



(a charitable incorporated organisation)

Trustees Annual Report and Financial Statements
For the year ended 30 June 2023

Registered number: CE017691

Company Number: 1183693

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Legal and Administrative Information

Trustees	Geraldine Blake - Chair Elizabeth Liberda-Moreni - Treasurer Shazia Ejaz Zino Onokaye-Akaka Rachael Gould Dolores Modern Agnes Estibals Phoebe Griffiths (resigned Feb 2023)
Chief Executive	Jenni Regan
Charity registered number	1183693
Registered office	Canopi 7-14 Great Dover Street London, SE1 4YR
Bank	HSBC 31 Holborn London, EC1N 2HR
Accountants	Accountability Europe Omnibus Workspace 39-41 North Road London N7 9DP
Independent Examiner	Anthony Epton Goldwins 75 Maygrove Road West Hampstead London NW6 2EG

Trustees Report

The trustees present their report and financial statement for the year ended 30 June 2023.

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

Objectives

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.

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
- relate to our aims
- 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.

Achievements and Performance

As political tensions rise and migration becomes a heightened focus, IMIX has been working tirelessly to combat the negative narratives surrounding refugees, asylum seekers, and migrants. In the face of growing far-right activity that seeks to exploit public anxieties and stoke fear and hatred towards these vulnerable groups, our work has never been so crucial.

Despite the challenges posed by the current climate, we've remained steadfast in our commitment to promoting an inclusive and welcoming society. We've provided essential training, support, and guidance to organisations working in the migration sector, helping them to develop and communicate their messages effectively. We've also strengthened our engagement with policymakers, ensuring that the voices of those with lived experience are heard in the corridors of power.

Key Highlights of Our Work

- We've worked to counteract the misinformation and harmful rhetoric spread by far-right groups by hosting media briefings.
- We've provided support to hundreds of volunteer-led groups working in the migration sector. Through offering training, mentorship, and other assistance, we've helped these organisations enhance their communications and advocacy efforts.
- We've provided bespoke in-person training to grassroots organisations across the UK, addressing their specific needs and challenges. This tailored support has been highly valued by organisations, who have reported significant improvements in their communications and advocacy skills.
- Our ambassador programs have provided a platform for individuals with lived experience to share their stories with a broader audience. For example, the Refugee Week Ambassadors participated in numerous media interviews and have continued to be featured in positive regional and national news stories.
- Our media team has secured 177 media stories, approximately one every two days, with 65% featuring lived experience voices.
- Our digital team has produced a series of powerful and moving stories that give voice to those with lived experience.
- We've used our digital platforms to engage with key audiences, including the migration sector, activists, and journalists. We've developed a deep understanding of our target audiences and have tailored our content accordingly.
- We've responded to critical events with accessible and helpful content, providing valuable information and support to the sector.
- We've developed a workplace wellbeing plan that includes various initiatives to promote staff health and well-being.

Fostering Collaboration and Enhancing Sector Skills

We at IMIX have consistently demonstrated our commitment to strengthening the migration sector's capacity through our thriving IMIX Comms Group, comprehensive training programmes, and tailored support for grassroots organisations.

The IMIX Comms Group has experienced remarkable growth, with over 1,000 members actively engaging in bi-monthly meetings featuring guest speakers sharing campaign successes and best practices. In response to feedback regarding email overload, we have transformed the daily news roundup into a newsletter format, ensuring that critical information reaches the network effectively.

We actively foster collaboration within the sector by co-developing messaging for policy decisions, coordinating signatures on open letters for media coverage, and managing media inquiries for organisations during breaking news events. We also leverage insights from local grassroots organisations to inform a national media perspective.

We have developed a comprehensive training curriculum that is regularly updated and adapted to meet specific needs. Over the past year, we hosted 12 Masterclass sessions with 226 attendees and 30 Bespoke training sessions with 318 participants. 42% of attendees across all of our training have lived experience of migration. Our training programmes have been highly successful, consistently receiving oversubscription and positive feedback.

Feedback from participants highlights the effectiveness of our training programmes:

"The session was very great; I learned how to build a relationship with the media from scratch without any prior connections."

"I got to understand how storytelling was important to connect with the audience."

"For the first time, I got to understand different audiences on different social media platforms and to reflect more about the purpose behind positive content."

