



**REPORT OF THE TRUSTEES
AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2013**

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AMREF
UK LEGAL INFORMATION

Patron	HRH The Prince of Wales
President	The Duke of Richmond & Gordon
Board of Directors (and Trustees)	Mr Gautam Dalal (Chairman) Mr Paul Davey Mr Liam Fisher-Jones Mr James Murray Grant (Honorary Treasurer) Ms Sally James Dr Josephine Ruwende Ms Katy Steward (appointed 1 October 2012) Mr Mark Golding (resigned May 2013) Mr Ian Gill (resigned May 2013) Ms Sue Hunt (appointed October 2013)
Chief Executive	Ms Samara Hammond
Company Secretary	Mr Ian Gill
Charity Number	261488
Company Number	00982544
Registered Office	Lower Ground Floor 15-18 White Lion Street London N1 9PD
Bankers	C Hoare & Co 37 Fleet Street London EC4P 4DQ Barclays Bank 7 th Floor, United Kingdom House 180 Oxford Street London W1D 1EA
Investment Adviser	CCLA 80 Cheapside London EC2V 6DZ
Auditors	Kingston Smith LLP Chartered Accountants Devonshire House, 60 Goswell Road London EC1M 7AD

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1. AMREF

AMREF is Africa's leading health organisation, saving and transforming people's lives in the continent's poorest and most marginalised communities. AMREF helps to create vibrant networks of informed and empowered communities and health care providers, working together in strong health systems. We believe the solutions to Africa's problems lie within.

The role of our office as a pro-active member of the AMREF global family is to provide funding, technical support and other resources to support the work of the global organisation. Our work supports the poorest and most vulnerable communities throughout sub-Saharan Africa with offices in Ethiopia, Kenya, Tanzania, South Sudan, Uganda, South Africa and Senegal to strengthen health systems and ensure those most in need are better able to access affordable and appropriate health care. Our primary goal is building capacity for healthier communities and stronger, more responsive health systems. In addition, our world renowned "Flying Doctors" service embodies our belief in using the tools of our time to save every life where possible.

AMREF is African owned and led and headquartered in Nairobi, Kenya. AMREF is an Africa-centric organisation run by a multi-cultural and diverse group of people for Africans. AMREF's shared vision is of lasting health change in Africa: communities with the knowledge, skills and means to maintain their good health and break the cycle of poor health and poverty. Generally, we focus on long-term change as opposed to short-term, emergency solutions. We believe in the inherent power that lies within African communities and in particular the power for lasting transformation of the continent's health. We celebrate and respect the communities that we work with. Our role is to catalyse the hidden but real energies within those communities, to help them find innovative solutions to their challenges and empower them to engage with existing infrastructure to maximise both the effectiveness of the solution, and also its sustainability.

AMREF's credibility derives from our history, heritage and track record – over 50 years of working with the most vulnerable communities in Africa. We contribute to this mission in the UK through engaging the support of donors, funders, staff and volunteers and through our technical knowledge and experience gained over many decades.

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AMREF has developed a 'One AMREF' business plan, based on its health priorities, focusing and strengthening our role as a leading African health development organisation by further defining our health priorities and strategically positioning us on the global market.

Our seven strategic directions:

1. Making pregnancy safer and expanding reproductive health care
2. Reducing morbidity and mortality among children
3. Scaling up HIV, TB and malaria responses
4. Preventing and controlling of diseases related to water, sanitation and/or hygiene (WASH) among women and children
5. Increasing access of disadvantaged communities to quality medical, surgical and diagnostic services
6. Developing a strong research and innovation base to contribute to health improvement in Africa
7. Developing a stronger and unified 'One AMREF' that will enable us to deliver our mission and vision, with a focus on performance management, learning and continuous improvement, financial stability, support services for health programming and governance.

2. MANAGEMENT

2.1 AMREF: How we work in the UK

AMREF's UK office is one of the northern offices of an African Health charity headquartered in Nairobi. The 'One AMREF' vision is for lasting health change in Africa: *'Communities with the knowledge, skills and means to maintain their good health and break the cycle of poor health and poverty'*. The offices located in the south (i.e. Africa) predominately manage health programmes on-the-ground with some fundraising responsibility and the offices in the north (i.e. Europe and North America) primarily focus on fundraising for the health programmes in Africa.

Our UK office sits in the north and supports the 'One AMREF' strategy through fundraising, profile raising and advocacy. Our UK vision is to engage, inspire and influence people to invest in lasting positive health change for the people living in Africa by making AMREF the

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African health charity of choice. We work to increase our income through fundraising in order to contribute to AMREF's work in Africa. This is achieved through focusing on four approaches:

- 1) Business strengthening-developing and maximising the infrastructure in the UK to enable and empower the UK team to deliver
- 2) New business development: Develop new networks and partnerships and develop new 'products' which clearly show what AMREF does in Africa and what the impact is on the health of the population
- 3) Excellence in donor/partner relations to ensure all donors, regardless of type, feel they are part of the AMREF vision and mission
- 4) Develop a programme portfolio by working with our in-country colleagues, supporting the development of a strategic 'basket' of high-value, high-quality, long-term programmes of work.

2.2 What we did: Activities, Achievements and Performance

2.2.1 Programmes

In 2013¹, we continued to bring high-quality, affordable health care closer to those who need it most, supporting programmes from the UK which improved health service provision, clean water, health education and training to communities in 14 African countries: Kenya, Angola, Burundi, Djibouti, Ethiopia, Lesotho, Madagascar, Mozambique, Rwanda, South Sudan, Tanzania, Uganda, Zambia and South Africa, as well as to health workers from across the continent.

