

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 2018**

# MEDICAL AID FILMS LIMITED

## CONTENTS

---

	<b>Page</b>
Legal and Administrative Information	<b>3</b>
Trustees' Report	<b>4</b>
Independent Auditor's Report	<b>12</b>
Statement of Financial Activities (incorporating the income and expenditure account)	<b>14</b>
Balance Sheet	<b>15</b>
Statement of cash flows	<b>16</b>
Notes to the Financial Statements	<b>17</b>

# MEDICAL AID FILMS LIMITED

## LEGAL AND ADMINISTRATIVE INFORMATION

---

### Trustees

Aude Thibaut de Maisieres (Chair)  
Michael de Lathauwor  
Eric Jauniaux  
Sarah Watson  
Charlotte Hull  
Gerri McHugh  
Alex Moore  
Maria Gonzalez  
Christelle Kupa  
Dr Sohier Elneil-Coker

### Chief Executive Officer

Catherine McCarthy

### Company number

06296236

### Charity number

1121578

### Registered Office

c/o DOTW, 29<sup>th</sup> Floor, One Canada Square  
London E14 5AA

### Website

[www.medicalaidfilms.org](http://www.medicalaidfilms.org)

### Auditors

Lewis Golden LLP  
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 2018**

---

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 2018, which also represents the Directors' report as required by s415 of the Companies Act 2006. The comparative represents the year ended 31 December 2017.

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 (as amended for periods commencing from 1 January 2016) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and the Charity's memorandum and articles of association.

Legal and administrative information, as set out on page 3 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 2018 were:

Aude Thibaut de Maisieres (appointed chair on 25/01/2018)  
Richard Meredith (stepped down as chair on 25/01/2018 and resigned on 25/10/2018)  
Michael De Lathauwer  
Eric Jauniaux  
Charlotte Hull  
Gerri McHugh  
Alex Moore  
Maria Gonzalez  
Christelle Kupa  
Dr Suzy Elneil  
Sarah Watson – Treasurer (appointed on 26/04/2018)  
Anthony Pins (resigned on 25/01/2018)

#### **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 from 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 organisation is carried out by the Chief Executive Officer, with the support of the staff team. Key strategic decisions are made at regular meetings of the trustees. During 2016 a new strategy 2016 — 2020 was agreed by the Trustees and was operational from the first quarter of 2016.

The major risks, to which the organisation 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**

Medical Aid Films was set up in response to the global crisis in maternal and new-born health to advance the education and training of health workers in low income countries through film and other media. The focus initially but not exclusively was to be on women's health and maternal and child health.

## **MEDICAL AID FILMS LIMITED**

### **TRUSTEES' REPORT (continued)**

### **FOR THE YEAR ENDED 31 DECEMBER 2018**

---

Little high quality educational and training material currently exists for use in developing countries and, partly as a result, child and maternal mortality statistics remain high. Education in the format of film and animation can provide an important tool for improving healthcare and health literacy in many developing countries.

The focus of the Charity's work over the years has been on reducing maternal and child mortality, and largely in Africa, where over 50% of maternal and child deaths occur each year, although the resources produced by the charity can be and are used wherever there is a need. The organisational strategy 2016-2020, in line with the Sustainable Development Goals, gives a wider brief across the life course of women's health and children's health, and focusses not just on survival, but also on ensuring health and wellbeing and improving both the length and quality of life for women and children throughout the course of their lives.

Working with a range of partners, Medical Aid Films develops high quality learning materials which inform and empower health workers and community members with vital skills and knowledge, encouraging healthy behaviours which impact positively on the lives and health of women and children around the world.

Partnerships are central to the vision and the organisation works with major global and academic partners along with local grassroots organisations, to reach audiences at health worker, community and individual level. There is an emphasis now on developing partnerships to provide longer term education and training and to maximising the potential of new delivery mechanisms and social media to find innovative ways to reach and directly engage with audiences.

Film content is still freely available online and on digital platforms in a variety of formats for partner organisations and individuals, reaching some of the most remote communities in the world. Material is also used and distributed via health-based organisations, NGOs and charities using mobile phones, tablets and other portable technologies. New partnerships in this area are of particular importance for the future.

The work of the organisation is unique, in bringing together health and medical experts with creative film makers, its guiding principles are:

- Collaboration — creating lasting meaningful partnerships is central to the work
- Research — putting audiences first and understanding learning and effectiveness
- High quality production — expert review and accessible, engaging, appropriate high-quality content
- Innovative delivery — reaching audiences through appropriate use of new technology

Films are reviewed by specialist medical practitioners and leading global experts with experience working in the field and in-country programmes. All advisers and reviewers donate their time for free to ensure that the technical content of the films is first class, they offer many hours of pro bono expert medical and health advice.

The trustees confirm that in accordance with Section 4 of the Charities Act 2006, 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.

