

Registered number: 07186340  
Charity number: 1137815



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**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

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**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**CONTENTS**

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	Page
<b>Reference and Administrative Details of the Charity, its Trustees and Advisers</b>	<b>1</b>
<b>Trustees' Report</b>	<b>2 - 12</b>
<b>Trustees' Responsibilities Statement</b>	<b>13</b>
<b>Independent Auditors' Report</b>	<b>14 - 16</b>
<b>Statement of Financial Activities</b>	<b>17</b>
<b>Balance Sheet</b>	<b>18</b>
<b>Statement of Cash Flows</b>	<b>19</b>
<b>Notes to the Financial Statements</b>	<b>20 - 35</b>

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**Trustees**

Joseph Cerrell, Trustee  
Charles Harper, Trustee (resigned 17 July 2019)  
Patricia O'Hayer, Trustee  
Hannah Pawlby, Trustee  
John Reid, Chairman  
Philippe Vogeleeer, Trustee

**Company registered number**

07186340

**Charity registered number**

1137815

**Registered office**

8 All Saints Street, London, N1 9RL

**Company secretary**

Mrs Wendy Courtenay

**Independent auditors**

Accendo Consulting Ltd, 160 City Road, London, EC1V 2NX

**Bankers**

HSBC Bank Plc, 28 Borough High Street, Southwark, London, SE1 1YB

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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The Trustees present their annual report together with the audited financial statements of the charity for the period 1 January 2019 to 31 December 2019. The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) as amended by Update Bulletin 1 (effective 1 January 2015).

Since the charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 is not required.

The charity also trades under the name Global Citizen.

## **Objectives and Activities**

### **a. Policies and objectives**

The Global Poverty Project (trading as Global Citizen) is a movement of engaged citizens who are using their collective voice to end extreme poverty by 2030.

Global Citizen's vision is a world free from extreme poverty by 2030.

Our mission is to build a movement of 100 million Global Citizens whose actions will help achieve this vision.

We have specific objectives to grow the movement of engaged Global Citizens, achieve specific political and financial changes necessary to end extreme poverty, and to sustain our movement. The organisation was launched at a side event of the UN High Level Summit in New York in 2008 and launched in the UK in February 2010.

Global Poverty Project UK Limited is part of a group of charities working together to achieve the aims and objectives. At this time the UK charity is best placed to drive change in the UK, Germany and in Europe, but is also very active, in collaboration with the other GC charities, across the globe.

All activities undertaken by the charity are for the benefit of the public at large. The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

### **b. Strategies for achieving objectives**

On our platform, Global Citizens learn about the systemic causes of extreme poverty, take action on those issues, and earn rewards for their actions — as part of a growing global community committed to lasting change. We are reaching more people by being present on a range of digital and broadcast platforms and in new markets.

Partnerships with NGOs, businesses, governments, artists, multilateral organisations, individuals and others are key to our success. Thanks to our partners, we are able to drive forward our public campaigning alongside others inside and outside the NGO sector. We are able to influence governments, key business and individuals to help end extreme poverty. We are able to sustain our movement by raising necessary funds and in-kind support for our work, for the greatest impact possible.

Communicating impact is also key to achieving our objectives. We hold ourselves to the highest standards of transparency and accountability, reporting back to Global Citizens and partners about the impact of our work.

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**c. Main activities undertaken to further the charity's purposes for the public benefit**

The directors confirm that they have complied with the duty under section 4 of the Charities Act 2011 to have due regard to the Charities Commission's general guidance on public benefit. Where appropriate and relevant particular reference has been made in this report to specific instances of public benefit promoted through the activities of Global Poverty Project UK Ltd. The trustees have paid due regard to guidance issued by the Charities Commission in deciding what activities the charities should undertake.

**Achievements and performance**

**a. Review of activities**

In 2019 Global Citizen took stock of its impact to date, continued to campaign against and win in the fight to end extreme poverty, explained the Global Citizen model through the ACTIVATE series, whilst also setting itself the most ambitious strategy and 12 month campaign to date, which was announced in September 2019.

Global Citizen's impact reporting was overhauled, with every commitment that has ever been made on the Global Citizen stage being independently verified. As of the end of 2019, Global Citizens had taken over 24 million campaign actions, resulting in \$48.4 billion of commitments being announced on the Global Citizen stage, impacting the lives of 880 million people.

Two major Global Citizen events happened in Europe in 2019 - Global Citizen Live Berlin in May 2019 and Global Citizen Prize in London in December.

Global Citizen Live Berlin took place on May 21st and brought together 2200 Global Citizens, artists, activists, ministers and other dignitaries from across the world to take a stand for the Sustainable Development Goals. The evening featured musical performances from Sido, Mafikizolo, Eunique, Serious Klein, Lena and DJ Wana Limar as well as inspiring speeches from the 8th UN Secretary-General Ban Ki-moon, CEO of the World Bank Kristalina Georgieva, German development minister Dr. Gerd Müller, climate activists Luisa Neubauer and Filibert Heim and Founder of Viva Con Agua Kampala Nobert Latim among others.

In the lead up to the event, Global Citizens in Germany and around the world took 130,410 actions. By signing petitions and sending emails to key political decision makers, Global Citizens asked German and African ministers to step up and empower young people in Africa and work towards achieving the Sustainable Development Goals. In particular, the campaign called for further political and financial commitments to invest in health, education, sanitation and food security.

On the night of Global Citizen Live Berlin those voices were heard and helped secure financial commitments valued at close to USD \$60 million set to affect the lives of more than 4.4 million people.