Our expertise has been in high demand, leading to numerous requests for bespoke in-person training for grassroots organisations across the UK. We have partnered with organisations such as KRAN, Friends of Napier and the West End Refugee Service to provide training on media relations, digital communications, content creation, and storytelling.

Amplifying Lived Voices and Shaping the Media Narrative

We at IMIX have been pivotal in shaping the media narrative around migration, consistently bringing the voices of those with lived experience to the forefront. In the past year, we have secured 177 media stories, approximately one every two days, with 65% featuring lived experience voices.

We have strategically targeted our media placements, ensuring that 68% of these stories appeared in media outlets with a 'mixed middle' audience, including ITV, BBC, Sky News, and The Telegraph. This strategic approach has meant that our messages reach a broad and diverse audience, effectively countering the often-negative narratives surrounding migration. We have fostered strong relationships with journalists and media outlets, enabling us to react swiftly to breaking news and place stories when most impactful.

We have also provided training and support to our network of lived experience storytellers, helping them to develop their media skills and confidence. This focus on empowering lived experience voices has resulted in a significant increase in the number of people with lived experience being featured in the media.

We have held events and briefings for journalists to explore complex migration issues, such as far-right activity and channel crossings. This proactive approach has allowed us to shape the media narrative around migration, ensuring it is more accurate, balanced, and human-centred.

Media Highlights

- After the Rwanda plan was announced, we supported Rwandan refugees to oppose it in a first-person opinion piece in The Independent, The Metro and Politics Home.
- In February 2023, we worked with Sky News to tell the story of an Iranian dissident-turned-trainee nurse who found sanctuary in the UK and would have been deported under the new rules.
- In the past 12 months, as well as the visual image of boats in the Channel, political pressure has mounted due to the use of hotels to house asylum seekers. We have worked with frontline charities to deliver training in Kent, Liverpool, Leeds, Newcastle, and Glasgow, among other

cities, and with City of Sanctuary to coordinate responses to local issues. In particular, we supported the City of Sanctuary in Linton-on-Ouse to keep local protests against an asylum reception centre focused on humanitarian principles rather than far-right rhetoric.

- In early 2023, after local protesters influenced by misinformation rioted outside a hotel housing asylum seekers, we worked with The Metro and ITV to share the perspective of an asylum seeker in the hotel. We have also supported an asylum seeker in Bradford to highlight the reality of living in a hotel with ITV.
- A key highlight for media coverage in the past twelve months saw the Guardian report on abuse of power in Serco-run accommodation, an investigation based on a whistleblower introduced by us through our links with regional grassroots organisations.
- We placed powerful stories around the decision to house asylum seekers on the Bibby Stockholm barge to humanise the issue. The Independent spoke to Kaveh, and The Mirror explored the worries around re-traumatisation and the lack of support for asylum seekers from an LGBTQ background on the barge.
- Showing that compassion can always trump cruelty, we worked to create this story, about children in Birmingham creating cartoons in response to the news that Robert Jenrick had ordered for murals to be painted over. Our regional coordinator in Birmingham brought together schools, organisations and journalists. The story was picked up nationally and led to a national campaign Cartoons Not Cruelty drive, with kids nationwide now drawing their pictures in solidarity.

Humanising the Migration Narrative

We at IMIX have consistently sought to humanise the migration narrative, placing powerful stories highlighting the resilience and humanity of those with lived experience. Our approach to narrative change is rooted in the power of stories that connect with people's values, motivating them to embrace refugees and asylum seekers as valued members of their communities. These stories create the conditions for positive policy change and foster more effective collaboration within the migration sector.

We employ a data-driven approach to identify and engage target audiences. We put lived experience experts at the heart of our work, exploring common narratives that impede systemic change and developing alternative frameworks. We collaborate with partners in the sector, journalists, and other stakeholders to craft compelling messaging. This messaging is then rigorously tested through focus groups with organisations like More in Common to ensure resonance with the target audience.

Accessibility and practicality are cornerstone principles of our narrative work. We produce toolkits and disseminate knowledge through workshops to empower others to harness the power of storytelling for positive change.