# **MEDICAL AID FILMS LIMITED**

## **TRUSTEES' REPORT (continued)**

### **FOR THE YEAR ENDED 31 DECEMBER 2018**

---

#### **Achievements and performance**

2018 has been a significant year for the Charity, beginning with the news in early January 2018 that we would need to leave our home in Brunswick. This was both a challenge and an opportunity. After some false starts we finally found new premises at One Canada Square, Canary Wharf, where we are now sharing space with partner organisation Doctors of the World UK. The new space gives us room for the whole team and volunteers if needed, although for the first time we are incurring service charges on the premises. We express our deep thanks to both Brunswick and Canary Wharf Management for their generosity in providing us office space, and to the team at Doctors of the World UK for welcoming us into our new offices in August 2018.

2018 was also significant in other ways, as we broadcast our first BBC Radio FOUR Appeal in October - an important moment for the Charity to raise profile and fundraise. We were delighted to secure the singer/songwriter Sophie Ellis-Bextor to record the Appeal. Sophie has spoken publicly about her difficulties in her pregnancy and she is passionate about the work of our Charity. We also secured the Speaker's House in the House of Lords for an evening event to launch the Appeal, which was hosted by The Lord and Lady Leitch and other key speakers. The Appeal raised over £45,000, which was well over double our fundraising target, and significantly above the average raised by BBC Appeals.

Our BBC Radio FOUR Appeal was supported by a mix of multimedia content online. Regular posts, promotion and targeted content increased our brand reach, engagement and awareness across our platforms. On Facebook, from Q1 to the end of Q4 our total organic reach (number of unique people who saw our posts) grew by 746% and our video views were up by over 500%.

Our specially compiled slideshows & social media edits of our appeal film were not only seen thousands of times on our own channels, shared by partners & liked by our audiences, but were also compiled for and promoted by BBC webpages and BBC social media.

Our profile, brand reputation and reach was positively impacted by creating our gallery and appeal webpage on the BBC website. This part of the BBC website also links across to our own site, adding another high quality referral to our collection. Our referring domains are from some of the most authoritative websites in the world: BBC, Wiley.com, Worldbank.org, BT.com, Orange.com, Tearfund.org among many others.

#### **Key successes of 2018:**

##### **BBC Radio FOUR Appeal**

- Successful BBC Radio FOUR Charity Appeal broadcast in October 2018 with high profile launch event at the House of Lords, attended by over 80 people
- House of Lords event hosted by The Lord and Lady Leitch with speeches from key experts, Lesley Regan, James Logan and Lord Leitch.
- Appeal raised over £45,000 – doubling our target and placing us as one of the highest performing BBC Appeals
- Patrons, Trustees and staff were all actively involved in supporting our Appeal
- Appeal supported by successful online campaign – as above

# **MEDICAL AID FILMS LIMITED**

## **TRUSTEES' REPORT (continued)**

### **FOR THE YEAR ENDED 31 DECEMBER 2018**

---

#### **Strengthening Partnerships and new film projects**

- Working with key global players: World Health Organisation, London School of Hygiene and Tropical Medicine, Guys and St Thomas', Children's Investment Fund Foundation, International Rescue Committee, Voluntary Service Overseas, Last Mile Health and many others, we created new partnerships to develop film material for new audiences
- Completion of our major film project in Nepal, working with partner organisation One Heart World Wide and the Ministry of Health in Nepal
- Large scale random control trial partnership with LSHTM, significantly scaling up our research activities, strengthening the evidence base for the use of film in health interventions
- Named partner on large scale Health System Strengthening fund with Mott Macdonald

#### **New Research**

- Significant research project to explore men's engagement in women's health through film including a trip to Zambia by our Head of Research and Learning
- Plans and preparation for publication of the above research in 2019

#### **Staff, Trustee and advisory engagement**

- Effective team away days to reflect on strategy and prepare operational plans
- New board members recruited in 2018 bringing additional finance skills
- Effective planning for Radio FOUR Appeal with development advisory committee, involving Trustees, supporters and team members, regularly meeting throughout 2018
- A new role to strengthen our digital communications
- Increased capacity in our fundraising team

#### **New Offices**

- New offices found for the team at One Canada Square, Canary Wharf and moved in August 2018

In summary, 2018 brought the team new challenges, but we have risen to them and we are stronger for them. We continue to ensure that our partners have been supported to save lives in some of the poorest parts of the world. The charity has reached many more people than anticipated during 2018 with access to best practice, quality, resources and culturally appropriate education and training through film, and many significant new partnerships have been created which will be built on in future years.

#### **2018 Film List**

In 2018, there were 13 new English films and 11 language versions. This extended the organisation's portfolio of health education and training films to 318 films in 25 languages. New films have covered important areas of women's and children's health including: dealing with Zika virus, caring for a newborn baby, complications in pregnancy, obstetric ultrasound and maternal health across the globe.