We supported over twenty programmes, highlighted in the table below.

Several programmes are supported through multiple donors. The GSK 20% Reinvestment Initiative, which started in 2012, continued throughout 2013, with 15 major projects across East and Southern Africa to support the overall increase of frontline health workers in least developed countries.

¹ Throughout this report, '2012' should be taken to refer to our financial year, beginning on 1 October 2011 and ending on 30 September 2012. Similarly, '2013' should be taken to refer to the following financial year.

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Table: AMREF countries and programmes supported by the UK in 2013

Country	No. of major programmes active during 2013	Main Supporters
Ethiopia	5	DfID, Diageo, EC, Euromoney Institutional Investor, Opal Foundation and ViiV Healthcare
Kenya	4	Accenture Foundation, Big Lottery Fund, Comic Relief and EC. The M-PESA Foundation also contributed directly to our Head Office in Nairobi.
Tanzania	3	Allan and Nesta Ferguson Trust, DfID, GSK and Nominet Trust
Uganda	1	AstraZeneca
Regional	2	EC fund a programme of three projects in Kenya, South Sudan and Tanzania GSK's 20% Reinvestment Initiative funds a programme of 12 projects in East and Southern Africa. In 2012 these operated in 12 countries as follows: Angola, Burundi, Djibouti, Ethiopia, Lesotho, Madagascar, Mozambique, Rwanda, South Sudan, Tanzania, Uganda and Zambia

Key Programmes in 2013

Programmes - GSK

In 2013, GSK supported 12 countries through GSK's 20% Reinvestment Initiative. Projects ranged from annual funding of £172,000 (eLearning system for upgrading midwives in Tanzania) to £10,000 (provision of health learning materials, print and eLearning library in Djibouti and Madagascar). Two new projects were added during the year: Burundi (refresher training for midwives and nurses) and Lesotho (health learning materials, print and eLearning library). Projects are coordinated through AMREF HQ, while AMREF manages the partnership and technical support in the UK.

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Most of the projects focus on the training and strengthening of mid-level and community-level health workers, with the objective of improving the quality of services targeting maternal, new-born and child health (MNCH). Four projects were implemented directly through local AMREF offices, while the others were implemented with different partners, including the Ministry of Health, Save the Children, Africare, Christian Association of Lesotho and ADRA (Adventist Development Relief Agency). GSK's 20% Reinvestment Initiative started in 2012 and the programmes it funds will continue until the end of 2015.

Programmes - Accenture-Health Learning and Enablement platform (HELP)

AMREF commenced a new project with Accenture, bringing together partners from Accenture Development Partnerships (ADP) and the innovative telecoms organisation, Safaricom, along with the M-PESA Foundation. On the back of the growing support of eLearning (7,000 nurses upgraded in Kenya, rolled out to seven new countries), this innovative partnership turned to the call to action for trained community health workers. Kenya alone has identified a need for 200,000 more and the African Union has supported the call to train a million community health workers across the continent. Community health workers are the unsung heroes of health care, holding the key to dramatically improving mortality and morbidity rates within countries in Africa. However, to date they are usually unpaid, severely under-equipped and poorly trained, with little to no on-going support.

We are testing the potential of mobile technology to support the learning needs of community health workers in Kenya. Funding has been provided by the Accenture Foundation (via AMREF's UK office) and the M-PESA Foundation (via AMREF's Head Office in Nairobi) to design, build and pilot this solution, which we call the AMREF Health Enablement and Learning Platform (HELP).

The pilot started in June 2013. Our vision is to build a mobile platform that provides a range of interrelated services that evolves over time as needs and technology develop. The pilot has started with the six basic Community Health modules defined by the Kenyan Ministry of Health and we are hoping to expand to the additional seven in 2014-15 to cover the wider curriculum. We currently use the technology which is suitable for the most basic mobile phone, as a recent (August 2013) baseline study found that while 97% of community health workers have phones, over 70% of those are still basic. Our approach aims to take

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advantage of the technology that is most widely used and to grow to support 'smarter' technologies over time.

Project pipeline

Project development is always initiated in Africa and supported by the UK. Evolving and developing a concept takes time and with development being long- rather than short-term, it requires everyone in AMREF to think ahead. At any one time, there are a number of projects being presented to donors for consideration. In 2013, six major project proposals were developed and put forward, of which five were successful. We had an 83% success rate with proposals submitted in the UK, which resulted in secured funding commitment of £3,037,823 over the next few years. This is an important achievement, involving significant donors such as the Accenture Foundation, Big Lottery Fund, Comic Relief, the Department for International Development (DfID) and the European Commission.

Of these projects, we secured, and commenced implementation of, four new grants from the Accenture Foundation, DfID, the Big Lottery Fund and the European Union, three in Kenya and one in Ethiopia

During 2013, AMREF and ORBIS worked together on developing a joint proposal for Phase 1 (two years) of a wider project to establish a comprehensive rural eye care in South Omo, Ethiopia. The project has initial funding from Euromoney Institutional Investor and will commence in January 2014.

In total, we supported seven existing and new institutional programmes in five countries during 2013, four through the European Commission and three through DfID.

2.2.2 Raising Money

2013 was a challenging fundraising year. Total income secured was £4.468m (2012: £4.883m), of which £3.676m (2012: £3.991m) was restricted income for our programmes and £792k (2012: £1.028m) was unrestricted income.

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In response to the tough fundraising environment, we have reorganised the team with the intention of building capacity so that we can sustain and improve our unrestricted fundraising ability in 2014.

