

Company Registration No. 06296236 (England and Wales)
Charity Registration No. 1121578 (England and Wales)

MEDICAL AID FILMS LIMITED
(Limited by guarantee and not having a share capital)

TRUSTEES' REPORT
AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2013

MEDICAL AID FILMS LIMITED

CONTENTS

	Page
Legal and administrative information	1
Trustees' report	2 – 7
Independent auditor's report	8 – 9
Statement of financial activities	10
Balance sheet	11
Notes to the financial statements	12 - 18

MEDICAL AID FILMS LIMITED

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Alexander Brick Michael de Lathauwer Natalie Greenwold Eric Jauniaux Anthony Pins Richard Meredith Annette Anthony (appointed 25/07/2013 and resigned 02/05/2014)
Chief Executive Officer	Kat Mason (previously Morley-Fletcher) (resigned 25/04/2014)
Secretary	Alexander Brick
Company number	06296236
Charity number	1121578
Registered office	124 Finchley Road London NW3 5JS
Auditors	Lewis Golden & Co 40 Queen Anne Street London W1G 9EL
Bankers	Barclays Bank Plc 1 Churchill Place London E14 5HP

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2013

The trustees (who are also the directors) are pleased to present their report, together with the financial statements of the company for the year ended 31 December 2013, which also represents the Directors' report as required by s415 of the Companies Act 2006.

The financial statements have been prepared in accordance with the Financial Reporting Standards for Smaller Entities (effective April 2008), the requirements of the Companies Act 2006 and the Charities Act 2011, the requirements of the Statement of Recommended Practice "Accounting and Reporting by Charities (revised 2005)" and the Memorandum and Articles of Association.

Legal and administrative information, as set out on page 1 forms part of this report.

Organisation

The company's administration is under the control of the trustees, who are also the directors for the purpose of company law. The trustees during the year to 31 December 2013 were:

Alexander Brick
Michael De Lathauwer
Natalie Greenwold
Eric Jauniaux
Anthony Pins
Richard Meredith
Annette Anthony (Appointed 25/07/2013 and resigned 02/05/2014)

In accordance with the company's Articles of Association Alexander Brick and Natalie Greenwold retire by rotation and, being eligible, offer themselves for re-election.

Structure, Governance and Management

Medical Aid Films Limited was incorporated as a company limited by guarantee on 28 June 2007 (number 06296236). The company received charitable status with the Charity Commission on 12 November 2007 (number 1121578). The company is governed by its Memorandum and Articles of Association dated 25 June 2007, which were updated on 28 January 2011.

The day to day management of the charity is carried out by the Chief Executive Officer, with the support of the executive team, and where appropriate the support of the trustees, who have each been recruited for their particular individual skills which they bring to the organisation.

Key strategic decisions are made at regular meetings of the trustees. In 2013 a full strategic review was undertaken, resulting in the drafting of a new three year strategic business plan 2014-17.

The major risks to which the charity is exposed, as identified by the trustees, have been reviewed and systems or procedures have been established to manage those risks.

Charitable objectives for the public benefit

The charity's mission is to provide free access to quality health education and information in the medium of film to healthcare staff and communities in the developing world. There is little teaching material currently appropriate for use in developing countries and, partly as a result, child and maternal mortality statistics remain high.

The trustees believe that education in the format of films and animation can provide an important tool for improving healthcare in developing countries. They are focussing in particular on reducing maternal and child mortality, and specifically on Africa, where over 50% of maternal and child deaths occur each year, although the resources can be and are used anywhere where there is a need to be met.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

Charitable objectives for the public benefit (continued)

The charity uses advances in media and communication technologies to provide culturally sensitive, practical medical training and up-to-date, appropriate and best practice resources to address the specific problems of healthcare in Africa and the developing world. The charity distributes the training material for free via DVD, USB and electronically in a variety of formats to partner organisations and individuals, resulting in the most remote communities receiving the learning material. The material is also used and distributed via health based organisations, NGOs and charities using mobile phones, tablets and other portable technologies.