**MEDICAL AID FILMS LIMITED**  
**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2018**

<b>Film</b>	<b>Languages</b>	<b>Description</b>
Supporting Families Affected by Zika Virus <b>Partner-</b> London School of Hygiene and Tropical Medicine	English Portuguese	A film about the families affected by congenital Zika syndrome have set up groups to offer practical and psychological peer support. It tells the stories, ongoing challenges and the solutions some families have found to support one another to bring their children up.
How to Care for a Newborn <b>Partner-</b> Vitol and One Heart Worldwide	English Nepali	Part of a wider series, this film highlights the best forms of care for a newborn during and after delivery.
Network of Safety <b>Partner-</b> Vitol and One Heart Worldwide	English Nepali	Part of a wider series, this film provides an overview of One Heart Worldwide's mission and model of care entitled 'The Network of Safety'.
Post Partum Haemorrhage <b>Partner-</b> Vitol and One Heart Worldwide	English Nepali	Part of a wider series, this animated film documents the symptoms, causes and treatments of post-partum haemorrhage.
Understanding FANC <b>Partner-</b> Vitol and One Heart Worldwide	English Nepali	Part of a wider series, this film provides an overview of the principles of Focused Antenatal Care.
Uterine Balloon Tamponade <b>Partner-</b> Vitol and One Heart Worldwide	English Nepali	Part of a wider series, this animated film provides instructions on how to use a uterine balloon tamponade.
Warning Signs in Pregnancy <b>Partner-</b> Vitol and One Heart Worldwide	English Nepali	Part of a wider series, this film describes some common problems that occur in pregnancy and how to recognize and deal with them.
How to use Cradle VSA for non-pregnant Adults <b>Partner-</b> Kings College London	English	This animated film is an adaptation of our previous Cradle instructional videos. It documents how to use a Cradle VSA to detect vital signs for non-pregnant individuals.
The Basic Steps of an Obstetric Ultrasound <b>Partner-</b> ISUOG	English	An animation providing an overview of the purpose and usage of obstetric ultrasound during pregnancy.
Predicting Preterm Birth- The QUIPP App <b>Partner-</b> Kings College London and Guys and St Thomas NHS Trust	English	A combination of animation and shot footage, this film showcases the QUIPP app, a tool to aid management of women in threatened preterm labour.
How to Insert an Indwelling Urinary Catheter <b>Partner-</b> World Health Organization	English	This instructional video provides a detailed description of how to insert a Urinary Catheter for healthcare professionals.
Badra's Story <b>Partner-</b> Somaliland Nursing and Midwifery Association and The Pharo Foundation.	English	Badra is a trainee midwife in Somaliland, one of the most dangerous places in the world for a woman to give birth. Medical Aid Films is training her and others in Somaliland, using film, with life-saving nursing and midwifery skills. In 2018, we repurposed Badra's story for our BBC Radio 4 appeal.
Annual Review Film – Highlights of 2018 <b>Produced by Medical Aid Films</b>	English	The annual review film is a slideshow of all of our achievements in 2018.
Understanding Screening, Treatment and Prevention of Cervical Cancer <b>Partner-</b> Bethal Computers for Education	Haitian Creole	This film explains the importance of screening, early detection and treatment of cervical cancer. This film is for use in community health education.
Understanding Family Planning <b>Partner-</b> Bethal Computers for Education	Haitian Creole	For use in community health education, this film is for teenagers and young adults, explaining the different methods of contraception available for family planning.
Healthy Eating During Pregnancy <b>Partner-</b> Bethal Computers for Education	Haitian Creole	This film explains how women can eat healthily during their pregnancy to ensure their own health and that of their child. This film is for use in community health education.
Understanding what your child should eat <b>Partner-</b> Bethal Computers for Education	Haitian Creole	This film is about what to feed your child from the age of six to 24 months, to help them grow to be healthy and strong. This film is for use in community health education.



# **MEDICAL AID FILMS LIMITED**

## **TRUSTEES' REPORT (continued)**

### **FOR THE YEAR ENDED 31 DECEMBER 2018**

---

Translating films into new languages vastly increases reach and continues to be a cost-effective means of leveraging existing content, along with maximising opportunities to re-version and re-use content on all digital platforms, social media and new devices - further increasing the value of each piece of content.

All content continues to be developed and shaped in response to need and ongoing feedback from audiences and practitioners, along with the expertise of the medical advisers on individual films.

#### **Research and Learning**

Medical Aid Films' are now used in over 145 countries, with over 5 million views online each year. We have experience of working across the African continent, South Asia, South-East Asia and Central America to produce tailored and appropriate programmes delivering health education through different platforms.

Digital platforms, new technology and social media offer new opportunities to reach audiences with educational content. The organisations films are shown on portable projectors, tablets, mobile phones, and in e- and distance learning modules, and in other innovative projects.

Significant partnerships have been built and developed during 2018, and these will become increasingly important in future development. Partners provide valuable understanding of audiences and enable the organisation to develop content which responds to need, as well as ensuring that it is used in an educational setting to best advantage. Partners also gather essential feedback from viewers to ensure that there is a continuous learning cycle.

The organisation will continue its systematic approach to evaluation and measurement to identify and measure change; what impact films have and to what extent films increase and improve knowledge that empowers women and improves skilled health worker knowledge and practice. Measurement and evaluation is becoming an increasingly important part of the organisation's work and seeking opportunities to fund this work will be vital.