Corporate Donors

In 2013, private companies remained the largest source of income in the UK for AMREF, although overall corporate income fell to £1.37m (2012: £2.048m). The fundraising environment remained challenging, as it was not possible to find new partners to maintain funding at earlier levels following the conclusion of two major multi-year projects funded by AstraZeneca, Barclays and the Guardian.

In the context of the overall goal of consolidating AMREF's position to enable future growth, there were some notable successes during the year. Our focus on account management resulted in the continued growth of existing partnerships: funding from GlaxoSmithKline increased as part of their 20% Reinvestment Initiative, and Diageo and Euromoney Institutional Investor gave a total of £69,342 for additional water and sanitation work in Kechene slum in Addis Ababa, Ethiopia. 2013 was also a time of celebration, as we worked towards marking the 25th year of AMREF's partnership with GSK.

Two new programmes funded by corporate partners bring promises for the future. Our work with Accenture entered its seventh year following their gift of £155k's (USD253k) worth of staff time and expertise directly to our Head Office in Nairobi via the Accenture Development Partnerships programme. This followed our shared innovations in e-learning for nurses through an exploration of the potential of delivering health training using mobile phones. This led to the development of their nine month pilot, with additional participation and funding from the Accenture Foundation and the M-PESA Foundation. In addition, our partnership with Euromoney Institutional Investor entered a third year and enabled us to explore a new joint project with eye care charity ORBIS to address trachoma in South Omo, Ethiopia. The first year's funding for this project was granted and will be shared between the two organisations in the coming financial year.

See the Programmes section above for more information about these projects.

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One significant development this year was AMREF's first cause-related marketing partnership in the UK, with Kenyan tea growers Williamson Tea. Their elephant tea caddies were successfully launched in John Lewis for Christmas 2013. They exceeded their sales targets for the year and we are looking forward to growing the partnership in 2014.

Along with continued growth and repeat business with corporate partners in the coming year, we will be focusing on bringing in new UK partners whose growth in Africa matches AMREF's presence in-country.

Furthermore, AMREF's UK office this year received Gift In Kind from Hilary Prescott and Simmons and Simmons valued at a total of £106,400.

Institutional funding

AMREF continued to maximise opportunities from institutional donors. In total, we supported seven institutional programmes during 2013 across five countries. Four programmes were funded by the European Commission and three through the Department for International Development (DfID).

Institutional income fell slightly in comparison with 2012, from £1.242m in 2012 to £1.17m in 2013. Future funding rose significantly: five major proposals totalling £4.438m were submitted for future programmatic activities. We saw an 80% success rate with these proposals, which resulted in secured funding of £3.038m over the next few years. This is an important achievement, involving new funding from DfID and the European Commission, who have both supported AMREF for over two decades.

In connection with new funding secured in 2013, we began implementation of three new grants during the year from the Big Lottery Fund, DfID and the European Union. All three of these projects are in Kenya.

Trusts & Foundations

2013 was a very successful year for fundraising from trusts and foundations: income doubled from £496k in 2012 to £1.119m in 2013. 2013 was also a successful year within the context of the goal to consolidate and maintain unrestricted funding from trusts and

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foundations. Engagement with trusts and foundations has primarily involved stewardship of relationships, with regular reporting on funded projects alongside the on-going submission of proposals for forthcoming projects. This has taken place in conjunction with prospecting for new business and reactivation of previous relationships. Our strategy has been directed towards an overall consolidation and improvement of funding approaches, supported through consultancy from an industry expert in tandem with analysis of historical data of trust giving as we came to the end of the financial year.

Individual Fundraising

During the year, we delivered a series of successful direct mail campaigns to our current supporters; the response was very generous in what are difficult economic times for many. Our average gift per donation remains high in comparison to industry standards and our Christmas campaign was particularly successful. In order to ensure sustainability of income through this income stream, acquisition and growth of our database of supporters remains a high priority for the year ahead.

AMREF widened its portfolio of activities and partnerships. As part of this strategy, we engaged with UK health professionals and built relationships with the Royal College of Midwives and the International Confederation of Midwives. We attended the Royal College of Nursing conference in Birmingham, enabling us to positively interact with a key target audience who were well engaged with AMREF's missions and goals. Other community activities included engagement with the African diaspora. We took part in physical charity challenges, and recruited a team of ten people to take part in the Nightrider event, a 100km overnight cycle ride through London for the first time.

2.2.3 Showcasing AMREF

2013 saw an increase in the level of funding we send to programmes in Africa, although our annual income fell by 8.5%. Within this context, we have not lost sight of the need to continue to increase our base of funding to strengthen our position in the UK and underpin further future growth in the funds we raise for our programmes in Africa.

Raising our profile with key audiences in the UK is crucial to this growth. In 2012, we expanded our networks through membership of organisations such as the Royal Africa

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Society, the East African Association and the Business Council for Africa. We also welcomed key project staff to the UK and hosted a number of events for them to meet our supporters and other interested parties. In 2013, our visitors included Dr Bettina Vadera and Sean Culligan - Medical Director and Operations Director of AMREF Flying Doctors - and Dr Peter Ngatia - AMREF's Director of Capacity Building. Along with project leads from our partners Accenture, Dr Ngatia formally launched our new pilot mobile health programme.

In December 2012, we followed up the previous year's UK launch of AMREF's global 'Stand Up for African Mothers' campaign by hosting Ugandan midwife Esther Madudu, the public face of the campaign. The campaign continues to provide a focal point for our communications, enabling us to work internationally as part of the global AMREF family and build support from new audiences. This first global campaign is reflective of more cohesion and shared marketing activities between all the AMREF offices. We held a week of activities with Esther to showcase AMREF's work and the need to train 15,000 additional midwives by 2015. We delivered numerous donor and media events and achieved strong visibility for AMREF, highlighted by coverage on ITV London News and the BBC World Service. Esther was also our keynote speaker at the annual AMREF African Christmas Celebration, delivering a heartfelt appeal.

