

Registered number: CE017691

Company Number: 1183693

IMIX

(a charitable incorporated organisation)

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE PERIOD FROM 1st JULY 2021 TO 30 JUNE 2022

IMIX

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LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Geraldine Blake - Chair Joe Levenson (resigned 3 July 2021) Shazia Ejaz Phoebe Griffith Rachael Gould Zeno Onokaye-Akaka Elizabeth Liberda-Moreni (appointed 13 July 2021) Dolores Modern (appointed 13 July 2021) Agnes Estibal (appointed 13 July 2021)
Chief Executive	Emma Harrison (resigned 17 December 2021) Jenni Regan (joined 1 March 2022)
Charity registered number	1183693
Registered office	Canopi 7-14 Great Dover street London SE1 4YR
Banker	HSBC Bank 31 Holborn London EC1N 2HR
Accountants	Charity Accounting Services Ltd Suite 109 Spaces 6 Sutton Plaza London SM1 4FS
Independent Examiner	Anthony Epton Goldwins Ltd 75 Maygrove Road West Hampstead London NW6 2EG

The trustees present their report and financial statements for the year ended 30 June 2022.

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TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

The trustees present their report and financial statement for the year ended 30 June 2022.

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 objectives 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.

Our Strategy 2021-2024

Overall aims

- To create an open and welcoming Britain for people who make the UK their home; by increasing support for refugee protection and to build social support for migration.
- To build sustainable communications capacity in the refugee and migration sector to improve the quality and volume of media coverage.

Objectives

- 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 on the public to be more welcoming to migrants
- To build strong relationships with mass media outlets and digital content providers
- To deliver regional training and support to increase the communications capacity of small and grassroots organisations

TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

Public benefit

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 in supporting organisations across the refugee and migration sector, including:

- delivering training on working with the press and media
- providing one-on-one support for small organisations lacking communications expertise
- offering advice and guidance on how to make the best of limited resources and reach a wide audience.

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.

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 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.

Achievement and performance

Context

The last year has been dominated by key external crises such as the fall of Kabul, the tragic Channel crossing accident in November 2021, the war in Ukraine and the Nationality and Borders Bill. All these external factors have put both IMIX and the sector under incredible pressure in terms of the resources needed to act reactively. However, it has also given an opportunity to support organisations and the media to change the narrative as well as to develop and test situation-specific messaging. It has also enabled us to push the voices of those with lived experience firmly into the spotlight.

Media

Over the past year we have surpassed our media targets for reaching 'mixed middle' audiences, with more than half of all pieces placed reaching that group, and our coverage included broadcast, national and regional newspapers, and magazines. What follows are some highlights of this work.

As part of the Together With Refugees campaign, we helped deliver a photoshoot featuring seven decades of refugees to commemorate the 70th anniversary of the UN Refugee Convention. The participants' stories were shared across local and national newspapers across the political spectrum, from the Guardian to the Daily Express.

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TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

We have been supporting the calls of British Afghans for refugee resettlement for some time now, working with broadcasters such as ITV and a range of newspapers. In July, we placed an article by Shabnam Nasimi calling for sanctuary for Afghan women and girls in The Times. In August, we worked with Shabnam and The Times again to share her call for a general resettlement scheme, as well as a rethink of the Nationality and Borders Bill. Days later, the Afghan civilian resettlement scheme was announced.

Since the evacuation of Kabul ended, our media focus has changed to providing accurate information about the resettlement of Afghan refugees in the UK, and the wider questions that throws up about the asylum system and amplifying the voices of Afghans left behind who belong to vulnerable categories and are asking for protection. Coverage has included the Huffington Post reporting on female judges, and the Guardian on former Chevening Scholars.

With the Nationality and Borders Bill due to be voted on in the Commons in December, the team worked to deliver compelling case studies warning of the human impact of the Bill, such as NHS workers who could be turned away under the new rules. In the middle of this period, however, we received the terrible news that 27 people had died in the Channel. After the tragedy was confirmed, the team worked flat out to connect responsible journalists with those who had crossed in small boats and wished to highlight the lack of safe routes, as well as supporting the sector to create an open letter condemning government inaction.