#### **Men's engagement research – Zambia**

Funding was awarded from the Vitol Foundation for a research study in eastern Zambia, which is exploring men's perspectives on our maternal and child health film screening project, run with the Zambian Ministry of Health. Men's involvement around pregnancy and parenthood is increasingly recognised as an important factor in improving maternal and child health outcomes in many low resource settings. There is evidence that men would like greater involvement but are dissuaded by socio-cultural attitudes and feel undermined by a lack of knowledge. Our research project will seek to understand the ways that film can be an effective medium in encouraging men's positive engagement around maternal and child health. Findings will be produced in early 2019 with a view to being published in mid2019.

#### **Organisational Development**

Recruitment was carried out during 2018 for a new Digital Communications Producer and an in-house Producer as it was agreed that we should bring this expertise in-house and strengthen our communications. Later in the year a Fundraising Manager was appointed to strengthen our fundraising efforts. Ongoing volunteers were recruited throughout the year to support in the office.

Richard Meredith stepped down as Chair of the Trustees in January 2018 due to work commitments and resigned from the Board in October 2018 due to a new role at the Larry Ellison Foundation. Aude Thibaut de Maisieres became the new Chair of Trustees following a process of recruitment. We appointed a new Treasurer to the Board – Sarah Watson. Finance Director at Cochrane, we advertised and interviewed for this appointment.

The trustees are covered by an indemnity insurance policy which is renewed annually.

# **MEDICAL AID FILMS LIMITED**

## **TRUSTEES' REPORT (continued)**

### **FOR THE YEAR ENDED 31 DECEMBER 2018**

---

#### **Financial Review**

The charity raised £510,732 in the 12-month period to 31 December 2018 (2017: £559,012). Of the total income, £262,411 was from donations and grants and £247,650 was from charitable activities. Of the total income £247,650 was restricted.

Total expenditure for the year was £506,301 (2017: £530,932) including £347,614 (2017: £365,021) on charitable activities, of this £224,474 (2017: £186,523) was restricted. As at 31 December 2018 the total reserves carried forward were £288,587 of which unrestricted reserves were £183,654 (2017: £202,399). The charity's policy is to hold no less than three months' unrestricted funding and ideally six months in reserve which is between £80,000 to £160,000. The charity's cash reserves are considered adequate and easily available to meet expenses arising from continuing activities.

The charity's ability to develop further continues to be dependent on its ability to develop a diverse funding base across grants, partner funded work and major donors. Much work is underway to build this; although work will begin at the end of 2019 to review the current strategy and explore future challenges and opportunities. The Trustees are satisfied with the charity's financial position as at 31 December 2018, although continue to monitor it closely.

#### **Future Plans**

Moving ahead the charity's plans are focussed on implementing the current strategy 2016 — 2020 including:

- Significantly extending the impact of films and animations through strategic partnerships that maximise audience reach and user feedback, and through utilising new technologies and social media to increase coverage and deliver content to unreached audiences
- Developing a holistic programmatic approach covering the life course of women and children targeted at survive and thrive and ensuring that content that covers key and emerging health topics for frontline health workers at clinic and community level, ensuring high quality production values and increased understanding of current practice and training needs
- Placing our women and children at the heart of work and content development and ensuring an evidenced based approach which reflects a solid understanding of audiences and needs
- Continuing to leverage and maximize value from existing resources by continuing to provide demand-led additional language and cultural adaptations of films and to explore potential for widening reach to new regions

To achieve the above objectives/strategy the following operational goals will be implemented in 2019: we will continue to implement our agreed operational plans across the six strategic areas of our work, with a focus on organisational strengthening, developing sustainability and growth. We will be especially focusing on strengthening our digital communications, fundraising and exploring opportunities to exploit our research profile, especially through our men's engagement research.

#### **Statement of trustees' responsibilities**

The trustees (who are also the directors for the purpose of company law) are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees must prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the trustees must not approve the financial statements unless they are satisfied that they 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.

**MEDICAL AID FILMS LIMITED**  
**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2018**

---

In preparing these financial statements, the trustees are required to:

- a) select suitable accounting policies and then apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and accounting 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 to operate.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and 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 Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees confirm that so far as they are aware, there is no relevant audit information (as defined by section 418(3) of the Companies Act 2006) of which the charitable company's auditors are unaware. They have taken all the steps that they ought to have taken as trustees to make themselves aware of any relevant audit information and to establish that the charitable company's auditors are aware of that information.

In preparing this report, the trustees have taken advantage of the small companies' exemptions provided by the Companies Act 2006.

On behalf of the board of trustees



.....  
Director      Alex Moore

25/04/19  
.....  
Date

# MEDICAL AID FILMS LIMITED

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

---

### Unqualified Opinion

We have audited the financial statements of Medical Aid Films Limited (the 'charitable company') for the year ended 31 December 2018 which comprise Statement of Financial Activities (including the income and expenditure account), Balance sheet, Statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

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 2018 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.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees Annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report has been prepared in accordance with applicable legal requirements.



# 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

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report.