2.2.4 Internal Strengthening

Our small office in London supports the team in Africa to develop and deliver high-quality innovative projects designed to improve and grow health care for those who are hardest to reach and who would not otherwise have access to basic health care resources.

Our five year UK strategy places emphasis on the need to strengthen the organisation internally with regard to systems and processes and HR management in order to guarantee a more efficient and resilient organisation. Financial reporting has been improved and is more aligned to programmes and fundraising processes. Fundraising has investigated the development of more flexible and creative models of income generation. Our Programmes Team has worked hard to improve the quality of proposals developed, reports generated and the development of systems and processes that guarantee more robust grant management. ICT infrastructure has also been overhauled and is now more resilient and fit for purpose.

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Particular attention was paid to Human Resources Management in 2013 in order to address staff retention and to improve our working environment. More structure was created around HR administrative processes. A non-management forum was created for staff, increasing empowerment and facilitating the discussion of any challenges which are then brought to the Senior Management Team.

3. FINANCIAL REVIEW

Total income generated for the year was £4.4m (2012: £4.8m).

Overall unrestricted expenditure decreased by 12% during the year. This was achieved through reduced staff costs following a restructuring and rationalisation of core costs by the organisation.

Crucially, restricted expenditure increased by 40% which resulted in a higher level of funds remitted to Africa than in previous years, with fewer funds being held in the UK office. This is a reflection of increased efficiency in project support and project reporting.

3.1. Reserves Policy

To safeguard the core activities in periods of fluctuating income, the Trustees have determined to establish unrestricted net free reserves to cover four months' operational costs, ideally amounting to around £220k.

The unrestricted reserves held as of 30 September 2013 were £202k (2012: £512k). These unrestricted reserves include a designated fund of £73,843. This fund is earmarked for a specific project in the coming year. Our net free reserves were therefore £82k (this is net of fixed assets £46k). Unfortunately this is below the range determined by the trustees, who would like to see an increase in the unrestricted surplus by the end of the 2014 financial year. This would restore the free reserves to near four months' operational costs.

To achieve the above target, we aim to maintain a monthly run rate expenditure of £72k through a variety of cost saving mechanisms. To this end, there will be a focus on unrestricted funding by the Fundraising team, as this is an area that needs more growth.

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In addition, AMREF continues to monitor closely the match-funding liabilities on its future grants. We have an on-going policy to engage with implementing and funding partners in order to ensure that matched funding liabilities are covered.

The balance of our Restricted Funds includes four projects with negative balances where the projects are either open or not concluded. Where this is the case, we are in expectation of further funds in future to clear these balances.

3.2. Investments

All funds held in the UK for future use are held in deposit accounts available on demand with United Kingdom-based banks.

4. PLANS FOR THE FUTURE

AMREF has been in existence in the UK for over 50 years and has grown substantially, directly benefiting the communities in Africa that we work with. **AMREF's UK business plan priorities for 2013/14** have been designed to support the delivery of the 'One AMREF' organisational business plan priorities. We will continue to work to achieve the following objectives:

Programmes

- Continue to grow, facilitate and support AMREF in Africa to identify and develop high-quality projects with robust outcome and income measures to ensure a solid pipeline of programme income for the future.

Raising money

- Raise unrestricted income to cover UK running costs and to enable the development of new business foundations for growth over the next few years.
- Secure £6million of restricted and unrestricted income through improving grant, donor and partner management. This will include not only ensuring that donor requirements are met and high-standard reports are submitted, but also by improving the processes around the grant management cycle specifically in respect of the start-up process and the exit strategy.

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Showcasing AMREF

- Capture, reflect and share positive outcomes from Africa by ensuring that all programmes have clear output and impact measures and that these can be disseminated in an effective and timely way, using a variety of communication channels, to our key stakeholders.
- Launch AMREF's new global identity in the UK in 2014.

Internal strengthening

- Strengthen our organisational efficiency and effectiveness by improving our ICT infrastructure and formalising our internal governance processes.
- Support and be involved in the development of 'One AMREF' through closer collaboration with both the other Northern AMREF offices and the programme management team in AMREF HQ in Nairobi. This includes the development of a consultancy framework to support the Southern Offices to access African funding directly.

5. STRUCTURE, GOVERNANCE AND MANAGEMENT

5.1 Constitution and governing documents

AMREF (the African Medical and Research Foundation) is registered as a company in England, Company Number 00982544, whose members' liability is limited by guarantee. The objects of the company and the powers of the Board of Directors are set out in the Memorandum and Articles of Association, last amended 24 March 2007, as are the regulations concerning the appointment of new Director.

AMREF is also registered as a charity with the Charity Commission in England and Wales, Charity Number 261488. The primary objectives of the charity are the alleviation of poverty, the advancement of health and the saving of lives.

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5.2 Governance

In 2006, the Board adopted a Good Governance Code, as recommended by the Charities Commission. This code clarifies the role of AMREF's UK Board and its Directors and put in place robust procedures for Board review and renewal, delegated responsibility, compliance and risk management.

A steady renewal of Directors is provided by maximum terms of office (nine years). Succession planning arrangements ensure timely replacement of Directors resigning or reaching the end of their terms of office. New Directors are recruited through a transparent and open selection and interview process based on the skill and knowledge requirements of the Board. New Directors receive a formal induction to the organisation. The Board and Directors/Trustees have collective and individual objectives that are reviewed annually and they are supported to this end through on-going training as required.