On 13th December, 4,300 people attended the Global Citizen Prize event at the Royal Albert Hall, one of the most prestigious venues in London. The Prize was awarded to 5 Recipients in the categories of: Artist; Business Leader; World Leader; Youth Activist, and Global Citizen of the Year. With some of the biggest artists of our time performing, including Sting, Stormzy, Raphael Sadiq, Jennifer Hudson and Chris Martin.

The recipients of the awards were as follows:

Global Citizen of the Year: Richard Curtis, Filmmaker and Global Goals Ambassador  
Artist of the Year: Sting, Composer and Singer-Songwriter  
World Leader Prize: Amina J. Mohammed, Deputy Secretary-General of the United Nations  
Business Leader Prize: Hamdi Ulukaya, Founder and CEO of Chobani  
Cisco Youth Leadership Award: Priya Prakash, Founder & CEO of HealthSetGo.

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**GLOBAL POVERTY PROJECT UK**  
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**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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The event had four broadcast partners: Primetime on both NBC and Sky; three airings on MTV (globally); and additionally carried by Multichoice in Africa.

Through a strong content strategy supported by an influencer marketing campaign, we achieved a strong presence on social media, where the show received 167 million social Impressions and a total of 7 million social engagements and 8.5 million social video views.

Our priority campaigns in 2019 in the UK focused on securing commitments towards Education Cannot Wait, Polio and UNFPA Supplies. We also launched our GAVI – the Vaccine Alliance campaign in December 2019.

We launched our Education Cannot Wait campaign on International Day of Education (24th January) with a global petition, calling on world leaders to commit additional resources to the initiative. Boris Johnson used the G7 Summit in August 2019 to announce a new pledge of £90 million to Education Cannot Wait, following 92,000 actions from Global Citizens. The commitment is set to help an estimated 600,000 children facing conflict and crisis receive a quality education.

The “Fully Immunised Child” campaign of which Global Polio Eradication Initiative (GPEI) launched during April 2019 for World Immunisation Week with a global vaccines petition calling on world leaders, including the UK to commit to GAVI and GPEI. As part of the campaign we took 500 personal messages to Minister of State Dr Andrew Murrison at his DFID offices in July 2019. On 24th October, for World Polio Day, we arranged for Stephanie Flanders - the Head of Economic News at Bloomberg - to pen an article for us on her father's experience with polio. We created a new content series focusing on telling British people's experiences of polio, tied to specific locations in the UK. This original content generated 155.6K video views. In response to over 75,000 actions by Global Citizens, in November 2019, we succeeded in securing £400 million, a substantial increase, to GPEI, which means that DFID are now immunising 750 children a minute against polio (up from 80 a minute in their previous contribution).

Our UNFPA “She Can Plan” campaign was launched on 30 April 2019 with a global petition calling on world leaders, including the UK to commit to UNFPA Supplies. For international Day of the Girl we engaged UK Global Citizens to sign the petition and take the tweet action as well as holding a Global Citizen panel event to tie the day in with our campaign. The Don't Deny Me My Future event brought together Global Citizens pop-meets policy angle at the grassroots level. The event was held at the world's first and only Vagina Museum in the young London district of Camden – which provided an interesting setting for our millennial and gen-z audience away from a traditional policy space.

At the On the Road to Nairobi Parliamentary Reception in November, co-hosted by Baroness Sugg OBE, the APPG for Population, Development and Reproductive Health and The UK SRHR Network, we took a Global Citizen action taker to meet Baroness Sugg. At the event, Baroness Sugg announced UK aid would commit £425 million across five years to UNFPA Supplies. This was in response to over 200,000 actions by global citizens including tweets and personal messages directed at the UK.

We also launched, in partnership with Hozier, the Cry Power podcast: a nine-episode series about artists and activists changing the world. The show shot to the top of the UK Music Podcast charts and was listed in the “New and Noteworthy” section of the Apple Music Podcast store. Music Ally honoured the Cry Power podcast with the “Best Use of Podcasts” award in their roundup of the best music marketing campaigns of 2019! It came with a two page spread outlining its impact.

ACTIVATE, the six-part documentary series and partnership between National Geographic, Global Citizen, Procter & Gamble and RadicalMedia took audiences behind the scenes of major advocacy campaigns driving real impact for the world's most marginalized people. The series premiered globally in September 2019, focusing on issues around extreme poverty, inequality, and sustainability, creating a multi-platform storytelling experience in 43 languages and 172 countries. In the UK we hosted screenings at London Green Film Festival and an invitation only event with Procter & Gamble.