The emphasis of our films is on simplicity - paring down the vast amount of information available to the basic rules. Animations allow us to show in detail medical procedures which are potentially too graphic and confusing to show on film - for example, where there is a lot of blood or gynaecological interventions – and film and animation allow us to transcend literacy and language challenges as well as directly engage with the viewer. Each film has an editorial board comprising 3-4 specialist medical practitioners with experience of working in the field in the target settings, who donate their time for free, educational film producers - to ensure that the content is accurate, relevant and effective.

The trustees confirm that in accordance with Section 17 of the Charities Act 2011, they have referred to the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning their future activities.

Achievements and performance

2013 was another year of significant growth and development for the charity. We have grown our portfolio in every sense while maintaining quality and excellence, successfully delivered on significant funding and co-production partnerships and laid the groundwork for such future relationships, as well as becoming more visible and widely known as an organisation.

Most importantly, we have supported our partners in their work to save lives in some of the most hard to reach and challenging parts of the world, helping them bring vital education to their communities to help stop unnecessary deaths in pregnancy and childbirth.

We have reached many more people than anticipated this year with access to best practice, quality, resource and culturally appropriate education and training.

Crucially, we have set the organisational foundations in place to enable us to achieve our significant ambitions for 2014-17, reaching many, many more people with access to life-saving knowledge and education.

"Education is the most powerful weapon which you can use to change the world." - Nelson Mandela

Film Making

The charity's portfolio of health education and training films grew to a total of 77 films against the set target of 61 available in English (29), and dubbed into French, Swahili and Somali (48), with an additional film dubbed by a partner, JHPiogo, into Dari. Work during the year includes:

- Three new films on identifying a sick child in the community were released in quarter one, supported by Vitol Foundation;
- five new films on emergency obstetric care for skilled health workers and two reviewed films on neonatal resuscitation and post-partum haemorrhage for skilled audiences, were produced with support of the Pharo Foundation and partners Somaliland Nursing and Midwifery Association, and released in quarter three;
- two new and one augmented film on cervical cancer in partnership with the Orange Foundation were released in quarter four;
- in addition, six films on safe caesarean section in low resource settings were in production throughout the year, due for delivery in early 2014.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

Film making (continued)

Each film is made with a panel of 3-4 medical experts involved, who donate their time for free to the charity. In 2013, 810 hours of pro bono medical advisory time was given directly on released productions, at an equivalent cost of £35,640 (2012: £8,096).

The modules continue to be shaped and built in response to need and feedback from the grass roots level. Significant work was started with the Medical Advisory Panel and experts on contenting our next needed sets of films, based on this feedback and medical insight, as well as laying the groundwork for MAF to sustainably take on higher levels of production without compromising quality. These developments will support the production plans in 2014 and beyond.

Although requested for use and used by health workers in over 80 countries, the geographic, cultural and resource focus for the films is sub-Saharan Africa, where over half of all maternal and child deaths occur each year. Translation and dubbing of MAF's films vastly increased our reach this year, and continues to be a cost effective means of leveraging existing content. All films were dubbed into French and Swahili, and - thanks to kind support of The Pharo Foundation - Somali versions of the films were available from this year.

We were delighted to have started a strong dubbing partnership with BBC World team members, which was piloted and, having proved highly cost effective, continued across all feasible in-house dubbing projects. In addition, MAF continues to encourage and work with partners wishing to dub and use the films in other languages, for example JHPiego into Dari for their programmes in Afghanistan, and their plans to also dub to Chichewa and Portuguese for Malawi and Mozambique in 2014.

Distribution, Partnerships and Evaluation

The distribution of MAF's films increased significantly in 2013, with the network of requesting organisations and individuals growing to 1,235 in over 80 countries (2012: 520), double the target of 650 set for the year.

