed 3 June 2019)
P Griffith	(Appointed 3 June 2019)
A Baigun	(Appointed 3 June 2019 and resigned 30 September 2019)
S Cutler	(Appointed 3 June 2019 and resigned 31 August 2019)

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TRUSTEES' REPORT (CONTINUED) FOR THE PERIOD ENDED 30 JUNE 2020

The Trustees are appointed by the charity trustees and are recruited with regard to their knowledge, skills and experience, including lived experience of migration. The Trustees are appointed for a three-year term with the option to extend for a second term. We currently have six board members. This year we welcomed two new trustees to our board to replace two outgoing trustees who stood down for personal reasons. In the coming year we will seek to recruit a treasurer and an HR specialist to meet a skills gap within our board.

IMIX is administered by Chief Executive, Emma Harrison, based on the strategic direction set by the trustees. The board of trustees meets four times a year, plus a strategy away day. The chair and safeguarding lead trustee also provide support to the CEOas and when required. Charity Accounting Services provide book-keeping and accounting services to the charity.

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

Geraldine Blake

Geraldine Blake (Feb 4, 2021 16:29 GMT)

G Blake (Chair)

Trustee 4th February 2021

Dated:

IMIX

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF IMIX

I report to the trustees on my examination of the financial statements of IMIX (the charity) for the Period ended 30 June 2020.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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

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

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

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

Frances Wilde

[Frances Wilde \(Feb 4, 2021 17:57 GMT\)](#)

F J Wilde FCCA MBA DChA

Warner Wilde
4 Marigold Drive
Bisley
Surrey
GU24 9SF

4 February 2021
Dated:

IMIX

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE PERIOD ENDED 30 JUNE 2020

		Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020
	Notes			
<u>Income from:</u>				
Donations and legacies	3	214,329	-	214,329
Charitable activities	4	4,092	160,833	164,925
		<hr/>	<hr/>	<hr/>
Total income		218,421	160,833	379,254
		<hr/>	<hr/>	<hr/>
<u>Expenditure on:</u>				
Charitable activities	5	74,413	81,674	156,087
		<hr/>	<hr/>	<hr/>
Net income for the year/ Net movement in funds		144,008	79,159	223,167
		<hr/>	<hr/>	<hr/>
Fund balances at 3 June 2019		-	-	-
		<hr/>	<hr/>	<hr/>
Fund balances at 30 June 2020		144,008	79,159	223,167
		<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

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

All income and expenditure derive from continuing activities.

IMIX

BALANCE SHEET

AS AT 30 JUNE 2020

	Notes	2020 £	£
Fixed assets			
Tangible assets	9		3,039
Current assets			
Debtors	10	10,744	
Cash at bank and in hand		376,355	
		<hr/>	
		387,099	
Creditors: amounts falling due within one year	11	(166,971)	
		<hr/>	
Net current assets			220,128
			<hr/>
Total assets less current liabilities			223,167
			<hr/> <hr/>
Income funds			
Restricted funds	13		79,159
Unrestricted funds			144,008
			<hr/>
			223,167
			<hr/> <hr/>

The financial statements were approved by the Trustees on 3 February 2021.....

Geraldine Blake

[Geraldine Blake \(Feb 4, 2021 16:29 GMT\)](#)

.....
G Blake (Chair)

Trustee

IMIX

NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 30 JUNE 2020

1 Accounting policies

Charity information

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

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

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

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

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

1.2 Going concern

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

1.3 Charitable funds

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

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

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

1.4 Income

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

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

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

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2020

1 Accounting policies (Continued)

1.5 Expenditure

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

Expenditure is recognised on an accruals basis.

1.6 Tangible fixed assets

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

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

Fixtures and fittings	25% reducing balance
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The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Impairment of fixed assets

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

1.8 Cash and cash equivalents

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

1.9 Financial instruments

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

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

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

Basic financial assets

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

IMIX

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2020

1 Accounting policies

(Continued)

Basic financial liabilities

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

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

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

Derecognition of financial liabilities

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

1.10 Employee benefits

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

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

1.11 Retirement benefits

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

2 Critical accounting estimates and judgements

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

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

3 Donations and legacies

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

IMIX

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 30 JUNE 2020

3	Donations and legacies	(Continued)
	Grants receivable for core activities	
	AB Charitable Trust	20,000
	Esmee Fairbairn	64,857
	Global Dialogue	46,152
	OAK Foundation	83,320
		<hr/>
		214,329
		<hr/> <hr/>
4	Charitable activities	
		Charitable Income
		2020
		£
	Services provided under contract	4,092
	Grants	160,833
		<hr/>
		164,925
		<hr/> <hr/>
	Analysis by fund	
	Unrestricted funds	4,092
	Restricted funds	160,833
		<hr/>
		164,925
		<hr/> <hr/>
	Grants	
	Barrow Cadbury	15,000
	Global Dialogue	24,500
	Trust for London	13,000
	Comic Relief	50,000
	Unbound Philanthropy	58,333
		<hr/>
		160,833
		<hr/> <hr/>