We have nothing to report in respect of the following matters in relation to which 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 and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

### Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 10 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, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

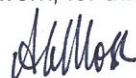
### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

### Use of our report

This report is made solely to the charitable company'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 charitable company'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 charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



30/4/19

-----  
**Andrew Moss**  
**Senior Statutory Auditor**  
**For and on behalf of**

**Lewis Golden LLP**  
**Chartered Accountants and Statutory Auditors**  
40 Queen Anne Street  
London W1G 9EL

## Medical Aid Films Limited

### Statement of Financial Activities (including the income and expenditure account)

For the year ended 31 December 2018

	Note	Unrestricted Funds £	Restricted Funds £	2018 Total £	Unrestricted Funds £	Restricted Funds £	2017 Total £
<b>INCOME FROM:</b>							
Donations and legacies	2	262,411	-	262,411	347,084	-	347,084
Charitable activities:							
- <i>Film production and distribution</i>	4	-	247,650	247,650	-	210,431	210,431
Investments		357	-	357	38	-	38
Other income		314	-	314	1,459	-	1,459
<b>Total income</b>		<u>263,082</u>	<u>247,650</u>	<u>510,732</u>	<u>348,581</u>	<u>210,431</u>	<u>559,012</u>
<b>EXPENDITURE ON:</b>							
Raising funds	5	158,687	-	158,687	165,911	-	165,911
Charitable activities:	5						
- <i>Film production and distribution</i>		123,140	224,474	347,614	178,498	186,523	365,021
<b>Total expenditure</b>		<u>281,827</u>	<u>224,474</u>	<u>506,301</u>	<u>344,409</u>	<u>186,523</u>	<u>530,932</u>
<b>Net income/ (expenditure)</b>		(18,745)	23,176	4,431	4,172	23,908	28,080
Transfers between funds		-	-	-	102,100	(102,100)	-
Net movement in funds		(18,745)	23,176	4,431	106,272	(78,192)	28,080
<b>Reconciliation of funds:</b>							
Total funds brought forward		202,399	81,757	284,156	96,127	159,949	256,076
<b>Total funds carried forward</b>	14	<u>183,654</u>	<u>104,933</u>	<u>288,587</u>	<u>202,399</u>	<u>81,757</u>	<u>284,156</u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 14 to the financial statements.

# Medical Aid Films Limited

## Balance Sheet

As at 31 December 2018


Company No 06296236 (England and Wales)

	Note	2018 £	2017 £
<b>Fixed Assets:</b>			
Tangible assets			
	10	<u>3,794</u>	<u>2,284</u>
<i>Total fixed assets</i>		<u>3,794</u>	<u>2,284</u>
<b>Current assets:</b>			
Debtors			
Cash at bank and in hand	11	91,606	2,707
		<u>257,191</u>	<u>294,888</u>
<i>Total current assets</i>		<u>348,797</u>	<u>297,595</u>
<b>Liabilities:</b>			
Creditors: amounts falling due within one year	12	<u>(64,004)</u>	<u>(15,723)</u>
<i>Net current assets</i>		<u>284,793</u>	<u>281,872</u>
<i>Total assets less current liabilities</i>		<u>288,587</u>	<u>284,156</u>
<b>Total net assets</b>	13	<u><u>288,587</u></u>	<u><u>284,156</u></u>
<b>Charity Funds:</b>			
Restricted funds	14	<u>104,933</u>	<u>81,757</u>
Unrestricted funds			
General funds		<u>183,654</u>	<u>202,399</u>
<i>Total unrestricted funds</i>	14	<u>183,654</u>	<u>202,399</u>
<b>Total charity funds</b>		<u><u>288,587</u></u>	<u><u>284,156</u></u>

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

Under section 454 of the Companies Act 2006, on a voluntary basis, the trustees can amend these financial statements if they subsequently prove to be defective.

Approved by the trustees on 25/04/19 and signed on their behalf by:

  
Alex Moore  
Director

The notes on pages 17 to 27 form part of these financial statements.

**Medical Aid Films Limited**  
**Statement of cash flows**  
**For the year ended 31 December 2018**

---

	Note	2018 £	2017 £
<b>Cash flows from operating activities</b>			
Net cash (used in)/provided by operating activities	15	(35,154)	62,884
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments		357	38
Purchase of fixed assets		<u>(2,900)</u>	<u>-</u>
Net cash (used in)/provided by investing activities		(2,543)	38
<b>Change in cash and cash equivalents in the year</b>		(37,697)	62,922
<b>Cash and cash equivalents at the beginning of the year</b>		294,888	231,966
<b>Cash and cash equivalents at the end of the year</b>	16	<u><u>257,191</u></u>	<u><u>294,888</u></u>



**Medical Aid Films Limited**  
**Notes to the financial statements**  
**For the year ended 31 December 2018**

---

**1. Accounting policies**

**a) Basis of accounting**

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit company for the purposes of FRS 102 and therefore the Charity also prepared its financial statements in accordance with the 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 (The FRS 102 Charities SORP), the Companies Act 2006.

**b) Going concern**

The trustees have assessed the charity's ability to continue as a going concern and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charity's forecasts and projections and have taken account of pressures on general income. After making enquiries, the trustees have concluded that there are reasonable expectations that the charity has adequate resources to continue in operational existence for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

**c) Income**

All income that become available to the Charity are included in the statement of financial activities (including the income and expenditure account)('the SOFA') as soon as receivable. Gifts and intangible income are included in the period in which they are received and valued at a reasonable estimate of the value of the gift or service received.