12,488 copies of the charity's films (2012: 7,150) were distributed for free in the year, via DVD, USB stick, web transfer and download, with direct download of the films overtaking requests for copies on DVD and USB stick for the first time. In addition, MAF's films were played over 40,000 times and viewed over 230,000 times online in over 120 countries - although we do not count this as a metric for distribution due to the fact that in the main these are in developed countries and could reflect supporter interest as well as international partner usage. As internet access increases, we anticipate the geography of web access to shift to our countries of focus.

In addition, new technology for distribution continued to be explored by our partners and MAF films were shown on portable projectors, tablets, mobile phones (including a pilot in Uganda thanks to the support of Orange Uganda), and in e- and distance learning modules (for example, as part of the WHO-UNFPA-JHPiego-Intel 'Skool platform' module on PPH).

Partnerships continued to be built and developed, with multi country implementing partners prioritised for formal partnership, reflecting the scale and scope of the work we can do together: distribution; testing and evaluation; co-production of films and support with expertise; and funding or co-funding opportunities. We will look to start to formalise these partnerships in 2014.

Based on robust distribution and direct viewing figures, we can very conservatively estimate that at least 34,580 people have been trained with MAF films to date, 20,000 of these in 2013; and through them we estimate that a further 300,000 people have benefited from their increase in knowledge and skills.

In 2013, significant time was invested in developing and honing MAF's measurement and evaluation structure and system to enable clear and efficient tracking of the impact of our work, feedback of specific films, and on the portfolio as a whole. The three tiered structure introduced will enable us to track and evaluate usage even more robustly, and share our findings and lessons on implementation with partners and other organisations.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

Distribution, Partnerships and Evaluation (continued)

We continue to collect and track informal feedback, of which the following two quotes are indicative:

"I just got a copy of one of the films and watched it by myself but I would like to circulate it to the Maternal child health projects I oversee in Uganda. I work with Compassion International Uganda, Child survival programme which is a maternal and child health programme. We have 50 projects around Uganda and at each project is a social health worker and 2 volunteers in charge of implementing GOBIFFF, the child survival model we have adopted. This is done through planned monthly visits to each beneficiaries home and a monthly group activity where all beneficiaries participate in a planned activity.

My plan is to get the films, translate them in local languages and use these during group activities or other community gatherings where the films can make a big impact."

Compassion International, Dr.Shellina Abaho Atwine, CSP Specialist, CI-UG

"Happy new year to everyone from the warm heart of Africa - Malawi. These films are a treasure to teaching institutions for both teachers, faculty as well as students. Please keep it up with the good work. You don't know and will never know the impact of these. BRAVOO MEDICAL AID FILMS TEAM"

University of Malawi, From Rebecca Nagalende Msc MRNM, University of Malawi, Kamuzu College

In addition to the informal feedback we receive ongoing, formal evidence of the impact of our work was forthcoming this year with the publication of our project on ultrasound in Mozambique in the International Journal of Obstetrics and Gynaecology (Dec 2013), and the delivery of our first external evaluation of the implementation of MAF films by Anthrologica, which reviewed the usage of our community films in Chitambo, Zambia. Copies of both are available from the office.

Organisational

The Executive team's structure was further defined in 2013, with staff roles developing to take responsibility for each of the key areas of MAF: Production Coordination (Katie Moore), Evaluation & Learning also encompassing Distribution (Sarah Wallace), and the newly created Head of Development post for Fundraising (Francis Webster, joined June 2013). Ongoing volunteers were recruited throughout the year to support in the office, including on distribution, fundraising and post-production. Brunswick Group continued to very generously offer pro bono office space.

Michael de Lathauwer was voted in as permanent Chairman of the Trustees in June 2013, replacing Alex Brick who held the role in the interim. The Medical Advisory Panel was fully constituted and held its first meeting in the third quarter, the structure for the Circle of Friends Panel is under review, and a new Advisory Panel – the Strategic Technology Working Group – was formulated and met in the fourth quarter. These panels, in support of the Board and CEO, will continue to be augmented and developed, and new trustees will be co-opted to the full Board, in 2014.