Leveraging our expertise in narrative change and messaging development, we have demonstrated the ability to respond swiftly to breaking news events. We coordinate with the sector and create messaging guides on critical issues such as Rwanda, accommodation, and the Knowsley riots. In recent collaborations with Hope Not Hate, we have developed and disseminated messaging in response to the alarming rise in far-right attacks on refugee hotels.

We actively utilise our Destitution Framework Unlocking Potential to inform messaging and media approaches. We disseminate learnings from this report within the sector to enhance advocacy efforts.

Forging Collaborations to Amplify Impact

We have expanded our reach and impact by forging new partnerships and collaborations with organisations across diverse sectors. These collaborations have allowed us to tap into unique expertise, reach new audiences, and amplify our efforts to shape a more welcoming and inclusive society.

EPIM-Funded Pilot: Challenging Narratives Through Sport

We have embarked on an exciting new initiative funded by EPIM, working alongside Migrant Voice and Show Racism the Red Card to challenge negative narratives around migration through sport. This pilot project involves conducting audience research to inform messaging and engaging with high-profile sports stars and clubs. By targeting new demographics and media outlets, we are broadening our impact and reaching audiences that might not otherwise be exposed to our messaging.

Continued Partnership with Counterpoints Arts

We maintain a strong partnership with Counterpoints Arts, collaborating on Refugee Week initiatives and serving as a partner in the Steering group for the PopChange programme. This partnership provides opportunities for us to contribute to arts and culture-based approaches to addressing migration issues and promoting social inclusion.

Together With Refugees

We have initiated a new partnership project with Together With Refugees to develop an Audience Toolkit for the sector. This toolkit will empower organisations to make more informed and strategic communication decisions, enhancing their ability to reach target audiences and achieve their advocacy goals.

Refugee Livelihoods

We have been working with The Entrepreneur Refugee Network, Breaking Barriers, and Renasai to scope a project around changing the narrative on refugee livelihoods. We have been working with partners to run focus groups to capture the current narrative, identify aspirations and create alternative messaging.

Neon & Heard

In collaboration with Neon and Heard, we are developing an online communications module specifically tailored to the migration sector. This training will delve into the fundamentals of communications, including framing techniques. Following a pilot testing phase conducted within our network, the module will be made available to a broader audience.

Harnessing the Power of Digital Media to Amplify Lived Voices

Our digital team has been instrumental in expanding our online presence and amplifying the voices of those with lived experience. Through a data-driven approach, we have effectively tailored our digital content to resonate with key audiences, including the migration sector and activists.

We have implemented a comprehensive growth strategy that continuously monitors monthly statistics to identify the content that generates the most engagement among our vital online audiences. This data-driven approach has enabled us to optimize our content strategy and ensure it aligns with our broader goals.

We have made a concerted effort to platform lived experience voices across our digital platforms. We have created dedicated spaces for individuals with direct experience of the UK immigration system to share their stories in their own words. This commitment to authenticity and transparency has enhanced the credibility and impact of our digital storytelling.

We have effectively utilised social media platforms, particularly our Facebook page, The Good Neighbours Project, to connect with grassroots organisations and amplify lived experience voices. Our digital team has also experimented with different content formats, such as Instagram Reels and stories, to identify the most engaging approaches for our target audiences.

We have demonstrated our commitment to inclusivity and diversity by creating bespoke digital content for various significant dates, including Black History Month, Anti-Slavery Day, National Coding Week, East and South East Asian Heritage Month, and National Poetry Day. This approach has ensured that the voices and experiences of diverse communities are represented in our digital storytelling.

Empowering Ambassador Voices to Amplify Migration Narratives

Our ambassador programs for Refugee Week and International Migrants Day have continued to expand, providing a powerful platform for amplifying the voices of those with lived experience. In 2023, we introduced a co-production approach to our work with the Refugee Week Ambassadors, offering them comprehensive training and support in filmmaking and content creation. This approach resulted in a surge of creative and impactful content throughout the week, effectively showcasing refugees' diverse perspectives and experiences.

The Refugee Week Ambassadors actively engaged with the media, participating in numerous interviews and sharing their stories with a broader audience. Their contributions have extended beyond Refugee Week, with several ambassadors continuing to be featured in positive regional and national news stories. We secured placements for the ambassadors' stories in prominent publications such as The Birmingham Mail, The Metro, The Big Issue, The Mirror, Pink News, and ITV, further amplifying their voices and perspectives.