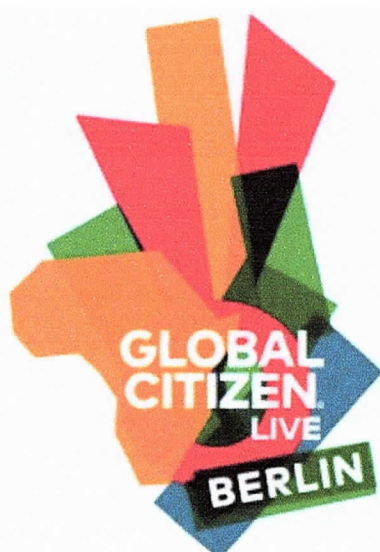
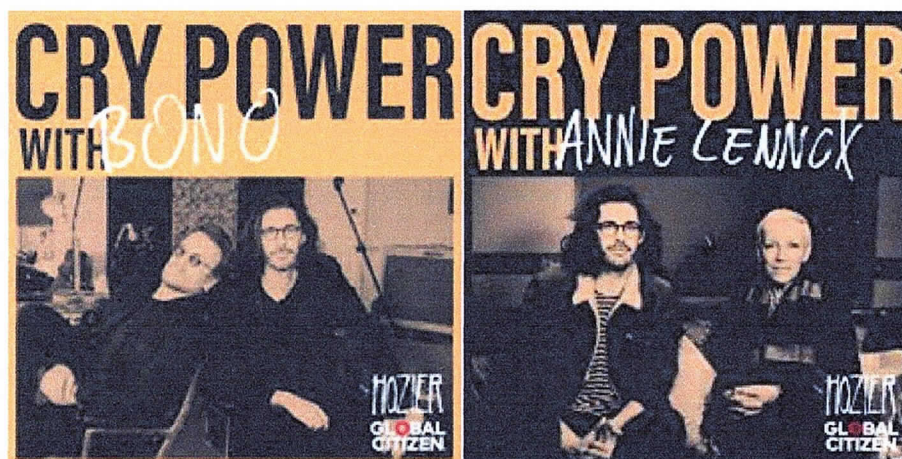
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GLOBAL POVERTY PROJECT UK  
(A Company Limited by Guarantee)

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TRUSTEES' REPORT (continued)  
FOR THE YEAR ENDED 31 DECEMBER 2019

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EINE GENERATION. EINE ZUKUNFT.

# SIDO MAFIKIZOLO

UND VIELE MEHR!

JETZT MITMACHEN UND 21. MAI 2019  
KONZERTTICKETS GEWINNEN TEMPODROM

#17Ziele

ENGAGEMENT  
GLOBAL

BILL & MELINDA  
GATES Foundation

LIVE NATION



MIT DABEI

Jennifer Hudson • John Legend  
Raphael Saadiq • Sting • Stormzy

SPECIAL GUESTS

Chris Martin • H.E.R. • Jorja Smith



SCHALTE EIN AUF MTV.DE:

29. DEZEMBER UM 20:10 UHR

30. DEZEMBER UM 15:00 UHR

ODER 4. JANUAR UM 10:00 UHR

CISCO

Johnson & Johnson

Citi

LIVE NATION

MTV

BILL & MELINDA  
GATES Foundation

MOTSEPE  
FOUNDATION



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**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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In Germany, we hosted a screening of ACTIVATE in September for over 80 guests. The screening took place in a more than 100 years old movie studio in Berlin and focused on the ACTIVATE episode "Education in Emergencies". The screening of the episode was followed by a panel discussion with partner organisations working on education in crisis areas and war zones.

Our priority campaigns in Germany in 2019 focused on securing commitments towards the Global Fund to Fight AIDS, Tuberculosis and Malaria, UNFPA, the Global Polio Eradication Initiative and education for all. We also launched our work on GAVI – the Vaccine Alliance in Q4 of 2019. In addition, our overarching objective remains to increase Germany's overall development budget, so that eventually Germany will meet the UN commitment to spend 0.7% of its GNI on development aid and humanitarian assistance.

Throughout the year at the various decision-moments on the 2020 budget, we ran campaign actions such as petitions, tweets and emails, calling on the relevant decision-makers to raise the development budget. This was supplemented by advocacy outreach to parliamentarians, joint letters to relevant Ministers with other NGOs and by parliamentary breakfast we hosted in September together with 8 other NGOs. To further support the campaign we joined forces with German soccer legend Jérôme Boateng, Live Nation, and audio company JBL by launching 15 limited Jérôme Boateng Signature & Global Citizen co-branded bluetooth headphones that could be won by taking action on 0.7%. In total the campaign signed up 5247 new Global Citizens and 6006 people signed the associated ODA petition. We were pleased to see that as part of the budget negotiations in parliament the development budget was indeed increased, reaching a new record high of €10.88 billion.

In 2019, we also called on the German government to make a significant contribution to the Global Fund to Fight AIDS, Tuberculosis and Malaria as part of the replenishment that took place in France in October 2019. Throughout the year we ran campaign actions and joined advocacy efforts with other NGOs. At the G7 Summit in Biarritz in August, Chancellor Merkel announced that Germany will pledge €1 billion towards the live-saving work of the Global Fund.

Leading up to the Nairobi Summit in November 2019, we organised a stunt outside of the German parliament to highlight the issue of family planning and reproductive rights and health and the funding needs for UNFPA. Several parliamentarians attended our stunt and we handed our petition over to Parliamentary State Secretary of Development, Dr. Maria Flachsbarth. Following the Nairobi Summit and during the budget negotiations, the German parliament decided to increase its annual contribution for UNFPA from €33 Mio to €40 Mio for 2020.

Another priority campaign for 2019 in Germany was the eradication of polio. On World Polio Day we hosted a high-level event jointly with Rotary International. We hosted the event two weeks before the national budget for 2020 is decided upon and ahead of the Abu Dhabi pledging moment for the Global Polio Eradication Initiative (GPEI). The event was a great success: we were very happy to welcome: Key-note speakers Christopher Maher (Senior Advisor to the Director General, WHO) and State Secretary Martin Jäger (German Development Ministry); the discussion was hosted by Martina Merten (Journalist for Health Policy) and featured Laiq Karimi (Former supervisor for polio eradication in Afghanistan), Dr. Georg Kippels MP (Chairman of the parliamentary advisory board "End Polio Now") and Tanya Herfurth (Co-Founder and Board member of Young Leaders for Health). We had a full house with a very engaged audience and interesting discussions. It sent a very strong signal to the Development Ministry and Members of Parliament that the current budget negotiations on the Global Polio Eradication Initiative (GPEI) are being very closely watched and they both reiterated their commitment to make sure the relevant funding will be secured in the coming weeks. Shortly after the event, it was announced that from 2020 onwards Germany will fund GPEI multilaterally with €35 Million.