Financial Review

The charity raised £330,570 in the 12 month period to 31 December 2013 from donations, including those from funding partnerships.

Funding partnerships were continued with the Pharo Foundation, Vitol Foundation and Orange Foundation, and new partnerships explored and developed for 2014. A number of events were held, including piloting our first 'at home' funding circle lunch, a dinner and film screening kindly hosted by the Belgian Ambassador to London (following his previous dinner in 2011), and the Funding Network Christmas Celebrity event (where MAF patron, film director Gurinder Chadha OBE, presented for MAF), and first Christmas Appeal was piloted. In addition, marketing materials were reviewed and created, and systems and structures for supporter cultivation and stewardship, in support of ongoing and repeat donations, were put in place.

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

Financial Review (continued)

Total expenditure was £401,985, including £320,143 (80%) on charitable activities: the majority on film production, distribution and delivery and partnership projects in Africa.

Overall the net outgoing resources for the year amounted to £71,415; this reflects the trustees' decision to expend the designated fund reserve as agreed against core costs, the expenditure of additional restricted reserves received in the previous period, and disappointing actual income versus forecast pledges in the fourth quarter. A number of pledges totaling over £100,000 and including the charity's first earned income project with a global corporate partner, were made late in 2013, however were not received before the year end.

As at 31 December 2013, there were unrestricted reserves of £160,730 carried forward. The charity's policy is to hold no less than three months' unrestricted funding (planned at £112,500 for 2014), and ideally six months (£225,000 in 2014), in reserve. The fundraising plan for 2014, and for the three year period to 2017, therefore includes raising additional unrestricted reserves to secure this position.

The charity's ability to develop further continues to be dependent on its ability to attract further donations, grants and develop its earned income streams. In 2013 the fundraising capacity of the organisation was augmented through the appointment of a Head of Development and voluntary resource, and a new fundraising strategy and plan was drawn up against the funding need of £2.5m identified to support the 2014-17 strategic business plan.

The Trustees are satisfied with the charity's financial position as at 31 December 2013, although continue to monitor it closely.

Future Plans

In 2013, a full strategic review was undertaken and a three year business plan set for the period 2014-17, with the following objectives outlined for the next three years:

- **To directly reach over 500,000 people and indirectly reach an estimated 6.5 million** with life-saving knowledge through MAF films. We will focus on building four targeted, high impact, global and technology partnerships each year, maximising the structured implementation of our work and continuous feedback cycle. We will ensure to develop technology as an enabler for this and our partners' work.
- **To develop MAF's film library to cover 80 key health topics** for front-line health workers at clinic and community levels, completing the suite of maternal and newborn health films needed. Continue to develop and stay at the forefront of quality production values.
- **To leverage our educational resources by creating an additional 288 versions of our films**, including a minimum of two main languages and, if funding is forthcoming, cultural adaptations from the current Sub-Saharan African focus to up to four additional regions of need, piloting an approach for South East Asia in 2014.
- **To grow our team** to support these objectives and grow and diversify income to raise £2.5m in three years.

Statement of trustees' responsibilities

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

MEDICAL AID FILMS LIMITED

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

Statement of trustees' responsibilities (continued)

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

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

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Charity (Accounts and Reports) Regulations 2008 and the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees confirm that so far as they are aware, there is no relevant audit information of which the charitable company's auditors are unaware. They have taken all the steps that they ought to have taken as trustees in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

On behalf of the board of trustees



.....
Michael de Lathauwer

.....
2 May 2014
Date

MEDICAL AID FILMS LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF MEDICAL AID FILMS LIMITED

We have audited the financial statements of Medical Aid Films Limited for the year ended 31 December 2013 on pages 10 to 18. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As explained more fully in the Statement of Trustees' Responsibilities set out on pages 6 and 7, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

In addition, we read all the financial and non-financial information in the Trustees' Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2013 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

MEDICAL AID FILMS LIMITED

INDEPENDENT AUDITOR'S REPORT (continued) TO THE MEMBERS OF MEDICAL AID FILMS LIMITED

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime.