We began 2022 with a focus on building up our contacts in Red Wall areas. We believe refugee voices from these areas will be key due to these swing constituencies' oversized influence on both the government and the opposition. In tandem with this, we continued to secure positive coverage in high dispersal areas.

In the weeks leading up to Russia's invasion of Ukraine, we prepared for the possibility of an influx of refugees. By the time the invasion itself happened, we were already in contact with some Ukrainian diaspora groups and over March and early April, we delivered training to the Ukrainians in the UK who had become de facto leaders of the humanitarian response, as well as supporting the UK charities tasked with facilitating the Homes for Ukraine scheme. Through this rapidly-established network, we worked with newspapers including the Daily Express to share the voices of Ukrainian refugees.

Just as the team were getting to grips with the Ukraine crisis, and preparing for the Nationality and Borders Bill vote, the government announced its Rwanda plan. Some of the highlights in our response include co-ordinating an open letter against the plan, which was picked up by news outlets from The Guardian to GB News, sharing the voices of asylum seekers who felt impacted by the announcement, and placing a First Person piece from a Rwandan refugee in The Independent criticising the plan. We also reached out to other UK-based Rwandans who helped inform behind-the-scenes on messaging that was then shared with the sector.

Narrative work

We completed a big piece of work on building public support for refugee protection: The Struggle for Safety. Funded by Comic Relief, we worked with people with lived experience of crossing the Channel and organisations delivering support to those seeking asylum to build a narrative which will appeal to both our base and broader audiences.

We then developed new messaging on Safe Routes to respond to the changing external landscape, built on this narrative work previously delivered. Involving people with lived experience in our messaging work

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around safe routes and destitution has enabled and empowered people to shape the narrative and tell stories in their own way. For example, recently IMIX hosted two workshops bringing media professionals, policy experts and people with lived experience of irregular journeys together to work on messaging around safe routes. The discussions were passionate, thoughtful, and pragmatic.

The Destitution Narrative project has progressed through the year with the aim of developing a new conversation around migrant destitution, one that can help build politicians' understanding of the issues and drive change. We are hoping to unite a network of organisations and allies around a coherent set of messages and practical storytelling approaches. We have hosted workshops, led by people with lived experience of destitution. These sessions created messaging which has been shared and tested with stakeholders. We have a funding extension for this project in order to complete more message testing.

Coalition working

Our most significant partnership continues to be with Together With Refugees, we worked together to unite the sector around the Nationality and Borders bill campaign. Although the Bill ultimately passed, a common cause helped IMIX and Together With Refugees galvanise the sector on multiple occasions. We have also worked to co-ordinate messaging when there has been a reactive story. A cross-sector letter in the wake of the November Channel tragedy was hosted on the IMIX blog and shared on social media within the sector.

We have entered into a second partnership with Counterpoints Arts with their PopChange Film and TV project, focused on narrative change through popular culture, sharing best practice and making further connections. We hope there will be crossover and opportunities for our Expert by Lived Experience Storytellers Network.

We were commissioned by Citizen's UK to produce a film charting the success of their Free School Meals Campaign. This is a pilot for us as an organisation as we continue to develop skills in the staff group as well as exploring earned income opportunities.

Digital development

In partnership with Citizens UK and Reset we have started a Facebook group to share stories of refugee integration (@GoodNeighboursProject). This project is purposefully unbranded and aims to find those people in the mixed middle who might have pro-refugee sentiments and target them with useful information on community action. We have also introduced an Instagram account, Human Journeys, which aims to cover the stories of those with lived experience (@human_journeys).

An important aim of our Facebook page is also to share stories of refugee welcome with a very local and community angle to regional audiences, especially those in more conservative areas where our target 'mixed middle' resides.

The digital team have been focusing on growing our online footprint to support IMIX's wider goals. For example, platforming lived experience voices. Our growth strategy includes monitoring the monthly statistics of our digital output to learn which content resonates with key online audiences – the sector and activists.

TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

We have also been measuring what content our sector finds most useful, to aid IMIX's wider capacity building goals. For example, we reacted quickly to the events in Afghanistan, putting out toolkits on messaging and how people can help.

Our digital response to Afghanistan helped us solidify the IMIX's digital role responding to crises – that of spreading toolkits and information that activists and the sector will find useful. We are also using our social media platforms, especially our newly created Facebook page, The Good Neighbours Project, as a resource for lived experience voices and to connect with grassroots organisations. For example, during the Afghanistan crisis, the digital team used our online networks to find activists and lived experience voices to speak to press, thereby supporting the media team.

IMIX expanded and tested its role in campaigns with the Clause 9 campaign in January. We wanted to use Clause 9 of the Borders Bill (that expands government rights to strip citizenship) as a strategic way of raising awareness in the public of the Bill as a whole.

We had successes and learning. On the former, we had engagement from within and outside of the sector. For instance, [Lord Dubs's video](#) for the campaign went viral with 12.1k views, as well as high profile refugee sector figures from Scottish Refugee Council and Refugee Action taking part. Learnings include that due to our position as an 'infrastructure' organisation, we were much more suited to organising campaigns in a 'behind-the-scenes' roles, as opposed to publicly fronting them.

For International Women's Day in March, we interviewed a series of women leaders in the sector, including Alphonsine Kabagabo, the Director of Women for Refugee Women – to emphasise the importance of lived experience leadership. We had [positive feedback from the sector on social media](#), emphasising the importance of this topic.

IMIX Partnered with LGBTQI+ organisation, Rainbow Migration, to [celebrate Pride Month](#) this year. We invited five LGBT people with lived experience to the Gay's the Word Bookshop in London, where they were filmed and photographed. The images and videos were shared on all our digital channels, website and [social media](#). We also had a guest blog by Rainbow Migration on the effects of [Detention on LGBT sanctuary seekers](#) and the threat the Rwanda Scheme brings to this vulnerable community. The campaign also had some pickup in the press, especially in the [Northeast local press](#).

Capacity building

Our IMIX Comms Group has grown consistently, we currently have 750 (2021: 569) members and high engagement levels. We have continued to build our training capacity and rolled out a new curriculum of masterclasses over the past few months. Over the past year we have delivered 52 training sessions to 889 people (2021: 50 / 784). Of this total, 245 attendees have lived experience (2021: 96).

As well as running media-focused training courses for organisations like Asylum Matters, The Roma Support Group, The Bike Project, and Refugee Action, we offered one-to-one media support to organisations like Project 17 who work with families who have been rejected by the EUSS and have No Recourse to Public Funds, and Samphire, which supports former detainees in Kent.

While our courses helping people understand strategic communications and media training are as popular as ever, to meet the needs of the sector, we have also increased our focus on digital engagement. Over the last year we have offered advice on how to use various channels, create content, website reviews as

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TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

well as how to stay safe online. As well as training organisations such as STAR, Refugee Info Bus, Music in Detention and UK Welcomes Refugees, we've mentored organisations with limited capacity such as Lichfield City of Sanctuary, Waterloo Community Counselling and English for Action London to help them unlock the potential of their digital channels.

We have introduced a monthly Communications meeting for the sector where we invite organisations and individuals to share campaign wins and best practice. This has been well attended so far and we have a waiting list for speakers.

We continue to send out a daily news roundup which has high engagement, this allows the sector to be briefed on the daily news. We have also introduced a monthly newsletter which features updates from IMIX activity as well as featuring news from the sector.

Organisations in the sector who we have reached with our training and consultancy tell us that their ability and capacity around comms and working with the media has greatly improved. We have seen a positive increase in consistent and effective cross-sector messaging. When there is a breaking news story such as Rwanda, we are able to craft messaging which is shared, so that organisations have better tools for communicating and campaigning. We have also reached out and offered media relations support and expertise to specific groups in a reactive manner. This has included workshops and training provided to those from both Ukrainian and Afghan communities.

We have been consulting the sector to improve how best we can support them and increase capacity, we will be implementing many ideas including digital resources and training, better methods and platforms for communication and sharing far more expertise from both inside and outside the sector.