We also continued our education campaigning in 2019 and were pleased to see that Germany raised its annual contribution to GPE from €39 Mio to €50 Million for 2020 and also contributed €26 Million to Education Cannot Wait in 2019.

In September 2019, Global Citizen globally launched its biggest campaign yet with Global Goal Live: The Possible Dream. The campaign will mobilise everyday citizens, corporations, governments, and philanthropists to prioritise efforts to end extreme poverty and ensure the realisation of the Global Goals. After the outbreak of



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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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the Coronavirus pandemic, Global Citizen is monitoring the situation closely and scenario planning for how coronavirus may alter the plans of the Global Goal Live campaign.

Original plans for Global Goal Live: the campaign will culminate on 26 September 2020, with a historic 10-hour global media broadcast to showcase simultaneous festivals in New York's Central Park and Lagos, Nigeria — as well as satellite events in to-be-announced cities in Latin America, Europe, and Asia — and will see star power, policy, and business unite to create unprecedented change and lasting impact. The largest live advocacy broadcast event in history will feature appearances by Alicia Keys, Billie Eilish, Coldplay, Cyndi Lauper, D'banj, Eddie Vedder, Exo, H.E.R., Janelle Monáe, Lizzo, Metallica, Miley Cyrus, Muse, Ozuna, Ozzy Osbourne, Pharrell Williams, Red Hot Chili Peppers, Shawn Mendes, Tiwa Savage, Usher, and more. Deborra-Lee Furness, Hugh Jackman, Idris Elba, Jill Vedder, Katie Holmes, Rachel Brosnahan, Trevor Noah, and Uzo Aduba will co-host, with even more hosts to be announced in the coming months.

The wins against extreme poverty that we were able to achieve in 2019 came about thanks to the retention and growth of our movement. By the end of 2019, we had 289,325 Global Citizens registered in the UK and 115,643 in Germany, representing a growth of 15% and 30% respectively. There were 195,168 actions taken by UK Global Citizens, and 152,036 actions taken by Global Citizens in Germany.

Organisationally, Global Citizen continued to grow in Europe in 2019. By the end of the year we had a staff base of 16 people working in the London office and 7 staff members based in Germany. This was the first year that we have had a dedicated team operating within Germany.

## **Financial review**

### **a. Going concern**

After making appropriate enquiries, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. For this reason they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

### **b. Principal risks and uncertainties**

The UK charity is reliant on Global Poverty Project Inc for resources, support, direction and income. The financial risk is managed by monitoring reserves closely as per the reserves policy. In addition, in 2019 funds around 16% of income came from other sources, adding some diversity to the income base (17% in 2018). Some non-financial support and advice were received from other partnerships.

The loss of Global Poverty Project UK's reputation would be significant to Global Citizen. The loss of data from a cyber-attack, leading to contravention of GDPR, is a further risk. To manage these risks, we have put in place appropriate IT procedures and have policies in place which are regularly reviewed and updated.

The start of 2020 has seen multiple countries in lock down as a global pandemic sweeps the world, in what is a significant year for the Global Citizen group of charities. In September 2019, multiple events were announced and planned to take place on 26th September 2020, in multiple cities around the world. This means an expansion of activities in different markets, and work had progressed significantly towards this goal. Some of these activities are planned in countries where there is no previous history of operation, with new teams and new staff. Growth on this scale is inherently risky, but this growth has been well planned and is supported by some large corporate partners who are providing both expertise and logistics to ensure the plans are successful plus some increase in the reserve level also supports the planned expansion. Coronavirus and the resulting global containment measures, with public meetings and travel currently banned in the UK and between most Countries, potentially has significant repercussions for Global Citizen's plans. Global Citizen is a versatile, mobile organisation working in partnership with the World Health Organisation (WHO) and following WHO's advice. We

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**GLOBAL POVERTY PROJECT UK**  
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**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

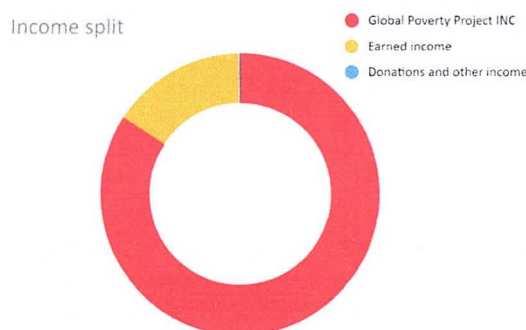
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review plans frequently, are pausing some planned expansion so that we remain agile, and have shifted current focus to lead a COVID19 Together At Home campaign at the request of WHO, with many of the artists Global Citizen works with recording daily concerts from their homes, encouraging people to take campaign actions in response to the pandemic. With partners involved in cost sharing, our financial exposure, should September's concerts be cancelled, is manageable.