.....
David Edwards
Senior Statutory Auditor
For and on behalf of

Lewis Golden & Co
Statutory Auditors and Chartered Accountants
40 Queen Anne Street
London W1G 9EL

2 May 2014
.....
Date

MEDICAL AID FILMS LIMITED

STATEMENT OF FINANCIAL ACTIVITIES (including an income and expenditure account) FOR THE YEAR ENDED 31 DECEMBER 2013

	Notes	----- Unrestricted funds -----			Comparative	
		Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2012
		Restricted funds £	General funds £	Designated funds £	Total £	Total £
Incoming resources						
Interest receivable		-	88	-	88	72
Voluntary income	2	105,105	225,377	-	330,482	283,054
Total incoming resources		105,105	225,465	-	330,570	283,126
Resources expended						
Costs of generating voluntary income	3	-	29,232	-	29,232	29,071
Charitable activities	4	125,868	102,608	91,667	320,143	215,446
Governance costs	5	-	52,610	-	52,610	43,477
Total resources expended		125,868	184,450	91,667	401,985	287,994
Net income / (expenditure) for the year and net incoming / (outgoing) before transfers	10 & 11	(20,763)	41,015	(91,667)	(71,415)	(4,868)
Transfers						
Gross transfers between funds		(10,000)	10,000	-	-	-
Net income / (expenditure) for the year and net incoming / (outgoing) for the year						
Total funds brought forward		49,308	109,715	91,667	250,690	255,558
Total funds carried forward		18,545	160,730	-	179,275	250,690

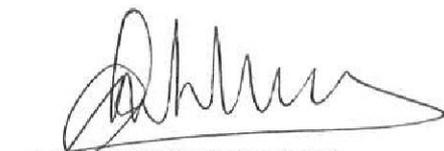
MEDICAL AID FILMS LIMITED

BALANCE SHEET AS AT 31 DECEMBER 2013

	Notes	As at 31.12.2013		As at 31.12.2012	
		£	£	£	£
Fixed assets	7		16,425		23,199
Current assets					
Debtors	8	24,321		10,766	
Cash at bank and in hand		150,340		226,539	
		<u>174,661</u>		<u>237,305</u>	
Creditors: amounts falling due within one year	9	<u>(11,811)</u>		<u>(9,814)</u>	
Net current assets			162,850		227,491
Total assets less current liabilities			<u>179,275</u>		<u>250,690</u>
Represented by:-					
Unrestricted funds	10		160,730		201,382
Restricted funds	11		18,545		49,308
			<u>179,275</u>		<u>250,690</u>

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the board of trustees on 2 May.....2014.



.....
Michael de Lathauwer
Trustee

Medical Aid Films Limited

(company number 06296236)
(charity number 1121578)

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

1 Accounting policies

1.1 Basis of accounting

The financial statements are prepared under the historical cost convention and in accordance with the provisions of the Companies Act 2006, the Charities Act 2011, the Statement of Recommended Practice "Accounting and Reporting by Charities" issued in October 2005 and the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.2 Incoming resources

(i) Donations

Donations and grants are recognised when received by the charity. Where practical, donations in kind and donated services and facilities are recognised as voluntary income at the fair value of the resources received, when the resources are received.

(ii) Income tax credits recoverable on donations

Tax credits are accrued when receivable.

(iii) Bank interest receivable

Bank interest is accrued when receivable.

1.3 Resources expended

Expenditure is charged to the Statement of Financial Activities on an accruals basis and is classified as follows:

(i) Costs of generating voluntary income

This comprises all costs incurred by the charity in relation to generating voluntary income.

(ii) Charitable activities

This comprises all costs incurred by the charity relating to the carrying out of its charitable objectives.

(iii) Governance costs

This comprises all other expenditure incurred by the charity in meeting its charitable objectives.

Wages and salaries are apportioned across the expenditure categories based on staff time spent.