We are seeing increased confidence in among the charities we work with when talking to the media / publicly about the challenges of channel crossings and needing to provide a safer environment for refugees. Prior to this programme of work, we struggled to encourage people to talk to journalists – particularly broadcast media – and now we have around 20 organisations we can turn to.

Refugee Week 2022

Having early recruitment and recruiting 15 RW ambassadors, although challenging in terms of capacity, really helped to have a remarkably successful festival this year. Excellent quality training and spending 1 to 1 time to get to know our ambassadors, plus their own ambition and talents helped us to pitch the strongest stories to national/local media outlets in order to promote the festival including the National Geographic Kids magazine, [Metro](#), [Daily Mirror](#), the [Big Issue](#), the BBC, and [Politics Home](#).

Our positive experience of working with them led us to establish a network of expert by experience and be in an on-going relationship with them.

With the Borders Bill coming into force, and the Rwanda policy casting a shadow over the whole asylum system, some of our ambassadors used this opportunity to share their lived experience to talk about how these acts and policies could affect individual's lives.

We also worked with some charities and grassroots organisations promoting their events, getting some media coverage for their events, and sending our ambassadors to speak at their events as guest speakers.

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In line with the Refugee Week theme of Healing, IMIX decided to introduce a new project called #ConversationsInTheGarden. This was a successful project as it looked at different ways in which community gardening and outdoor projects across the UK are supporting displaced people and how nature can help people healed after being displaced.

International Migrants Day

IMIX partnered with the International Organization for Migration (IOM) to raise the profile of International Migrants' Day on 18th Dec 2021. This substantial commitment on our part included recruiting and training eight Ambassadors, designing a website, organising a cookery class where social media content could be filmed, supporting the Ambassadors to [write eight blogs](#) and setting up four interviews with [local press](#).

For International Migrants Day, the digital team worked with IOM to plan and create social media copy and visuals around the Ambassadors and IMD messaging to be shared on IMIX and IOM channels. We also created a digital toolkit for sector partners to use and used the [IMIX website](#) to act as a [landing page](#) hosting an About The Ambassadors section, content about IMD News and Events, blog posts, partner content, and videos.

We are once again partnering with IOM this year and will be releasing content from eight Ambassadors in December.

Lived Experience Network

We are incorporating the learnings from last year's Experts by Experience pilot to expand and improve our Experts by Experience network. This group consists of those we have worked with through our media work and have shown ambition for further media campaigning. This will also build on our work with the Refugee Week ambassadors which has involved working intensively with a group of people with lived experience and providing media and social media training and support for people to tell their stories in the media.

We have also consistently beaten our media targets including the voices of those with lived experience. Over the year we have welcomed three new employees with lived experience of coming to the UK as a refugee. This has greatly enhanced our work and delivery for the charity as well as really boosting our contacts and communication with Refugee Led Networks.

We have launched a formal media volunteer pathway where we are reaching out to those with lived experience who have undertaken our training and who are keen to share their experiences with the media. Each media volunteer is being interviewed with the information held on a secure, internal database. This means we will be able to more easily respond to requests from journalists as we continue to push for lived experience voices to be included in media coverage.

Organisational development

The charity saw a change in leadership over the past year with CEO Emma Harrison stepping down in December 2021 and Jenni Regan moving into the role in March 2022. We have also grown as a team and now have ten members of staff (two are part-time).

We have invested a lot into our staffing team by moving people onto permanent contracts, we have formalised our line management structure with a new management group who will meet monthly to share

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experiences and make decisions. The line managers will be working with the team to set objectives, carry out appraisals and offer wellbeing and support.

As a staff team we have moved fully from our office space at Canopi to co-working when needed using a national co-working platform. This has meant that our team outside London have also been able to take advantage of co-working.

Future Plans

We will expand our Lived Experience Storytelling Network and Media Volunteers to ensure we are able to place people with lived experiences at the centre of any media coverage.

The Digital team will be working to create a digital resource library, we know we have a great deal of shared knowledge and experience within the charity but want to ensure it is shared and easily accessible to the sector.