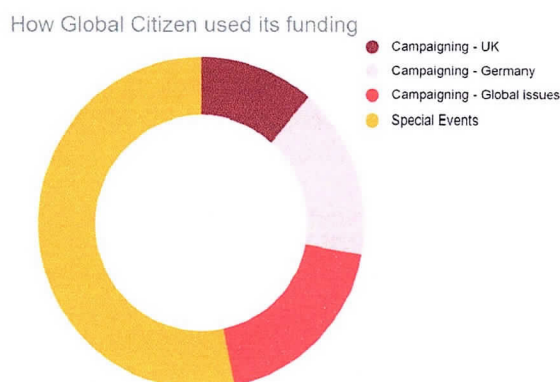
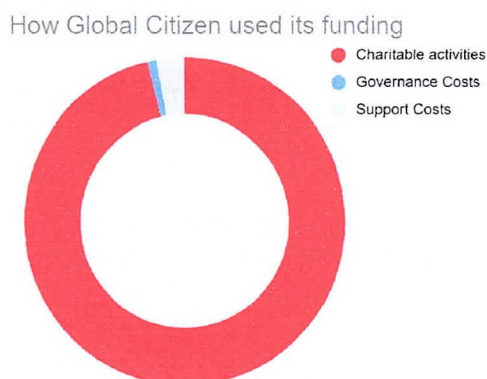
The unknown repercussions of Brexit also pose a risk to the organisation, bearing in mind that the UK entity has an office with staff in Germany, as well as the potential impact that political and economic instability in the UK could have on achieving our mission. Legal advice is being sought regularly to mitigate the organisational risks that we face and there are plans to register a separate charity/company in Germany and move the German operation into that new charity. The potential impact of Brexit is reflected in our organisational strategy for 2020.

**c. Financial review**

Overall income for the period was £2,837,914 (2018: £1,680,178). 84% of this came from the US charity. 16% came from other sources, predominantly being earned revenue relating to events.



Expenditure for the period was £2,677,349 (2018: £1,557,202). Fundraising costs accounted for 1% of the total, support costs 3% and governance costs a further 1% leaving 95% being spent on direct charitable activities. Expenditure on charitable activities involved two special events (GCLive Berlin and GCPrize), plus work benefitting and directly relating to the UK, to Germany and additionally work with a global orientation.



On the balance sheet unrestricted reserves stand at £511,057 at the end of the year and restricted funds at £0.

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**Reserves policy**

The trustees consider that unrestricted reserves need to be held to ensure an orderly wind down in the event of Global Poverty project UK ceasing its operations. Due to the planned expansion into 2020 this has been estimated at a minimum of £480,000 being approximately three months of direct current core costs plus an anticipated additional amount to cover our expected increased core cost during 2020 and a modest contingency to mitigate the inherent risk caused by rapid expansion during 2020. At the end of the year unrestricted cash reserves stood at £490,341.

The UK company has the full support of the global company (Global Poverty Project Inc) which is registered and based in New York, USA. The global company is the UK company's only member.

The trustees will continue reviewing reserves. Future planning will have regard to the level of reserves held, the charity's requirements for reserves, given that these vary as circumstances change and the level of support it receives from the global company.

**d. Principal funding**

Global Poverty Project Inc is the primary funder of Global Poverty Project UK Ltd. They are the US and global version of the UK charity with the same aims and objectives of the UK charity.

We are a sub recipient of funding from the Gates Foundation (via Global Poverty Project Inc). In 2019 the majority of the income that we generated locally came from Reckitt Benckiser, Clearly, Sight Savers, Lendahand and Live Nations.

**Structure, governance and management**

**a. Constitution**

The charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association .

The charity is constituted under a Memorandum of Association and is a registered charity (number 1137815).

The trustees who are also the directors for the purpose of company law and who have served during the year are:

Mr John Reid  
Ms P O'Hayer  
Mr C R Harper (Resigned 17 July 2019)  
Mr P J R Vogeleer  
Mr J Cerrell  
Ms H Pawlby

The principal object of the charity is for the public charitable purposes of raising awareness and encouraging action for the relief of global poverty in the United Kingdom and overseas.

**b. Method of appointment or election of Trustees**

The management of the charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

The minimum number of trustees is 3 and the maximum 12

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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The trustees may appoint any individual as a trustee, either to fill a casual vacancy or as an addition to the current trustees, so far as it does not contravene its governing documents.

Global Poverty Project UK Ltd is part of a group of charities which shares aims and objectives. The Global Poverty Project Inc sets the Global Strategy, which is then tailored at the regional level to create maximum impact in key European markets. Our trustees oversee this process and its implementation in close consultation with the Vice President of International Markets who, in turn, oversees all staff working out of the office in the UK and Germany. Global Poverty Project Inc, (GPP inc) a company registered in the USA, is the sole member of the charity which gives it the right to appoint and remove the charity's trustees.

None of the trustees have any beneficial interest in the company.

**c. Policies adopted for the induction and training of Trustees**

The induction is conducted by Simon Moss, Managing Director, and Liza Henshaw, Chief Operating Officer, from the Global Poverty Project Inc with the support of Amy Agnew, Vice President of International Markets.

The board members receive relevant documents (current global and regional business plan/strategy; accounts; audit; articles of association; dates of board meetings over the next year). They also meet and are briefed on their obligations by Simon Moss/Liza Henshaw from the Global Poverty project Inc, the chair of the Board for Global Poverty Project Inc and the Vice President of International Markets.

**d. Pay policy for senior staff**

All salaries within the organisation are benchmarked by an independent HR consultancy. During 2019 the Vice President of International Markets was responsible for setting the salaries of the majority of staff within the organisation, with approval of the Managing Director of Global Poverty Project Inc. The pay of the Vice President of International Markets and the Senior Director of International Markets, plus a small number of other staff are set by Global Poverty Project Inc.