There are four sub-committees of the Board: Governance, Finance & Audit, Fundraising and Programmes, all of which meet quarterly to provide support in key areas as well as strategic direction.

5.3 Risk management statement

A robust risk management process by quarterly review, involving staff and directors, ensures the monitoring of all risks and identifies those material risks worthy of closer scrutiny. The Board delegates specific responsibility for risk management and mitigation to executive staff. Two major risks identified and managed in 2012 were:

- a) **Securing unrestricted funding:** The global recession has added to the levels of competition for securing unrestricted income. Increasing our levels of unrestricted income is a major organisational priority. Strengthening and supporting the fundraising team and its ability to deliver, as well as planning for future investment in individual giving are key plans of our strategy for mitigating the risk of lack of growth in this area.
- b) **Staff turnover:** We are keen to avoid risks around staff turnover, the consequences of which include a potential loss of institutional memory and disruption to business

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development. A comprehensive HR review, with all staff involvement, led to the development and implementation of an HR improvement plan. This comprised inclusive communication frameworks, which aimed to empower all staff to be involved and have their say, and a strengthened annual appraisal and professional development process. This should allow the organisation to create a more stable environment, reducing the risk of unnecessary staff turnover and increasing productivity and wellbeing.

6. STATEMENT OF TRUSTEES' RESPONSIBILITY

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

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 income and expenditure of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities Statement Of Recommended Practice;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements of the organisation as a going concern, unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees 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.

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In so far as the Trustees are aware:

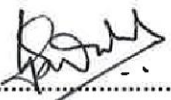
- There is no relevant audit information of which the charitable company's auditors are unaware; and
- The Directors have taken all the steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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

7. AUDITORS

Kingston Smith LLP has indicated its willingness to continue in office for the fourth year. However, in line with good practice AMREF has tendered for the services of auditors for the 2014 financial year.

THIS REPORT WAS APPROVED BY THE BOARD OF TRUSTEES ON 27/3/2014
AND SIGNED ON THEIR BEHALF BY:


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MR GAUTAM DALAL, CHAIR

COMPANY NUMBER 00982544

INDEPENDENT AUDITOR'S REPORT TO THE UK MEMBERS OF AMREF

We have audited the financial statements of AMREF's UK office for the year ended 30 September 2013, which comprise the Statement of Financial Activities [the Summary Income and Expenditure Account], the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (Effective April 2008), United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities.

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

Respective responsibilities of Trustees and Auditor

As explained more fully in the Trustees' Responsibilities Statement [set out on page 16], the trustees' (who are 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 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 Annual 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 the 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 30 September 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 applicable to Smaller Entities; and
- have been properly 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 Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

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 and take advantage of the small companies' exemption in preparing the trustees' report.


Neil Finlayson, Senior Statutory Auditor

for and on behalf of Kingston Smith LLP, Statutory Auditor

Devonshire House
60 Goswell Road
London EC1M 7AD

Date: 17/4/2014

AMREF
STATEMENT OF UK FINANCIAL ACTIVITIES (INCORPORATING THE SUMMARY INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 SEPTEMBER 2013

	Note	Unrestricted Fund £	Restricted Fund £	2013 £	2012 £
Incoming Resources					
<i>Incoming resources from generated funds:</i>					
Fundraising activities	2	59,249	-	59,249	91,609
Voluntary Income	2	491,453	-	491,453	771,771
Investment Income - Bank Interest		4,350	-	4,350	8,251
<i>Incoming resources from charitable activities:</i>					
Grants for specific purposes	3	120,837	3,675,829	3,796,665	3,991,227
Gifts In Kind	4	106,400	-	106,400	21,135
Total incoming resources		782,289	3,675,829	4,458,117	4,883,993
Resources Expended					
<i>Costs of generating funds:</i>					
Fundraising activities	2	123,728	-	123,728	98,535
Costs of generating voluntary income	2	466,842	-	466,842	408,222
<i>Direct charitable expenditure:</i>					
Grants to Projects	5	370,750	4,267,860	4,638,610	3,409,827
Governance costs	7	37,835	-	37,835	43,971
Total resources expended		999,155	4,267,860	5,267,015	3,960,555
Net Outgoing Resources before transfers		(216,867)	(592,031)	(808,898)	923,438
Transfers between funds	17	(92,194)	92,194	-	-
Net Movement in Funds		(309,060)	(499,837)	(808,897)	923,438
Balance brought forward at 1st October		511,762	1,427,140	1,938,902	1,015,462
Balance carried forward at 30 September	13, 17	202,702	927,303	1,130,006	1,938,902

There were no recognised gains or losses in the period other than those shown above.


The notes on the attached pages form a part of these financial statements.

AMREF
UK BALANCE SHEET
AS AT 30 SEPTEMBER 2013

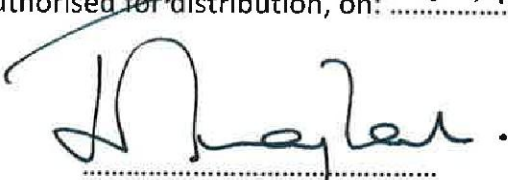
	Note	2013 £	2012 £
FIXED ASSETS	10	<u>46,428</u>	<u>29,232</u>
CURRENT ASSETS			
Debtors	11	65,057	66,465
Cash at bank and in hand		<u>1,684,313</u>	<u>1,900,035</u>
		1,749,370	1,966,500
CREDITORS			
Amounts falling due within one year	12	(665,791)	(56,830)
NET CURRENT ASSETS		<u>1,083,578</u>	<u>1,909,670</u>
Total assets less current liabilities		<u>1,130,006</u>	<u>1,938,902</u>
Net assets		<u>1,130,006</u>	<u>1,938,902</u>
FUNDS			
Unrestricted Fund - General	13	128,859	347,919
- Designated		73,843	163,843
Restricted Funds	17	<u>927,303</u>	<u>1,427,140</u>
		<u>1,130,006</u>	<u>1,938,902</u>

These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small entities and the Financial Reporting Standard for Smaller Entities (effective April 2008).