IMIX

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 30 JUNE 2020

5 Charitable activities

	2020
	£
Staff costs	110,850
Depreciation and impairment	401
Programme costs	15,184
	<u>126,435</u>
Share of support costs (see note 6)	28,452
Share of governance costs (see note 6)	1,200
	<u>156,087</u>
	<u><u>156,087</u></u>
Analysis by fund	
Unrestricted funds	74,413
Restricted funds	81,674
	<u>156,087</u>
	<u><u>156,087</u></u>

6 Support costs

	Support costs	Governance costs	2020
	£	£	£
Office rent	11,351	-	11,351
Insurance	469	-	469
Telephone and broadband	1,137	-	1,137
Office costs	1,500	-	1,500
Media infrastructure	6,390	-	6,390
Accounting services	7,605	-	7,605
Independent Examination	-	1,200	1,200
	<u>28,452</u>	<u>1,200</u>	<u>29,652</u>
	<u><u>28,452</u></u>	<u><u>1,200</u></u>	<u><u>29,652</u></u>
Analysed between Charitable activities	28,452	1,200	29,652
	<u><u>28,452</u></u>	<u><u>1,200</u></u>	<u><u>29,652</u></u>

7 Trustees

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

IMIX

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 30 JUNE 2020

8 Employees

Number of employees

The average monthly number of employees during the Period was:

	2020 Number
Employees	6

Employment costs

	2020 £
Wages and salaries	103,342
Social security costs	3,382
Other pension costs	4,126
	<u>110,850</u>

There were an average of six posts throughout the accounting period, three of these were part time.

Key Management Personnel is defined as the CEO plus the senior leadership proportion of the Media Director's role. Total cost for the period including add on costs such as employer's National Insurance and pension costs is £37,733.

There were no employees whose annual remuneration was £60,000 or more.

9 Tangible fixed assets

	Fixtures and fittings £
Cost	
Additions	3,440
At 30 June 2020	<u>3,440</u>
Depreciation and impairment	
Depreciation charged in the Period	401
At 30 June 2020	<u>401</u>
Carrying amount	
At 30 June 2020	<u>3,039</u>

IMIX

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 30 JUNE 2020

10 Debtors

	2020
	£
Amounts falling due within one year:	
Trade debtors	628
Prepayments and accrued income	10,116
	<hr/>
	10,744
	<hr/> <hr/>

11 Creditors: amounts falling due within one year

	2020
	£
	Notes
Other taxation and social security	4,550
Deferred income	12 158,331
Trade creditors	342
Other creditors	1,354
Accruals and deferred income	2,394
	<hr/>
	166,971
	<hr/> <hr/>

12 Deferred income

	2020
	£
Other deferred income	158,331
	<hr/> <hr/>

IMIX

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 30 JUNE 2020

13 Restricted funds

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

	Movement in funds			Balance at 30 June 2020 £
	Balance at 3 June 2019 £	Incoming resources £	Resources expended £	
Barrow Cadbury	-	15,000	(2,500)	12,500
Global Dialogue	-	24,500	(12,499)	12,001
Trust for London	-	13,000	(10,509)	2,491
Comic Relief	-	50,000	-	50,000
Unbound Philanthropy	-	58,333	(56,166)	2,167
	<u>-</u>	<u>160,833</u>	<u>(81,674)</u>	<u>79,159</u>

Barrow Cadbury

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

Global Dialogue

Grant funding for supporting regional communications.

Trust for London

Funding to support strategic communications work with grassroots migration organisations in London.

Comic Relief

Funding for the project titled "A new narrative for people on the move"

Unbound Philanthropy

Supporting strategic communications training and support to bring fresh voices and stories to the migration and integration debate.

14 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total
	2020 £	2020 £	2020 £
Fund balances at 30 June 2020 are represented by:			
Tangible assets	3,039	-	3,039
Current assets/(liabilities)	140,969	79,159	220,128
	<u>144,008</u>	<u>79,159</u>	<u>223,167</u>

IMIX

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) *FOR THE PERIOD ENDED 30 JUNE 2020*

15 Related party transactions

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









IMIX 2020 Accounts

Final Audit Report

2021-02-04

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By:	Emily Jones (emily.jones@imix.org.uk)
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