**e. Organisational structure and decision making**

The charity is controlled by the trustees who are supported by key management staff who make day to day decisions for the charity. All events and specific expenditure must be approved by the trustees in accordance with the Articles of The Charity.

**f. Related party relationships**

During the year under review the charity had related party transactions with Global Poverty Project Inc, USA, a company incorporated in the USA and sole member of the charity. During the year the charity received total income of £2,390,019 (2018: £1,391,468).

The Europe office benefited from grant funding from the Bill and Melinda Gates Foundation, which is also the employer of trustee Joe Cerrell.

Live Nation, which is the employer of trustee John Reid and a valued partner of Global Citizen, supported both the GCLive Berlin and the GCPrize events and provided many services in support of the Europe office, and across all of our markets including New York, Brussels and Johannesburg, as part of the partnership.

Reckitt Benckiser, the employer of trustee Patty O'Hayer, entered into a partnership with the Europe office in support of our campaign to secure clean water and sanitation for those living in extreme poverty, and sponsored

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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the GC Prize event.

The Holywood Trust, of which Vice President of International Markets Amy Agnew is a trustee, granted restricted funding in support of the Curtis Scholarship in 2018.

**Plans for future periods**

**a. Future developments**

In 2020, Global Citizen will deliver its most ambitious campaign to date – Global Goal Live: The possible dream - in support of the United Nations Sustainable Development Goals. The campaign will aim to engage more citizens than ever before, whilst seeking to garner commitments from governments, companies and high net-worth individuals to fill the funding gap that exists to reach the goals. The campaign will see multiple events taking place on 26th September around the world, to provide a platform for greater commitment and accountability. At the start of 2020, the global coronavirus pandemic has impacted much of the world and is likely to have repercussions for the Global Goal Live campaign. Global Citizen is monitoring the situation closely, seeking expert advice from the WHO and others and scenario planning for what this means for the campaign.

As part of the Global Goal Live campaign, in Germany and the UK, we will continue to campaign in support of aid spending for development, and in support of the internationally agreed target of 0.7% of Gross National Income for Overseas Development Aid. We will continue to mobilise the public and advocate in both Germany and the UK in support of this campaign, and to elicit financial pledges from both governments in support of the SDGs.

**Information on fundraising practices**

Global Citizen has not engaged directly with the general public to ask for funding nor worked with a third party for the purpose of raising funds during 2019 or 2018.

**Safeguarding**

Global Citizen's interactions with members of the public occur through information sent via email, social media channels or placed on the web site, where information is offered freely. At events, security at all levels is paramount. Robust and detailed plans are put in place with team briefings to ensure all staff understand the plans. Global Citizen staff receive training in safeguarding issues.

**Members' liability**

The Member of the charity (Global Poverty Project Inc) guarantees to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up.

**Employee involvement**

The Charity's policy is to consult and discuss with employees, at meetings, matters likely to affect employees' interests. Information of matters of concern to employees is given through information bulletins and reports which seek to achieve a common awareness on the part of all employees of the financial and economic factors affecting the charity's group performance.

The charity does not routinely use volunteers but it was delighted to receive support from two volunteers who helped with social media and content at GC Live Berlin in May 2019.

Key management staff at 31 December 2019 were:

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**TRUSTEES' REPORT (continued)**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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Amy Agnew	Vice President International Markets (on Maternity leave)
Martin Forsyth	Vice President International Markets (Maternity cover)
Carolyn Albrecht	German Country Director
Wendy Courtenay	Financial Controller and Company Secretary

**Disclosure of information to auditors**

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charitable company's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charitable company's auditors are aware of that information.

**Auditors**

The auditors, Accendo Consulting Ltd, have indicated their willingness to continue in office. The Designated Trustees will propose a motion re-appointing the auditors at a meeting of the Trustees.

This report was approved by the Trustees, on 15/4/20 and signed on their behalf by:



.....  
**Mr J Reid**  
Chairman

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**TRUSTEES' RESPONSIBILITIES STATEMENT**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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The Trustees (who are also directors of Global Poverty Project UK for the purposes of company law) are responsible for preparing the Trustees' 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. 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. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP;
- make judgments and accounting 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 on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



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**GLOBAL POVERTY PROJECT UK**  
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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF GLOBAL POVERTY PROJECT UK**

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### **Opinion**

We have audited the financial statements of Global Poverty Project UK (the 'charity') for the year ended 31 December 2019 set out on pages 17 to 35. 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 2019 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 Charities Act 2011.

### **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 Auditors' 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 United Kingdom, including the Financial Reporting Council'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 charitable 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 Annual Report, other than the financial statements and our Auditors' Report thereon. Our opinion on the financial statements does not cover the other information and 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

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF GLOBAL POVERTY PROJECT UK**

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required to report that fact.

We have nothing to report in this regard.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

**Responsibilities of trustees**

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charity 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.

**Auditors' responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 151 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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 Auditors' 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: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditors' Report.

**Use of our report**

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' 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 its trustees, as a body, for our audit work, for this report, or for the

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF GLOBAL POVERTY PROJECT UK**

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opinions we have formed.