Approved by the Board of Directors, and authorised for distribution, on: 27/3/2014



 Mr Gautam Dalal, Chair



 Mr James Murray Grant, Honorary Treasurer

The notes on the attached pages form a part of these financial statements.

AMREF
NOTES TO THE UK FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2013

1. Accounting Policies

Basis of Accounting

These financial statements have been prepared under the historical cost convention and in accordance with the provision of the Companies Act 2006, the revised Statement of Recommended Practice (SORP 2005) "Accounting and Reporting by Charities" and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The following principal accounting policies, which are unchanged from the previous year, have been consistently applied in preparing the financial statements.

Incoming Resources

All income resources are included in the Statement of Financial Activities (SOFA) when the charity is legally entitled to receipt and the amount is quantifiable. Donations received under deeds of covenant are shown with the relevant income tax recoverable. Income is deferred only where the donor has specified that it may only be used for a future period or has imposed conditions that must be met before the charity has unconditional entitlement to the grant.

Gifts in Kind

It is the charity's policy to value gifts in kind at a value that could be obtained if the services were purchased on the open market. This year we received legal support as gift in kind.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Wherever possible costs are directly attributed to these headings. Costs common to more than one area are apportioned on the basis of staff time spent and/or usage on each area. Grants for specific purposes relate to transfers made to the Nairobi Head Office for the purpose of charitable activities. The costs of generating funds are those costs of seeking potential funders and applying for funding. Support costs are those costs incurred in support of the charitable objectives. These have been allocated to the resources expended on a basis that fairly reflects the true use of those resource within the organisation. Governance costs are those incurred in the governance of the charity and are primarily associated with the constitutional and statutory requirements.

Tangible fixed assets and depreciation

Tangible fixed assets over the value of £500 are capitalised and depreciated at a rate calculated to write off the assets over their remaining useful lives as follows:

Computer equipment	33% per annum straight line
Office furniture/equipment	33% per annum straight line
Website development	33% per annum straight line

Fund Accounting

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity.

Designated funds are unrestricted funds that have been earmarked in respect of commitments that the trustees wish to fulfil in future periods.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors.

AMREF
NOTES TO THE UK FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2013

1 Accounting Policies (Continued)

Fund Accounting

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity.

Designated funds are unrestricted funds that have been earmarked in respect of commitments that the trustees wish to fulfil in future periods.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors.

Foreign Currency Translation

Amounts denominated in foreign currencies are, wherever material, translated into sterling at the exchange rate prevailing at the Balance Sheet date and any exchange gains/losses thus arising are treated accordingly as either incoming resources or resources expended.

Pension

The charity operates a defined contribution pension scheme for the benefit of its employees. The net assets of the fund are held separately from those of the charity. Contributions payable are charged to the statement of financial activities in the year in which they are incurred.

2 Generated funds	2013	2012
	£	£
<i>Incoming resources from generated funds</i>		
Activities for Generating Funds:		
Christmas card sales and Events	59,249	91,609
	<u>59,249</u>	<u>91,609</u>
<i>Voluntary Income</i>		
Individual donors	449,004	689,324
Corporate grants	8,909	45,947
Trusts and Foundations	33,540	36,500
	<u>491,453</u>	<u>771,771</u>
<i>Costs of generating funds</i>		
Activities for Generating Funds	123,728	98,535
Voluntary Income	466,842	408,222
	<u>590,570</u>	<u>506,757</u>
<i>The above is broken down as follows:</i>		
Staff costs (See Note 5)	345,365	306,039
Direct costs (See Note 5)	93,799	127,687
Support and other costs (See Note 5)	151,406	73,031
	<u>590,570</u>	<u>506,757</u>

AMREF
NOTES TO THE UK FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2013

3a Income from charitable activities

	Unrestricted £	Restricted £	2013 £	2012 £
Companies				
Accenture		336,317	336,317	-
AstraZeneca		-	-	591,336
Diageo		19,342	19,342	-
Euromoney Institutional Investor		50,000	50,000	103,374
GlaxoSmithKline		809,000	809,000	1,352,255
Opal Foundation		24,000	24,000	-
Viiv Healthcare		128,532	128,532	-
Other companies		3,346	3,346	1,715
Total Companies		1,370,537	1,370,537	2,048,680
Governments				
DfID		302,980	302,980	275,238
European Commission		831,276	831,276	903,876
Jersey Overseas Aid Commission		36,612	36,612	52,115
Other governments under £50,000		-	-	11,400
Total Governments		1,170,868	1,170,868	1,242,629
Trusts and Foundations				
Beatrice Lang Trust		3,600	3,600	-
Big Lottery Fund		139,844	139,844	13,603
Bryan Guinness Trust		4,000	4,000	-
Charles Hayward Trust		-	-	12,000
Comic Relief		860,712	860,712	347,684
Dulverton Trust		28,000	28,000	-
Evan Cornish Foundation		7,500	7,500	-
Headley Trust		-	-	10,000
Lord Deedes Charitable Trust		2,000	2,000	-
Medicor Trust		-	-	64,157
Nominet Trust		25,001	25,001	24,999
Peter Stebbings Memorial Trust		10,000	10,000	-
Souter Charitable Trust		5,000	5,000	10,000
Sylvia Adams Charitable Trust		10,000	10,000	100
Usborne Publishing		300	300	-
Other Trusts		23,470	23,470	13,500
Total Trusts & Foundations		1,119,427	1,119,427	496,043
Other				
Individuals		14,997	14,997	67,773
Administrative retention on grants	120,837	-	120,837	136,102
Total Other	120,837	14,997	135,834	203,875
	120,837	3,675,829	3,796,666	3,991,227