We will also be launching a limited series podcast (six episodes to start) designed to enhance our communications offering to the sector. The first half of the podcast will feature an interview with someone who has lived experience of the UK immigration system. During the second half a storyteller might talk about how they made a mark in the media or online, or a campaigner can share how they brought about change in a community or to a particular policy.

We are planning to host quarterly media briefings with different themes, these will include panels consisting of journalists, sector leaders and lived experience experts. These events will be aimed at all sections of the media, we hope to engage with journalists and producers who are not always 'warm' to the idea of migration. We will also roll out the messaging and toolkits produced through specific training and workshops.

Over the coming year we will work towards the following objectives:

- 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 on the public to be more welcoming to migrants
- To build strong relationships with mass media outlets and digital content providers
- To deliver regional training and support to increase the communications capacity of small and grassroots organisations
- To use digital platforms to increase empathy, understanding and celebration of people who migrate
- To support development of new narratives and messaging frameworks

TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

Financial review

The income for the year under review was £381,749 (2021:462,317) and expenditure £437,968 (2021: £313,495). We invested considerable energy in fundraising over the last two years and we delivered some excellent work for the sector.. However, the Covid 19 pandemic had an impact on our operations and some of our work has been delayed. In the year to June 2022 we spent down restricted income carried forward from the previous year resulting in a deficit of £56,219 (2021: surplus £148,822). We continue to use the restricted income in line with the funders' requirements.

We are grateful for the ongoing support of our funders:

Barrow Cadbury Trust
Comic Relief
Esmée Fairbairn Foundation
Global Dialogue
Oak Foundation
Paul Hamlyn Foundation
Trust for London
Unbound Philanthropy

Reserves policy

The Trustees discussed the current economic climate and the impact of high rate of inflation on our activities and decided to aim to have sufficient unrestricted reserves to cover our budgeted operating costs for a minimum of 6 months. The unrestricted free reserve balance at 30 June 2022 was £199,029 (2021: £249,385) which is marginally below our reserves policy. We have plans to invest some of our unrestricted funds in our organisational capacity, to build a sustainable organisation able to meet the demand for our services.

Risk management

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. Appropriate controls and procedures are in place to mitigate the risks that have been identified and they are regularly monitored by the Finance Committee and senior staff.

Going concern

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. Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the statements on a going concern basis.

TRUSTEES' REPORT FOR THE PERIOD ENDED 30 JUNE 2022

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 year and up to the date of signature of the financial statements were:

R Oliver
S Ejaz
Z Onokaye-Akaka
G Blake (Chair)
P Griffith
E Liberda-Moreni
A Estibals
D Modern

Recruitment and induction of trustees

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 eight board members. At the date of signature, one trustee has stepped down for personal reasons and we have welcomed three new trustees to our board including a treasurer.

Over half of our Trustees have lived experience of migration. New Trustees receive a thorough induction to the organisation. The board of Trustees meets four times a year, plus a strategy away day. This year we established two sub committees: Finance and Fundraising, and Human Resources.

IMIX is administered by Chief Executive, J Regan, 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 CEO as 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 \(Feb 3, 2023 18:41 GMT\)](#)

G Blake (Chair)
Trustee

Dated: 3 Feb 2023

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REPORT OF THE INDEPENDENT EXAMINER TO THE TRUSTEES FOR THE PERIOD ENDED 30 JUNE 2022

I report to the charity trustees on my examination of the accounts of IMIX for the year ended 30 June 2022.

This report is made solely to the trustees as a body, in accordance with the Charities Act 2011. My examination has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the trustees as a body, for my examination, for this report, or for the opinions I have formed.

Responsibilities and basis of report

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

I report in respect of my examination of the CIO's accounts carried out under section 145 of 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

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 CIO as required by section 130 of the Act; or
2. The accounts do not accord with those records; or
3. The accounts do not comply with the applicable requirements concerning form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give as 'true and fair' view which is not considered part of an independent examination.
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.

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.