Empowering Lived Experience Voices through Holistic Support and a Structured Network

Our commitment to amplifying the voices of those with lived experience has been a cornerstone of our work. Over the past few years, we have gained valuable insights into the needs and expectations of individuals with lived experience, enabling us to develop a holistic approach to support and empower them.

We recognise the importance of meaningful participation at all levels of the organisation, ensuring that individuals with lived experience have a say in planning, decision-making, budgeting, designing, and delivering services. This inclusive approach fosters a sense of ownership and empowerment, allowing individuals with lived experience to contribute their unique perspectives and expertise to our mission.

We have established a Lived Experience Steering Group composed of six individuals with recent experience of the asylum system. This group meets regularly to provide guidance and input on our strategies and approaches.

We have adopted a peer learning model to develop and structure our work with the lived experience network. This approach aims to build a resilient network to achieve meaningful outcomes collectively. As part of this effort, we launched a podcast hosted by a former ambassador and the Head of Voices, providing a platform for sharing stories and fostering connections.

We have also structured our work with the network by developing a media volunteer database. This database allows us to capture stories, identify skills and talents, and utilise the network's potential in a more structured way. Additionally, we publish a regular newsletter for our network, highlighting job opportunities, training programs, and creative endeavours. Recognising the need for substantial support, we are committed to providing a named individual and compensation for this group and are incorporating these costs into current funding applications.

Review of the charity's financial position at the end of the period, June 2023

The income for the year under review was £444,941 (2022: £381,749) which represents a 16.5% growth from the previous year. During the year 2022-23 the Trustees made a decision to use some of the unrestricted funds which the charity accumulated over the COVID period to increase the charity's capacity and to deliver more excellent work for the sector. As a result, the expenditure was higher than in the previous year at £523,809 (2022: £437,968). The charity incurred a deficit for the year amounting to £78,868 (2022: £56,219). These consecutive deficits were both planned as we were spending down high reserves by investing in the capacity of the organisation. We anticipated that future projects would be funded from new grants for which the charity applied and is still waiting for the funders' responses. We continue to use the restricted income in line with the funders' requirements.

We are grateful for the ongoing support of our funders:

AB Charitable Trust

Barrow Cadbury Trust

Comic Relief

European Programme for Integration and Migration (EPIM)

Oak Foundation

Paul Hamlyn Foundation

Trust for London

Unbound Philanthropy

Reserves Policy

The Trustees reviewed the organisation's reserves policy and decided to aim to have sufficient unrestricted reserves to cover our budgeted operating costs for a period of three to six months. The unrestricted free reserve balance at 30 June 2023 was £103,172 (2022: £207,404) which was below the three months target. We have plans to invest in our fundraising efforts, 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

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 financial statements on a going concern basis.

Structure, Governance and Management

IMIX is constituted as a charitable incorporated organisation and its governing document is a written constitution dated 3 June 2019.

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

G Blake

E Liberda-Moreni

S Ejaz

Z Onokaye-Akaka

R Gould

D Modern

A Estibals

P Griffiths (resigned Feb 2023)

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 one new trustee to our board.

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. There are 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 chair and safeguarding lead trustee also provide support to the CEO as and when required. Accountability Europe provide book-keeping and accounting services to the charity.

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

Signed on behalf of the trustees,

Geraldine Blake

Geraldine Blake (Apr 9, 2024 11:37 GMT+1)

Geraldine Blake

Chair of Trustees

Date: 28 March 2024

Independent Examiners Report

I report to the charity trustees on my examination of the accounts of IMIX for the year ended 30 June 2023.