15/04/2020

**Accendo Consulting Ltd**

Chartered Certified Accountants and Statutory Auditors

160 City Road  
London  
EC1V 2NX  
Date:

Accendo Consulting Ltd are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING INCOME AND EXPENDITURE ACCOUNT  
FOR THE YEAR ENDED 31 DECEMBER 2019**

	Note	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £	Total funds 2018 £
<b>Income from:</b>					
Donations and legacies	2	2,051,600	-	2,051,600	1,075,978
Charitable activities	3	374,214	-	374,214	423,720
Charitable trading activities		412,100	-	412,100	180,480
<b>Total income</b>		<b>2,837,914</b>	<b>-</b>	<b>2,837,914</b>	<b>1,680,178</b>
<b>Expenditure on:</b>					
Raising funds		36,666	-	36,666	26,160
Charitable activities	6,4,5	2,636,628	4,055	2,640,683	1,531,042
<b>Total expenditure</b>	7	<b>2,673,294</b>	<b>4,055</b>	<b>2,677,349</b>	<b>1,557,202</b>
<b>Net income / (expenditure) before other recognised gains and losses</b>		<b>164,620</b>	<b>(4,055)</b>	<b>160,565</b>	<b>122,976</b>
<b>Net movement in funds</b>		<b>164,620</b>	<b>(4,055)</b>	<b>160,565</b>	<b>122,976</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		346,437	4,055	350,492	227,516
<b>Total funds carried forward</b>		<b>511,057</b>	<b>-</b>	<b>511,057</b>	<b>350,492</b>

The notes on pages 20 to 35 form part of these financial statements.

**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**  
**REGISTERED NUMBER: 07186340**

**BALANCE SHEET**  
**AS AT 31 DECEMBER 2019**

	Note	£	2019 £	£	2018 £
<b>Fixed assets</b>					
Tangible assets	13		20,716		27,308
<b>Current assets</b>					
Debtors	14	432,038		137,722	
Cash at bank and in hand		463,627		279,858	
		<u>895,665</u>		<u>417,580</u>	
<b>Creditors:</b> amounts falling due within one year	15	<u>(405,324)</u>		<u>(94,396)</u>	
<b>Net current assets</b>			<u>490,341</u>		<u>323,184</u>
<b>Net assets</b>			<u>511,057</u>		<u>350,492</u>
<b>Charity Funds</b>					
Restricted funds	17	-			4,055
Unrestricted funds	17	511,057			346,437
<b>Total funds</b>			<u>511,057</u>		<u>350,492</u>

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The Trustees consider that the charity is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the charity to obtain an audit for the year in question in accordance with section 476 of the Act. However, an audit is required in accordance with section 144 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees on 15/1/20 and signed on their behalf, by:

.....  
**John Reid, Trustee**

The notes on pages 20 to 35 form part of these financial statements.

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

	Note	2019 £	2018 £
<b>Cash flows from operating activities</b>			
Net cash provided by/(used in) operating activities	19	<u>187,449</u>	<u>(211,234)</u>
<b>Cash flows from investing activities:</b>			
Purchase of tangible fixed assets		<u>(3,680)</u>	<u>(31,123)</u>
<b>Net cash used in investing activities</b>		<u>(3,680)</u>	<u>(31,123)</u>
<b>Change in cash and cash equivalents in the year</b>		<b>183,769</b>	<b>(242,357)</b>
Cash and cash equivalents brought forward		<u>279,858</u>	<u>522,215</u>
<b>Cash and cash equivalents carried forward</b>	20	<u><u>463,627</u></u>	<u><u>279,858</u></u>

The notes on pages 20 to 35 form part of these financial statements.

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**1. Accounting Policies**

**1.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Global Poverty Project UK meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

**1.2 Company status**

The charity is a company limited by guarantee. The members of the company are the Trustees named on page 1. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

**1.3 Going concern**

The start of 2020 has seen multiple countries in lock down as a global pandemic sweeps the world, in what is a significant year for the charity. In September 2019, multiple events were announced and planned to take place on 26th September 2020, in multiple cities around the world. This means an expansion of activities in different markets, and work had progressed significantly towards this goal. Some of these activities are planned in countries where there is no previous history of operation, with new teams and new staff. Growth on this scale is inherently risky, but this growth has been well planned and is supported by some large corporate partners who are providing both expertise and logistics to ensure the plans are successful plus some increase in the reserve level also supports the planned expansion. Coronavirus and the resulting global containment measures, with public meetings and travel currently banned in the UK and between most Countries, potentially has significant repercussions for Global Citizen's plans. Global Citizen is a versatile, mobile organisation working in partnership with the World Health Organisation (WHO) and following WHO's advice. The charity reviews its plans frequently, is pausing some planned expansion so that it remains agile, and has shifted current focus to lead a COVID19 Together At Home campaign at the request of WHO, with many of the artists Global Citizen works with recording daily concerts from their homes, encouraging people to take campaign actions in response to the pandemic. With partners involved in cost sharing, our financial exposure, should September's concerts be cancelled, is manageable.

At the time of approving the accounts, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the accounts.



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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**1. Accounting Policies (continued)**

**1.4 Income**

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Donated services or facilities are recognised when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time of the Friends is not recognised and refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

Other income is recognised in the period in which it is receivable and to the extent the goods have been provided or on completion of the service.

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**1. Accounting Policies (continued)**

**1.5 Expenditure**

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Support costs are those costs incurred directly in support of expenditure on the objects of the charity and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds.

Charitable activities and Governance costs are costs incurred on the charity's operations, including support costs and costs relating to the governance of the charity apportioned to charitable activities.