Anthony Epton

Anthony Epton BA, FCA, CTA, FCIE
Goldwins Ltd
Chartered Accountants
75 Maygrove Road
West Hampstead
London
NW6 2EG

Date: Feb 6, 2023

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STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD ENDED 30 JUNE 2022

		Unrestricted Funds 2022	Restricted Funds 2022	Total 2022	Unrestricted Funds 2021	Restricted Funds 2021	Total 2021
	Notes	£	£	£	£	£	£
Income from:							
Donations and legacies	3	86,805	-	86,805	203,150	-	203,150
Charitable activities	4	18,444	276,500	294,944	-	259,167	259,167
Total Income		105,249	276,500	381,749	203,150	259,167	462,317
Expenditure on:							
Charitable activities	5	151,261	286,707	437,968	93,742	219,753	313,495
Total Expenditure		151,261	286,707	437,968	93,742	219,753	313,495
Net Income for the year/ Net movement in funds		(46,012)	(10,207)	(56,219)	109,408	39,414	148,822
Funds brought forward		253,416	118,573	371,989	144,008	79,159	223,167
Funds carried forward		207,404	108,366	315,770	253,416	118,573	371,989

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

All activities derive from continuing operations

The attached notes form an integral part of these financial statements.

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BALANCE SHEET AS AT 30 JUNE 2022

		2022	2022	2021	2021
	Notes	£	£	£	£
FIXED ASSETS					
Tangible fixed assets	9		8,375		4,031
CURRENT ASSETS					
Debtors	10	2,291		97,493	
Cash at bank and in hand:		<u>328,253</u>		<u>353,618</u>	
Total current assets		330,544		451,111	
CREDITORS: amounts falling due within one year	11	(23,149)		(83,153)	
Net Current assets			<u>307,395</u>		<u>367,958</u>
NET ASSETS TOTALS			<u>315,770</u>		<u>371,989</u>
THE FUNDS OF THE CHARITY					
Restricted Fund	13		108,366		118,573
Unrestricted Fund			207,404		253,416
TOTAL FUNDS			<u>315,770</u>		<u>371,989</u>

The financial statements were approved by the trustees on 3 February 2023 and signed on their behalf by:

Geraldine Blake

Geraldine Blake (Feb 3, 2023 18:41 GMT)

Geraldine Blake
Chair of trustees

Date: Feb 3, 2023

The attached notes form an integral part of these financial statements.

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NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

1. Accounting policies

Basis of preparation and accounting convention

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) and the Charities Act 2011.

The charity 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 or note.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

Income recognition

Income, whether from exchange or non-exchange transactions, is recognised in the statement of financial activities (SOFA) on a receivable basis, when a transaction or other event results in an increase in the charity's assets or a reduction in its liabilities and only when the charity has legal entitlement, the income is probable and can be measured reliably.

Income subject to terms and conditions which must be met before the charity is entitled to the resources is not recognised until the conditions have been met.

All income is accounted for gross, before deducting any related fees or costs.

Accounting for deferred income and income received in advance

Where terms and conditions relating to income have not been met or uncertainty exists as to whether the charity can meet any terms or conditions otherwise within its control, income is not recognised but is deferred as a liability until it is probable that the terms or conditions imposed can be met.

Donated goods, facilities and services

Donated professional services and facilities are recognised as income 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 by the charity is probable and that economic benefit can be measured reliably. There were no such donations during the year in question. In accordance with the Charities SORP (FRS 102), the general volunteer time of trustees and volunteers is not recognised with any monetary value.

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NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

Fund accounting

- Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.
- Designated funds are unrestricted funds set aside by the Management Committee for particular purposes.
- Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

Expenditure and irrecoverable VAT

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

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

All expenditure is inclusive of VAT.

Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. These include office costs, finance, personnel, payroll and governance costs which support the charity's charitable activities. These costs have been allocated to charitable activities.

Recognition of liabilities and expenditure

A liability, and the related expenditure, is recognised when a legal or constructive obligation exists as a result of a past event, and when it is more likely than not that a transfer of economic benefits will be required in settlement, and when the amount of the obligation can be measured or reliably estimated.