1.4 Funds

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

General 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 which have been set aside by the trustees for a specific purpose. The purpose and uses of the designated funds are in relation to personnel costs. Transfers are made to the designated fund from the general fund to cover designated expenditure where necessary.

Any funds receivable during the relevant accounting year but not utilised are carried forward as part of the total charity funds.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided on all tangible fixed assets (other than freehold land) at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life as follows:

Plant and machinery etc. - 20% straight line

All expenses of a capital nature below £100 are not capitalised and are expensed in the profit and loss account.

Tangible fixed assets are subject to an annual impairment review.

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

1 Accounting policies (continued)

1.6 Foreign currency

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the statement of financial activities.

2 Voluntary income

	----- Unrestricted funds -----				Comparative Year ended 31.12.2012
	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	
	Restricted funds	General funds	Designated funds	Total	Total
	£	£	£	£	£
Donations	105,105	155,647	-	260,752	232,380
Donations in kind:					
Professional services	-	42,640	-	42,640	27,794
Provision of office space	-	15,840	-	15,840	11,880
Bookkeeping and payroll	-	7,000	-	7,000	7,000
Auditor's remuneration and accountancy charges	-	4,250	-	4,250	4,000
	<u>105,105</u>	<u>225,377</u>	<u>-</u>	<u>330,482</u>	<u>283,054</u>

3 Costs of generating voluntary income

	----- Unrestricted funds -----				Comparative Year ended 31.12.2012
	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	
	Restricted funds	General funds	Designated funds	Total	Total
	£	£	£	£	£
Wages and salaries	-	21,180	-	21,180	18,735
Fundraising expenses	-	5,684	-	5,684	10,186
PR literature and brochures	-	2,368	-	2,368	150
	<u>-</u>	<u>29,232</u>	<u>-</u>	<u>29,232</u>	<u>29,071</u>

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

4 Charitable activities

	----- Unrestricted funds -----				Comparative Year ended 31.12.2012
	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	
	Restricted funds £	General funds £	Designated funds £	Total £	Total £
Direct:					
Film production and distribution	113,278	5,776	-	119,054	66,758
Field project expenses	1,929	19,486	-	21,415	16,276
Medics expertise	-	35,640	-	35,640	8,096
Indirect:					
Wages and salaries	9,502	33,154	91,667	134,323	104,371
Recruitment	-	803	-	803	310
Website and email	531	-	-	531	16,844
Legal and professional	-	7,000	-	7,000	1,260
Office equipment	628	749	-	1,377	1,531
	<u>125,868</u>	<u>102,608</u>	<u>91,667</u>	<u>320,143</u>	<u>215,446</u>

Of the charge of £5,776 (2012: £32,060) in respect of general film production and distribution costs, £nil (2012: £1,074) has been included as a donation in kind.

The charge for medics expertise of £35,640 (2012: £8,096) has been included as a donation in kind in full.

The charge for legal and professional fees of £7,000 (2012: £1,260) has been included as a donation in kind in full.

Of the £531 (2012: £16,844) in respect of website and email expenses, £nil (2012: £16,248) has been included as a donation in kind.

Of the charge of £1,377 (2012: £1,531) in respect of office equipment, £nil (2012: £1,117) has been included as a donation in kind.

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

5 Governance costs

	----- Unrestricted funds -----				Comparative Year ended 31.12.2012
	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	
	Restricted funds £	General funds £	Designated funds £	Total £	Total £
Office expenses	-	15,840	-	15,840	11,880
Auditor's remuneration	-	6,600	-	6,600	6,600
Accountancy charges	-	2,750	-	2,750	2,200
Bookkeeping and payroll	-	7,000	-	7,000	7,000
Insurance	-	1,873	-	1,873	1,342
Bank charges	-	366	-	366	245
Sundry	-	1,512	-	1,512	1,555
Depreciation of fixed assets	-	6,855	-	6,855	6,547
Loss on foreign exchange	-	3,484	-	3,484	634
Wages and salaries	-	6,330	-	6,330	5,474
	-	52,610	-	52,610	43,477

Of the charge of £6,600 (2012: £6,600) in respect of auditors remuneration, £3,000 (2012: £3,000) has been included as a donation in kind.