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 (Apr 12, 2024 17:19 GMT+1)

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

Statement of Financial Activities

IMIX

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 30 JUNE 2023

Company Number: 1183693

		Unrestricted Funds 2023	Restricted Funds 2023	Total 2023	Unrestricted Funds 2022	Restricted Funds 2022	Total 2022
	Notes	£	£	£	£	£	£
Income from:							
Donations and legacies	3	148,455	-	148,455	86,805	-	86,805
Charitable activities	4	14,950	281,536	296,486	18,444	276,500	294,944
Total Income		163,405	281,536	444,941	105,249	276,500	381,749
Expenditure on:							
Charitable activities	5	267,637	256,172	523,809	151,261	286,707	437,968
Total Expenditure		267,637	256,172	523,809	151,261	286,707	437,968
Net Income for the year/ Net movement in funds		(104,232)	25,364	(78,868)	(46,012)	(10,207)	(56,219)
Funds brought forward		207,404	108,366	315,770	253,416	118,573	371,989
Funds carried forward		103,172	133,730	236,902	207,404	108,366	315,770

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

Balance Sheet

IMIX

BALANCE SHEET AS AT 30 JUNE 2023

Company Number: 1183693

	Notes	2023 £	2023 £	2022 £	2022 £
FIXED ASSETS					
Tangible fixed assets	9		7,351		8,375
CURRENT ASSETS					
Debtors	10	724		2,291	
Cash at bank and in hand:		<u>272,918</u>		<u>328,253</u>	
Total current assets		273,642		330,544	
CREDITORS: amounts falling due within one year	11	(44,091)		(23,149)	
Net Current Assets			<u>229,551</u>		<u>307,395</u>
NET ASSETS TOTALS			236,902		315,770
THE FUNDS OF THE CHARITY					
Restricted Fund	12		133,730		108,366
Unrestricted Fund			103,172		207,404
TOTAL FUNDS			<u>236,902</u>		<u>315,770</u>

The financial statements were approved by the trustees on 28th March 2024 and signed on their behalf:

Geraldine Blake

Geraldine Blake (Apr 9, 2024 11:37 GMT+1)

Geraldine Blake
Chair of Trustees

The attached notes form an integral part of these financial statements

Notes to the Financial Statements

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 is exempted from preparing a cash flow statement due to the exemption available to charities with income less than £500,000.

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.

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.

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
	2023	2022
	£	£
Grants from trust and foundations	<u>148,455</u>	<u>86,805</u>
Grants receivable for core activities		
Esmee Fairbairn	-	85,580
OAK Foundation	62,500	-
AB Charitable Trust	24,593	-
Comic Relief	15,000	-
Paul Hamlyn Foundation	44,000	-
Miscellaneous donation	2,362	1,225
	<u>148,455</u>	<u>86,805</u>

4. Income on Charitable Activities

	Charitable Income	Charitable Income
	2023	2022
	£	£
Consultancy and training	14,950	18,444
Grants	<u>281,536</u>	<u>276,500</u>
	<u>296,486</u>	<u>294,944</u>
Analysis by fund		
Unrestricted funds	14,950	18,444
Restricted funds	<u>281,536</u>	<u>276,500</u>
	<u>296,486</u>	<u>294,944</u>
Grants		
Barrow Cadbury	30,000	42,500
Trust for London	15,300	39,000
Comic Relief	60,000	75,000
Paul Hamlyn Foundation	-	60,000
Unbound Philanthropy	60,000	60,000
EPIM	116,236	-
	<u>281,536</u>	<u>276,500</u>

5. Expenditure on Charitable Activities

	2023	2022
	£	£
Staff cost	380,097	312,720
Programme costs	97,360	70,569
Depreciation and impairment	1,024	1,365
	<u>478,481</u>	<u>384,654</u>
Share of support costs (see note 6)	43,528	51,442
Share of governance costs (see note 6)	1,800	1,872
	<u>523,809</u>	<u>437,968</u>
Analysis by fund		
Unrestricted funds	267,637	151,261
Restricted funds	256,172	286,707
	<u>523,809</u>	<u>437,968</u>

6. Support Costs

	Support costs	Governance costs	2023	Support costs	Governance costs	2022
	£	£	£	£	£	£
Office rent	5,609	-	5,609	7,797	-	7,797
Insurances	665	-	665	698	-	698
Telephone and Broadband	7,930	-	7,930	13,548	-	13,548
Office Costs	10,154	-	10,154	10,393	-	10,393
Media Infrastructures	7,452	-	7,452	7,528	-	7,528
Accounting services	11,533	-	11,533	11,362	-	11,362
Independent examiner fee	-	1,800	1,800	-	1,872	1,872
Bank charges	184	-	184	116	-	116
	<u>43,528</u>	<u>1,800</u>	<u>45,328</u>	<u>51,442</u>	<u>1,872</u>	<u>53,314</u>
Analysed between Charitable activities (see note 5)	<u>43,528</u>	<u>1,800</u>	<u>45,328</u>	<u>51,442</u>	<u>1,872</u>	<u>53,314</u>