Liabilities arising from future funding commitments and constructive obligations, including performance related grants, where the timing or the amount of the future expenditure required to settle the obligation are uncertain, give rise to a provision in the accounts, which is reviewed at the accounting year end. The provision is increased to reflect any increases in liabilities, and is decreased by the utilisation of any provision within the period, and reversed if any provision is no longer required. These movements are charged or credited to the respective funds and activities to which the provision relates.

Tangible fixed assets

Tangible fixed assets are written off over the expected useful life of the asset, at 25% per annum on the reducing balance method. Individual items costing less than £500 are not treated as fixed assets.

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NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

Debtors

Debtors are measured at their recoverable amounts at the balance sheet date.

Financial instruments including cash and bank balances

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Cash held by the charity is included at the amount actually held and counted at the year end. Bank balances, whether in credit or overdrawn, are shown at the amounts properly reconciled to the bank statements.

2 Liability to taxation

The Trustees consider that the charity satisfies the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by chapter 3 part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively on the specific charitable objects of the charity and for no other purpose. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

3 Donations and Legacies

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
<i>Grants from trust and foundations</i>	86,805	203,150
Grants receivable for core activities		
Esmee Fairbairn	85,580	44,332
OAK Foundation	-	111,680
Action Foundation	-	2,888
Paul Hamlyn Foundation	-	43,750
Miscellaneous donation	1,225	500
	86,805	203,150

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NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

4 Income on charitable activities

	Charitable Income 2022 £	Charitable Income 2021 £
Consultancy and training	18,444	-
Grants	276,500	271,667
Less: deferred income	-	(12,500)
	<u>294,944</u>	<u>259,167</u>
Analysis by fund		
Unrestricted funds	18,444	-
Restricted funds	<u>276,500</u>	<u>259,167</u>
	<u>294,944</u>	<u>259,167</u>
Grants		
Barrow Cadbury	42,500	30,000
Trust for London	39,000	26,000
Comic Relief	75,000	74,000
Paul Hamlyn Foundation	60,000	-
Unbound Philanthropy	<u>60,000</u>	<u>141,667</u>
	<u>276,500</u>	<u>271,667</u>

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NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

5 Expenditure on charitable activities

	2022	2021
	£	£
Staff cost	312,720	239,597
Programme costs	70,569	29,643
Depreciation and impairment	1,365	1,387
	384,654	270,627
Share of support costs (see note 6)	51,442	41,117
Share of governance costs (see note 6)	1,872	1,751
	437,968	313,495
Analysis by fund		
Unrestricted funds	151,261	93,742
Restricted funds	286,707	219,753
	437,968	313,495

6 Support Costs

	Support costs	Governance costs	2022	Support costs	Governance costs	2021
	£	£	£	£	£	£
Office rent	7,797	-	7,797	18,368	-	18,368
Insurances	698	-	698	443	-	443
Telephone and Broadband	13,548	-	13,548	2,348	-	2,348
Office Costs	10,393	-	10,393	532	-	532
Media Infrastructures	7,528	-	7,528	9,659	-	9,659
Accounting services	11,362	-	11,362	8,645	-	8,645
Miscellaneous	-	-	-	1,122	-	1,122
Independent examiner fee	-	1,872	1,872	-	1,700	1,700
Bank charges	116	-	116	-	51	51
	51,442	1,872	53,314	41,117	1,751	42,868
Analysed between Charitable activities (see note 5)	51,442	1,872	53,314	41,117	1,751	42,868

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NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

7 Trustees

None of the trustees (or any person connected with them) received any remuneration or benefits from the charity during the year (2021: £nil) nor were they reimbursed expenses during the year (2021: £nil). No charity trustee received payment for professional or other services supplied to the charity (2021: £nil)

8 Employee Expenses

	2022	2021
	Number	Number
Number of Employee		
The average monthly number of employees during the period was:	<u>9</u>	<u>7</u>

There were an average 9 post throughout the accounting period.

Employment costs	2022	2021
	£	£
Wages and salaries	275,858	214,614
Social security costs	23,820	17,293
Other pension costs	13,042	7,690
	<u>312,720</u>	<u>239,597</u>

Key Management Personnel is defined as the CEO plus the senior leadership proportion of the Media Director (40%), Operations Manager (20%) and Digital Comms Manager (10%) roles. The total employee benefits of key management personnel including employer's pension contributions and national insurance were £97,243 (2021: £92,407).