AMREF
NOTES TO THE UK FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2013

3b(i) AMREF acknowledges funding from the UK Department of International Development Civil Society Challenge Fund (CSCF) for the South Omo Sexual and Reproductive Health Project, Ethiopia and the Mtwara Youth Project, Tanzania.

Below are the receipts and payments that took place during the year and are included in the financial statements:

	South Omo	Mtwara
	£	£
Balance b/f at 30 September 2012	(6,379)	43,274
Funds received during the year	66,664	126,188
Expenditure during the year	60,584	162,774
Transfer from unrestricted funds	298	-
Balance c/f at 30th September 2013 (see Note 17)	-	6,688

4 Gifts in Kind

AMREF benefited from Gifts In Kind as follows:

	2013	2012
	£	£
Hilary Prescott	26,400	-
Simmons and Simmons	80,000	-
GlaxoSmithKline - PULSE Partner	-	21,135
	106,400	21,135

AMREF
NOTES TO THE UK FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2013

5 Resources Expended

	Costs of generating Funds	Cost of generating voluntary income	Cost of Charitable Activities	Cost of Governance	2013	2012
	£	£	£	£	£	£
Staff Costs	75,079	270,286	275,046	7,490	627,901	625,781
Direct costs	15,735	78,064	4,201,090	-	4,294,889	3,142,749
Support and other costs	32,914	118,492	162,472	14,274	328,152	168,721
Governance costs	-	-	-	16,071	16,071	23,304
	<u>123,728</u>	<u>466,842</u>	<u>4,638,609</u>	<u>37,835</u>	<u>5,267,014</u>	<u>3,960,555</u>

6 Support costs allocation (allocated based on staff time)

	Costs of generating Funds	Cost of generating voluntary income	Charitable activities	Governance	2013	2012
	£	£	£	£	£	£
Premises costs	4,364	15,712	21,385	2,092	43,553	46,699
Travel costs	1,278	4,602	6,264	613	12,757	11,758
Other office & operational costs	27,272	98,178	134,823	11,569	271,842	110,264
	<u>32,914</u>	<u>118,492</u>	<u>162,472</u>	<u>14,274</u>	<u>328,152</u>	<u>168,721</u>

7 Governance costs

	2013	2012
	£	£
Audit fees - current year	11,000	10,800
Audit fees in respect of prior year and non-audit services	2,693	6,058
Board expenses*	2,378	6446
Staff and support costs	<u>21,764</u>	<u>20,667</u>
	<u>37,835</u>	<u>43,971</u>

* One member of the Board (2012: 2 members) was re-imbursed £207 for expenses (2012: £3,941). The Trustees have not received any remuneration during the year.

AMREF (UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30TH SEPTEMBER 2013

8 Staff numbers and costs

	2013	2012
	£	£
The aggregate payroll costs were:		
Wages and Salaries	557,385	545,274
Social Security Costs	59,834	53,232
Employer's Pension costs	17,206	17,248
	<u>634,425</u>	<u>615,754</u>

These aggregate costs were split between the following departments:

Fundraising	6	6
Communications	1	0
Programme Development	5	6
Governance and Administrative Support - incl CEO	4	4
	<u>16</u>	<u>16</u>

There was one employee with remuneration between £70,000-£80,000 (2012: none). This employee's pension contribution was £4,891 (2012: £nil)

Payroll and other costs for Governance and Administrative Support have been allocated between the charity's activities as detailed in Notes 5 and 6, consistent with the allocation of resources and staff members' time, including the Chief Executive.

9 Net outgoing resources

	2013	2012
	£	£
... Are stated after charging:		
Auditors remuneration - current year	11,000	10,800
- in respect of prior years and non audit services	2,693	6,058
Depreciation of Fixed Assets	20,901	10,612
Lease commitments	<u>41,936</u>	<u>53,422</u>

AMREF
NOTES TO THE UK FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2013

10 Fixed assets – equipment and computers

	2013	2012
	£	£
Cost at 1 October	108,138	84,618
Purchases during the year	38,097	23,520
As at 30 September	146,235	108,138
Depreciation as at 1 October	78,906	68,294
Charge during the year	20,901	10,612
As at 30 September	99,807	78,906
Net book value as at 30 September	46,428	29,232

11 Debtors

	2013	2012
	£	£
Other Debtors	2,498	2,393
Accrued Income	16,311	34,528
Prepayments	35,941	24,397
Amounts due from AMREF Headquarters, Nairobi	10,307	5,147
	65,057	66,465

12 Creditors

	2013	2012
	£	£
Trade Creditors	288,104	5,809
Social Security and other taxes	18,445	16,272
Pension Contributions	1,715	1,984
Accruals	114,137	15,862
Other creditors	243,390	16,903
	665,791	56,830