7. Trustees

None of the trustees (or any person connected with them) received any remuneration of benefits from the charity during the year (2022: £nil) nor were they reimbursed expenses during the year (2022: £nil). No charity trustee received payment for professional or other services supplied to the charity (2022: £nil)

8. Analysis of staff costs and the cost of key management personnel

	2023	2022
	Number	Number
Number of Employee		
The average monthly number of employees during the period was:	10	9
Employment costs		
Wages and salaries	335,923	275,858
Social security costs	29,112	23,820
Other pension costs	15,063	13,042
	<u>380,097</u>	<u>312,720</u>

Key Management Personnel is defined as the CEO plus the senior leadership proportion of the People and Funding Director (40%), Media Director (15%) and Strategic Communications Director (15%) roles. The total employee benefits of key management personnel including employer's pension contributions and national insurance were £ (2022: £97,243).

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

	2023 Number £	2022 Number £
60,001 - 70,000	1	-

9. Tangible Fixed Assets

	Office Equipment £
Cost	
At 30 June 2022	14,031
Additions	-
At 30 June 2023	<u>14,031</u>
Depreciation	
At 30 June 2022	5,656
Provided during year	1,024
At 30 June 2023	<u>6,680</u>
Net book value	
At 30 June 2023	<u>7,351</u>
At 30 June 2022	<u>8,375</u>

10 Debtors

	2023 £	2022 £
Trade debtors	724	-
Prepayments	-	2,291
	<u>724</u>	<u>2,291</u>

10. Debtors

	2023 £	2022 £
Trade debtors	724	-
Prepayments	-	2,291
	<u>724</u>	<u>2,291</u>

11. Creditors: amounts falling due within one year

	2023 £	2022 £
Taxation and social security	8,771	7,974
Trade creditors	30,386	6,480
Other creditors	1,900	5,661
Accruals	3,034	3,034
	<u>44,091</u>	<u>23,149</u>

12. 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			Movement in funds			
	Balance at 1 July 2021	Income	Expenditure	Balance 30 June 2022	Income	Expenditure	Balance 30 June 2023
	£	£	£	£	£	£	£
Barrow Cadbury Trust for London	-	42,500	(20,000)	22,500	30,000	(30,000)	22,500
Comic Relief Across Border	8,955	39,000	(38,697)	9,258	15,300	(9,661)	14,897
Paul Hamlyn Foundation	44,703	60,000	(97,192)	7,511	60,000	(57,511)	10,000
Unbound Philanthropy	-	60,000	(18,862)	41,138	-	(41,138)	-
Comic Relief- COVID Recovery	64,915	60,000	(96,956)	27,959	60,000	(60,000)	27,959
EPIIM	-	15,000	(15,000)	-	-	-	-
	-	-	-	-	116,236	(57,862)	58,374
Total restricted funds	118,573	276,500	(286,707)	108,366	281,536	(256,172)	133,730

a. Purpose of restricted funds

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

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.

EPIIM: IMIX is the lead partner on this strategic communications funding. The project aims to harness the power of sport to unite communities.

Paul Hamlyn Foundation: provided funds through their shared ground grant for IMIX to reframe the narrative around destitution.

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

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.

13. Unrestricted funds

General funds	253,416	105,249	(151,261)	207,404	163,405	(267,637)	103,172
Total unrestricted funds	253,416	105,249	(151,261)	207,404	163,405	(267,637)	103,172

14. Analysis Net Assets by Funds

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2023	2023	2023	2022	2022	2022
	£	£	£	£	£	£
Fund balance of 30 June 2022 are represented by						
Tangible Fixed Assets	7,351	-	7,351	8,375	-	8,375
Net Current Assets	95,821	133,730	229,551	199,029	108,366	307,395
	103,172	133,730	236,902	207,404	108,366	315,770

15. Related Party Transactions

There were no disclosable related party transactions during the year (2022-none)










IMIX 2023 Trustees Annual Report Financial Statement

Final Audit Report

2024-04-12

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