Bank interest received is attributed to Unrestricted Funds at the year end date.

**d) Expenditure**

Expenditure is allocated to the particular activity where the cost relates directly to that activity. Support costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity.

The charity has reviewed expenditure in the year and has revised the basis of allocating support costs. The split of costs per the SOFA for 2017 was amended accordingly to be in line with the new basis and the comparatives were restated.

	<b>2018</b>	<b>2017</b>
Raising funds	50%	30%
Film production and distribution	50%	70%

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the Charity to the expenditure.

**Medical Aid Films Limited**  
**Notes to the financial statements**  
**For the year ended 31 December 2018**

---

**1. Accounting policies (continued)**

**e) Irrecoverable value added tax**

VAT on purchases and expenses irrecoverable under the regulations dealing with partially exempt organisations has been charged against the activity for which the expenditure was incurred.

**f) Funds**

The funds are segregated between:

*Restricted funds* – monies set aside for particular awards or purposes in accordance with the instructions of the donor or the terms of an appeal. Expenditure which meets these criteria is charged to the fund.

*Unrestricted funds* – undesignated monies retained that provide the working capital to enable the Trustees to carry out the charitable activities or designate for a particular activity.

**g) Tangible fixed assets**

Tangible fixed assets are capitalised at cost where the purchase price exceeds £100. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The annual rates in use are as follows:

Plant and machinery	20% straight line
---------------------	-------------------

**h) Intangible fixed assets**

Intangible fixed assets are capitalised at cost if over £100.

Amortisation is calculated by reference to the cost of fixed assets using rates considered appropriate having regard to the expected lives of the fixed assets. Current annual rates in use are:

Intangible assets	20% straight line
-------------------	-------------------

**i) Foreign currencies**

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

**Medical Aid Films Limited**  
**Notes to the financial statements**  
**For the year ended 31 December 2018**

---

**1. Accounting policies (continued)**

**j) Pension contributions**

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in independently administered funds. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions.

**k) Critical accounting estimates and areas of judgement**

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

**l) Other financial instruments**

- ***Cash and cash equivalents***

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

- ***Debtors and Creditors***

Debtors and creditors receivable or payable within one year of the balance sheet date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

**m) Operating currency**

The operating currency of the charity is Pound Sterling and the monetary amounts in the accounts are rounded to the nearest pound.

**Medical Aid Films Limited**  
**Notes to the financial statements**  
**For the year ended 31 December 2018**

**2. Income from donations and legacies**

	Unrestricted	Restricted	2018 Total	2017 Total
	£	£	£	£
Donations and grant income	186,654	-	<b>186,654</b>	179,627
Donations in kind (note 3)	75,757	-	<b>75,757</b>	167,457
	<u>262,411</u>	<u>-</u>	<u><b>262,411</b></u>	<u>347,084</u>

**3. Donations in kind**

	Unrestricted	Restricted	2018 Total	2017 Total
	£	£	£	£
Professional services	5,945	-	<b>5,945</b>	13,580
Office equipment	2,900	-	<b>2,900</b>	-
Fundraising event costs	5,040	-	<b>5,040</b>	20,000
Provision of office space	28,467	-	<b>28,467</b>	27,000
Bookkeeping and payroll	6,000	-	<b>6,000</b>	7,000
Advertising	23,906	-	<b>23,906</b>	96,877
Staff training	1,620	-	<b>1,620</b>	-
Telephone, printing and stationery	1,879	-	<b>1,879</b>	3,000
	<u>75,757</u>	<u>-</u>	<u><b>75,757</b></u>	<u>167,457</u>

**4. Income from charitable activities**

	Unrestricted	Restricted	2018 Total	2017 Total
	£	£	£	£
Film production and distribution	-	247,650	<b>247,650</b>	210,431
Total income from charitable activities	<u>-</u>	<u>247,650</u>	<u><b>247,650</b></u>	<u>210,431</u>

**Medical Aid Films Limited**

**Notes to the financial statements**

**For the year ended 31 December 2018**

5. Charitable expenditure	Cost of raising funds £	Film production and distribution £	Support costs £	2018 £	2017 £
<b>Staff costs (Note 6)</b>	77,538	112,473	42,920	232,931	164,853
Cost of raising funds					
Fundraising expenditure	7,108	-	-	7,108	40,430
Fundraising consultancy	750	-	-	750	6,600
PR literature and brochures	14	-	-	14	517
<b>Direct costs</b>					
Film production and distribution	-	135,982	-	135,982	94,475
Other direct film costs	-	531	-	531	-
Medical expertise	-	1,445	-	1,445	3,230
<b>Indirect and support costs</b>					
Office rent and expenses	-	-	35,647	35,647	27,000
Telephone	-	-	3,627	3,627	2,400
Website and IT costs	-	-	1,490	1,490	2,217
Insurance	-	-	334	334	1,991
Bank charges	-	-	601	601	18
Bookkeeping and payroll	-	-	6,000	6,000	15,806
Legal and professional	-	23,906	25,729	49,635	123,207
Governance costs	-	-	14,563	14,563	18,108
Conference attendance	-	-	2,284	2,284	15,461
Foreign currency loss	-	-	209	209	5,206
Recruitment cost	-	-	6,930	6,930	2,949
Staff training	-	-	1,816	1,816	-
Sundry	-	-	3,014	3,014	5,169
Depreciation	-	-	1,390	1,390	1,295
	<b>85,410</b>	<b>274,337</b>	<b>146,554</b>	<b>506,301</b>	<b>530,932</b>
Support costs	73,277	73,277	(146,554)	-	-
<b>Total charitable expenditure</b>	<b>158,687</b>	<b>347,614</b>	<b>-</b>	<b>506,301</b>	<b>530,932</b>