Of the charge of £2,750 (2012: £2,200) in respect of accountancy charges, £1,250 (2012: £1,000) has been included as a donation in kind.

The charge for bookkeeping, payroll and office expenses has been included as a donation in kind in full in both the current year and prior year.

6 Staff costs

	Year ended 31.12.2013 £	Comparative Year ended 31.12.2012 £
Wages and salaries	145,002	117,675
Employer's NI	15,879	10,905
	160,881	128,580

One employee received emoluments exceeding £60,000 in the current year (2012: one employee).

Average number of employees during the year:

	Year ended 31.12.2013 Number	Comparative Year ended 31.12.2012 Number
Charitable activities	5	3

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

7 Tangible fixed assets

	Plant and machinery etc. £
Cost	
At 1 January 2013	34,278
Additions	81
At 31 December 2013	<u>34,359</u>
Depreciation	
At 1 January 2013	11,079
Charge for the year	6,855
At 31 December 2013	<u>17,934</u>
Net book value	
At 31 December 2013	<u>16,425</u>
At 31 December 2012	<u>23,199</u>

8 Debtors

	As at 31.12.2013 Total £	As at 31.12.2012 Total £
Other debtors	948	4,950
Prepayments	14,449	-
Income tax credits recoverable on donations	8,924	5,816
	<u>24,321</u>	<u>10,766</u>

9 Creditors: amounts falling due within one year

	As at 31.12.2013 Total £	As at 31.12.2012 Total £
Trade creditors	18	19
Social security and other taxes	5,973	4,995
Accruals and deferred income	5,820	4,800
	<u>11,811</u>	<u>9,814</u>

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

10 Unrestricted funds	General funds	Designated funds	Total unrestricted funds
	£	£	£
Balance at 1 January 2013	109,715	91,667	201,382
Net income / (expenditure) for the year	41,015	(91,667)	(50,652)
Transfer from restricted funds	10,000	-	10,000
Balance at 31 December 2013	<u>160,730</u>	<u>-</u>	<u>160,730</u>

£nil (2012: £91,667) have been designated by the trustees to meet personnel costs to be incurred by the charity in the following accounting year.

11 Restricted funds	Restricted funds
	£
Balance at 1 January 2013	49,308
Net outgoing resources for the year	(20,763)
Transfer to unrestricted funds	(10,000)
Balance at 31 December 2013	<u>18,545</u>

The restricted fund consists of donations to Medical Aid Films Limited relating to the production of films on:

- Early identification of a sick child (Vitol Foundation)
- Emergency Obstetrics and Neonatal Care as part of the 'Somali Speaking Health Training Video Project' (The Pharo Foundation)
- Caesarean Section (Orange Foundation)

12 Taxation

During the current year and prior year the charitable company was a registered charity and was not liable to corporation tax in the United Kingdom.

13 Directors

During the current year and prior year the charitable company had no employees who are directors.

None of the directors (or any persons connected with them) received any remuneration or reimbursed expenses during the current or prior year.

Indemnity insurance has been purchased on behalf of the trustees.

14 Status of the charitable company

The charitable company is a registered charity, does not have a share capital and is limited by guarantee. In the event of the company being wound up, the maximum each member is liable to contribute is £10. At 31 December 2013 there were 7 (2012: 6) members.

MEDICAL AID FILMS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2013

15 Analysis of net assets between funds

	----- Unrestricted funds -----				Comparative Year ended 31.12.2012
	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	Year ended 31.12.2013	
	Restricted funds £	General funds £	Designated funds £	Total £	Total £
Cash	18,545	131,795	-	150,340	226,539
Other net assets	-	28,935	-	28,935	24,151
	<u>18,545</u>	<u>160,730</u>	<u>-</u>	<u>179,275</u>	<u>250,690</u>

16 Control

There is no single ultimate controlling party.