The number of employees whose annual remuneration was £60,000 or more were:

	2022	2021
	Number	Number
70,001 - 80,000	<u>-</u>	<u>1</u>

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NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

9 TANGIBLE FIXED ASSETS

	Office Equipment £
Cost	
At 30 June 2021	8,322
Additions	5,709
At 30 June 2022	<u>14,031</u>
Depreciation	
At 30 June 2021	4,291
Provided during year	1,365
At 30 June 2022	<u>5,656</u>
Net book value	
At 30 June 2022	<u>8,375</u>
At 30 June 2021	<u>4,031</u>

10 Debtors

	2022	2021
	£	£
Trade debtors	-	95,017
Prepayment	2,291	2,476
	<u>2,291</u>	<u>97,493</u>

11 Creditors: amounts falling due within one year

	2022	2021
	£	£
Taxation and social security	7,974	6,778
Deferred income (note 12)	-	72,500
Trade creditors	6,480	-
Other creditors	5,661	1,180
Accruals	3,034	2,695
	<u>23,149</u>	<u>83,153</u>

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NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

12 Deferred Income	Total 2022 £	Total 2021 £
Deferred Income	-	72,500
	<u>-</u>	<u>72,500</u>

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 30 June 2021 £	Movement in funds		Balance 30 June 2022 £
	Balance at 1 July 2020 £	Income £	Expenditure £		Income £	Expenditure £	
Barrow Cadbury	12,500	17,500	(30,000)	-	42,500	(20,000)	22,500
Global Dialogue	12,001	-	(12,001)	-	-	-	-
Trust for London	2,491	26,000	(19,536)	8,955	39,000	(38,697)	9,258
Comic Relief Across Border	50,000	50,000	(55,297)	44,703	60,000	(97,192)	7,511
Paul Hamlyn Foundation	-	-	-	-	60,000	(18,862)	41,138
Unbound Philanthropy	2,167	141,667	(78,919)	64,915	60,000	(96,956)	27,959
Comic Relief- COVID Recovery	-	24,000	(24,000)	-	15,000	(15,000)	-
	<u>79,159</u>	<u>259,167</u>	<u>(219,753)</u>	<u>118,573</u>	<u>276,500</u>	<u>(286,707)</u>	<u>108,366</u>

Barrow Cadbury Trust: are providing funds to support IMIX's core regional communications work on migration.

Trust for London: are funding IMIX to support strategic communications work with grassroots migration organisations in London.

Comic Relief: IMIX has been funded by Comic Relief's 'Across Borders: routes to safety for refugees' initiative to provide a new narrative for people on the move, with a focus on migrants crossing the channel.

Unbound Philanthropy: have provided a grant in support of strategic communications training and support to bring fresh voices and stories to the migration and integration debate.

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NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2022

14 Analysis Net assets by funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Fund balance of 30 June 2022 are represented by						
Tangible Fixed Assets	8,375	-	8,375	4,031	-	4,031
Net Current Assets	199,029	108,366	307,395	249,385	118,573	367,958
	207,404	108,366	315,770	253,416	118,573	371,989

14 Related party transactions

There were no disclosable related party transactions during the year (2021 - none)











IMIX-2022-06-30-TAR and Accounts FY 2021-22 approved by board

Final Audit Report

2023-02-06

Created:	2023-02-03
By:	Emily Jones (emily.jones@imix.org.uk)
Status:	Signed
Transaction ID:	CBJCHBCAABAIBJPQKfLCzRLKmfVX43KL1YZ4vjNMrN2

"IMIX-2022-06-30-TAR and Accounts FY 2021-22 approved by board" History

-  Document created by Emily Jones (emily.jones@imix.org.uk)
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-  Signer aepton@goldwins.co.uk entered name at signing as Anthony Epton
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-  Document e-signed by Anthony Epton (aepton@goldwins.co.uk)
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