Medical Aid Films Limited

Notes to the financial statements (continued)

For the year ended 31 December 2017

5. Charitable expenditure	Cost of raising funds £	Film production and distribution £	Support costs £	2017 £
<b>Staff costs (Note 6)</b>				<b>164,853</b>
Cost of raising funds	45,323	92,048	27,482	
Fundraising expenses	40,430	-	-	40,430
Fundraising consultancy	6,600	-	-	6,600
PR literature and brochures	517	-	-	517
<b>Direct costs</b>				<b>94,475</b>
Film production and distribution	-	94,475	-	
Travel expenses	-	-	-	-
Medical expertise	-	3,230	-	3,230
<b>Indirect and support costs</b>				
Office rent and expenses	-	-	27,000	27,000
Telephone	-	-	2,400	2,400
Website and IT Costs	-	-	2,217	2,217
Insurance	-	-	1,991	1,991
Bank charges	-	-	18	18
Bookkeeping and payroll	-	-	15,806	15,806
Legal and professional	-	102,227	20,980	123,207
Governance costs	-	-	18,108	18,108
Conference attendance	-	-	15,461	15,461
Foreign currency loss	-	-	5,206	5,206
Recruitment cost	-	-	2,949	2,949
Staff training	-	-	-	-
Sundry	-	-	5,169	5,169
Depreciation	-	-	1,295	1,295
	<b>92,870</b>	<b>291,980</b>	<b>146,082</b>	<b>530,932</b>
Support costs	73,041	73,041	(146,082)	-
<b>Total charitable expenditure</b>	<b>165,911</b>	<b>365,021</b>	-	<b>530,932</b>

**Medical Aid Films Limited**  
**Notes to the financial statements**  
**For the year ended 31 December 2018**

**6. Staff costs**

Total employment costs for the year comprise:

	<b>2018</b>	2017
	£	£
Salaries and wages	<b>219,708</b>	167,583
Social security costs	<b>19,576</b>	4,392
Pension costs	<b>2,210</b>	1,066
	<u><b>241,494</b></u>	<u>173,041</u>

One employee received emoluments of between £70,000 and £80,000 in the year (2017: one employee – between £70,000 and £80,000).

Key management personnel include Trustees, Chief Executive, Senior Fundraisers and a Finance Manager. The total employee benefits including pension contributions of the key management personnel were £146,396 (2017: £110,365).

The average number of employees (head count based on number of staff employed) during the year was as follows:

	<b>2018</b>	2017
	No.	No.
Raising funds	<b>3.0</b>	3.0
Film production and distribution support	<b>2.0</b>	2.0
Governance	<b>1.0</b>	1.0
	<u><b>6.0</b></u>	<u>6.0</u>

The average monthly number of employees (full-time equivalent) during the year was as follows:

	<b>2018</b>	2017
	No.	No.
Raising funds	<b>2.7</b>	1.2
Film production and distribution support	<b>2.7</b>	2.4
Governance	<b>0.1</b>	0.1
	<u><b>5.5</b></u>	<u>3.7</u>

**7. Pension obligations**

The charity makes contributions to a pension scheme. Employee and Employer contributions amounted to £4,734 (2017: £1,772). At the year end, there were £469 contributions outstanding (2017: £105). The assets of the scheme are invested and managed independently of the finances of the Charity.

**8. Related party transactions**

There are no related party transactions to disclose for 2018 (2017: none).

The total aggregate value of donations received from trustees was £102,647 (2017: £33,500).

**Medical Aid Films Limited**  
**Notes to the financial statements**  
**For the year ended 31 December 2018**

---

**9. Net incoming resources for the year**

This is stated after charging:

	<b>2018</b>	2017
	£	£
Depreciation	<b>1,390</b>	1,295
Auditors' remuneration: Current year Audit	<b>5,460</b>	4,920
Previous year under accrual	<b>540</b>	-

The Trustees currently don't receive reimbursement for expenses incurred in attending meetings. No remuneration is paid to Trustees either.