13 Reconciliation of funds

	Unrestricted: General Funds	Unrestricted: Designated Funds	Restricted Funds	2013	2012
	£	£	£	£	£
Funds as at 1st October	347,919	163,843	1,427,140	1,938,902	1,015,462
Surplus (deficit) for the year	(216,866)	-	(592,031)	(808,897)	923,438
Transfers between funds	(2,194)	(90,000)	92,194	-	-
Funds as at 30 September	128,859	73,843	927,303	1,130,006	1,938,902
Analysis of Reserves					
Tangible Fixed Assets	46,428	-	-	46,428	29,232
Net Current Assets	82,431	73,843	927,303	1,083,577	1,909,670
	128,859	73,843	927,303	1,130,006	1,938,902

AMREF
NOTES TO THE UK FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2013

14 Capital and Financial commitments

AMREF has committed to subscribe to a Flora London Marathon Golden Bond during the next year at £1,800 per annum including VAT (2012 : £1,800). During the year, AMREF had two operating leases in the UK in respect of its premises and its photocopier. The commitment to annual leases under these operating leases as at 30 September 2013 is as follows:

	2013 £ Leasehold Property	2013 £ Equipment
Within one year	-	9,491
Two to five years	<u>64,967</u>	<u>18,180</u>

A new ten year lease agreement for the leasehold property started in March 2013; the commitment is for £64,967 per annum. There is a break clause at the end of five years.

15 Liability of Members

At 30 September 2013 the Foundation had 9 members (2012: 9 members). The liability of each member to contribute to the assets of the charity is limited to £10.

16 Related party transactions

The charity transacted with its associated entity, AMREF Headquarters, Nairobi, and the balance due to AMREF's UK office at the year end was £10,307 (2012: £5,147).

17 Charitable Activities

The income of the charity includes both restricted and unrestricted funds. The table overleaf sets out the remaining balances on donations and grants held for restricted projects. Within the table, there are deficit project balances at the year end. These balances are for open projects, for which funds are still expected, and so these have not been written off against unrestricted income.

AMREF
NOTES TO THE UK FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2013

Country	Bought Forward 01/10/2012	Income	Expense	Transfer	Carried Forward 30/09/2013
Ethiopia					
DfID - South Omo Sexual and Reproductive Health	(6,379)	66,664	60,584	298	-
DfID - Improving MNCH in South Omo & Segen	-	110,128	101,267	-	8,861
Co-funding - Improving MNCH in South Omo & Segen	-	23,470	23,899	429	-
Diageo - Kechene Water & Sanitation	1,327	19,342	24,829	-	(4,160)
Euromoney - Kechene Water & Sanitation Phase I	4,024	-	1,959	-	2,065
Euromoney - Kechene Water & Sanitation Phase II	-	50,000	-	-	50,000
ViiV Healthcare - Biruh Tesfa PMTCT	1,483	128,532	128,200	-	1,815
Opal Foundation - Biruh Tesfa PMTCT	-	24,000	24,000	-	-
EC - South Omo (Malle & South Ari)	2,816	43,454	39,647	-	6,622
EC - Afar Pastoralist Health	(4,825)	-	947	-	(5,772)
South Omo Floods	964	-	-	-	964
Kenya					
Accenture - m-Learning - HELP	-	336,317	323,873	-	12,444
Big Lottery Fund - Turkana	-	140,311	100,595	-	39,716
Co-funding (Big Lottery Fund Project) - Turkana	-	32,500	-	-	32,500
EC - Turkana	-	198,090	102,124	-	95,966
Co-funding (EC Project) - Turkana	-	32,000	-	-	32,000
Turkana Nomadic Health	422	-	-	-	422
Comic Relief - MNCH Makueni	174,229	860,712	728,705	-	306,236
PW - MNCH Makueni	-	-	10,000	-	(10,000)
ACU - Commonwealth Scholarship	3,559	-	7,537	-	(3,979)
Big Lottery Fund - Development Grant 2013	-	(467)	-	467	-
Usborne Publishing - Dagoretti	-	300	-	-	300
EC - Maternal Health - Kibera	832	-	-	-	832
Drought Response	6,967	-	20,000	-	(13,033)
Fistula Clinical Outreach	-	-	1,000	1,000	-
International AIDS Conference	2,348	-	-	-	2,348
Kenya Health Systems Strengthening	3,271	-	-	-	3,271
Sudan					
National Health Training Institute, Mardi	3,500	576	3,500	-	576
Tanzania					
Allan & Nesta Ferguson Trust - E-learning	158,204	28,601	117,191	-	69,614
DfID - Mtwara Youth Project	43,275	126,188	162,774	-	6,689
GSK - Reducing Morbidity & Mortality from Malaria	4,825	36,613	39,288	-	2,151
Mtwara Malaria	4,758	-	-	-	4,758
Uganda					
AstraZeneca - Integrated Malaria, HIV & TB	24,916	-	9,000	-	15,916
AstraZeneca - Integrated Malaria, HIV & TB Phaseout	7,665	-	-	-	7,665
Guardian - Katine	11,157	-	90,000	90,000	11,157
Soroti Malaria & HIV	12,653	-	-	-	12,653
AMREF (Headquarters, Nairobi)					
Accenture - E-learning	300	-	-	-	300
EC - Regional Maternal Child Health Project	14,214	589,732	565,269	-	38,677
GSK 20% Reinvestment Initiative	921,690	809,000	1,581,672	-	149,017
TelCap - Mobile Health	2,946	1,486	-	-	4,432
AMREF (UK Office)					
Worldpay	11,400	11,720	-	-	23,120
General - Restricted	14,602	6,559	-	-	21,161
	1,427,140	3,675,829	4,267,860	92,194	927,303