**10. Fixed assets**

	Project equipment	Film and Office equipment	Total
	£	£	£
<b>Cost</b>			
At the start of the year	25,024	15,146	<b>40,170</b>
Additions in the year	-	2,900	<b>2,900</b>
At the end of the year	<u>25,024</u>	<u>18,046</u>	<u><b>43,070</b></u>
<b>Depreciation</b>			
At the start of the year	25,019	12,867	<b>37,886</b>
Charge for the year	5	1,385	<b>1,390</b>
At the end of the year	<u>25,024</u>	<u>14,252</u>	<u><b>39,276</b></u>
<b>Net book value</b>			
<b>At the end of the year</b>	<u>-</u>	<u><b>3,794</b></u>	<u><b>3,794</b></u>
At the start of the year	<u>5</u>	<u>2,279</u>	<u>2,284</u>

**11. Debtors**

	<b>2018</b>	2017
	£	£
Debtors	<b>84,171</b>	2,707
Accrued income	<b>6,215</b>	-
Prepayments	<b>1,220</b>	-
	<u><b>91,606</b></u>	<u>2,707</u>

All debtors above, with the exception of prepayments, are financial instruments and are measured at settlement value.



**Medical Aid Films Limited**  
**Notes to the financial statements**  
**For the year ended 31 December 2018**

**12. Creditors: amounts falling due within one year**

	2018	2017
	£	£
Creditors	2,878	3,539
Taxation and social security	6,830	4,764
Other creditors	469	231
Accruals	53,827	7,189
	<u>64,004</u>	<u>15,723</u>

All creditors above, with the exception of accruals, are financial instruments and are measured at settlement value. Included in other creditors are amounts owed to the pension scheme.

**13. Analysis of net assets between funds**

	Restricted funds	Unrestricted funds	Total funds
	£	£	£
Tangible fixed assets	-	3,794	3,794
Net current assets	<u>104,933</u>	<u>179,860</u>	<u>284,793</u>
Net assets at the end of the year	<u>104,933</u>	<u>183,654</u>	<u>288,587</u>

**14. Movement in funds**

2018	Balance at 01/01/2018	Income	Expenditure	Transfers	Balance at 31/12/2018
	£	£	£	£	£
<b>Restricted funds:</b>					
Film production and distribution	72,897	247,650	(224,474)	-	96,073
Salesforce development	<u>8,860</u>	-	-	-	8,860
<b>Total restricted funds</b>	<u>81,757</u>	<u>247,650</u>	<u>(224,474)</u>	-	<u>104,933</u>
<b>Unrestricted funds</b>					
General funds	<u>202,399</u>	<u>263,082</u>	<u>(281,827)</u>	-	183,654
<b>Total unrestricted funds</b>	<u>202,399</u>	<u>263,082</u>	<u>(281,827)</u>	-	183,654
<b>Total Charity funds</b>	<u>284,156</u>	<u>510,732</u>	<u>(506,301)</u>	-	<u>288,587</u>

**Medical Aid Films Limited**  
**Notes to the financial statements**  
**For the year ended 31 December 2018**

**Movement in funds (continued)**

2017	Balance at 01/01/2017 £	Income £	Expenditure £	Transfers £	Balance at 31/12/2017 £
<b><i>Restricted funds:</i></b>					
Film production and distribution	151,089	210,431	(186,523)	(102,100)	72,897
Salesforce development	<u>8,860</u>	-	-	-	<u>8,860</u>
<b>Total restricted funds</b>	<u>159,949</u>	<u>210,431</u>	<u>(186,523)</u>	<u>(102,100)</u>	<u>81,757</u>
<b><i>Unrestricted funds</i></b>					
General funds	<u>96,127</u>	<u>348,581</u>	<u>(344,409)</u>	<u>102,100</u>	<u>202,399</u>
<b>Total unrestricted funds</b>	<u>96,127</u>	<u>348,581</u>	<u>(344,409)</u>	<u>102,100</u>	<u>202,399</u>
<b>Total Charity funds</b>	<u>256,076</u>	<u>559,012</u>	<u>(530,932)</u>	<u>-</u>	<u>284,156</u>

**Purposes of restricted funds**

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

- Serenje bicycle cinema project
- Maternal health (Cradle and OHW)
- Infection prevention control
- Ultrasound training
- Zika virus
- Men's engagement in maternal health
- Clubfoot Zambia
- Diabetes

**Medical Aid Films Limited**  
**Notes to the financial statements**  
**For the year ended 31 December 2018**

---

**15. Reconciliation of net income to net cash from operating activities**

	2018	2017
	£	£
Net income for the reporting period	4,431	28,080
Depreciation charges	1,390	1,295
Dividends, interest and rent from investments	(357)	(38)
(Increase)/decrease in debtors	(88,899)	50,179
Increase/(decrease) in creditors	48,281	(16,632)
<b>Net cash (used in)/provided by operating activities</b>	<b>(35,154)</b>	<b>62,884</b>

**16. Analysis of cash and equivalents**

	At 01/01/18	Cash flows	At 31/12/18
Cash in hand	294,888	(37,697)	257,191
<b>Total cash and cash equivalents</b>	<b>294,888</b>	<b>(37,697)</b>	<b>257,191</b>

**17. Legal status of the charity**

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1. At 31 December 2018 there were 10 (2017: 11) members.

**18. Controlling party**

There is no single ultimate controlling party.

**19. Trading subsidiary**

On 31/03/18 Medical Aid Films obtained 100% shares in a dormant trading subsidiary Medicdoc & Movies Ltd., which remains dormant to date.