**1.6 Tangible fixed assets and depreciation**

A review for impairment of a fixed asset is carried out if events or changes in circumstances indicate that the carrying value of any fixed asset may not be recoverable. Shortfalls between the carrying value of fixed assets and their recoverable amounts are recognised as impairments. Impairment losses are recognised in the Statement of Financial Activities incorporating Income and Expenditure Account.

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Fixtures and fittings	-	20% on cost
Computer equipment	-	33% on cost

**1.7 Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

**1.8 Debtors**

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**1. Accounting Policies (continued)**

**1.9 Cash at Bank and in hand**

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**1.10 Liabilities and provisions**

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide. Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised within interest payable and similar charges.

**1.11 Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

**1.12 Pensions**

The charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the charity to the fund in respect of the year.

**1.13 Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

**1. Accounting Policies (continued)**

**1.14 Critical accounting estimates and areas of judgment**

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical areas of judgment:

Useful economic lives of fixed assets.

**2. Income from donations and legacies**

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £	Total funds 2018 £
Donations	5,880	-	5,880	-
Grants	2,045,720	-	2,045,720	1,075,978
	<u>2,051,600</u>	<u>-</u>	<u>2,051,600</u>	<u>1,075,978</u>
Total donations and legacies	<u>2,051,600</u>	<u>-</u>	<u>2,051,600</u>	<u>1,075,978</u>
<i>Total 2018</i>	<u>1,050,686</u>	<u>25,292</u>	<u>1,075,978</u>	

**3. Income from charitable activities**

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £	Total funds 2018 £
Campaigns UK	29,914	-	29,914	82,211
Campaigns Global	344,300	-	344,300	341,509
	<u>374,214</u>	<u>-</u>	<u>374,214</u>	<u>423,720</u>
<i>Total 2018</i>	<u>423,720</u>	<u>-</u>	<u>423,720</u>	

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

**4. Direct costs**

	Campaigns UK £	Campaigns Germany £	Campaigns Global £
Global Citizen Campaign	38,190	43,777	18,907
Other Charitable Expenditure	42,313	48,640	85,742
Charitable expenditure - restricted	-	-	4,055
Wages and salaries	161,013	251,522	311,962
National insurance	22,499	52,003	33,620
Pension cost	4,986	950	8,608
Depreciation	2,643	3,132	2,942
	<u>271,644</u>	<u>400,024</u>	<u>465,836</u>
<i>Total 2018</i>	<u>330,363</u>	<u>342,209</u>	<u>367,355</u>
	Special events £	Total 2019 £	Total 2018 £
Global Citizen Campaign	1,139,115	1,239,989	600,219
Other Charitable Expenditure	101,534	278,229	-
Charitable expenditure - restricted	-	4,055	21,237
Wages and salaries	139,757	864,254	662,391
National insurance	18,377	126,499	87,312
Pension cost	3,684	18,228	14,272
Depreciation	1,554	10,271	9,523
	<u>1,404,021</u>	<u>2,541,525</u>	<u>1,394,954</u>
<i>Total 2018</i>	<u>355,027</u>	<u>1,394,954</u>	

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

**5. Support costs**

	Campaigns UK £	Campaigns Germany £	Campaigns Global £
Staff training & recruitment	1,566	3,255	1,308
Bank charges	554	656	616
Contracted services	4,931	5,840	5,485
Subscriptions	2,093	1,994	1,873
Wages and salaries	8,061	9,547	8,967
National insurance	552	653	613
Pension cost	229	272	255
	<u>17,986</u>	<u>22,217</u>	<u>19,117</u>
<i>Total 2018</i>	<u>34,785</u>	<u>28,052</u>	<u>25,743</u>
	Special events £	Total 2019 £	Total 2018 £
Staff training & recruitment	691	6,820	5,578
Bank charges	350	2,176	1,727
Contracted services	2,897	19,153	13,260
Subscriptions	989	6,949	13,689
Wages and salaries	4,737	31,312	52,847
National insurance	324	2,142	9,458
Pension cost	135	891	2,205
	<u>10,123</u>	<u>69,443</u>	<u>98,764</u>
<i>Total 2018</i>	<u>10,214</u>	<u>-</u>	

**6. Governance costs**

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £	Total funds 2018 £
Governance Auditors' remuneration	2,750	-	2,750	2,500
Legal and professional	4,984	-	4,984	10,260
Governance expense - wages and salaries	21,418	-	21,418	23,958
Governance expense - pension costs	563	-	563	606
	<u>29,715</u>	<u>-</u>	<u>29,715</u>	<u>37,324</u>

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

**7. Analysis of Expenditure by expenditure type**

	<b>Staff costs 2019 £</b>	<b>Depreciation 2019 £</b>	<b>Other costs 2019 £</b>	<b>Total 2019 £</b>	<b>Total 2018 £</b>
Cost of generating income	36,666	-	-	36,666	26,160
<b>Costs of raising funds</b>	<b>36,666</b>	<b>-</b>	<b>-</b>	<b>36,666</b>	<b>26,160</b>
Campaigns UK	197,340	2,643	89,647	289,630	429,127
Campaigns Germany	314,947	3,132	104,162	422,241	357,980
Campaigns Global	364,025	2,942	117,986	484,953	351,584
Special events	167,014	1,554	1,245,576	1,414,144	355,027
<b>Charitable activities</b>	<b>1,043,326</b>	<b>10,271</b>	<b>1,557,371</b>	<b>2,610,968</b>	<b>1,493,718</b>
<b>Expenditure on governance</b>	<b>21,981</b>	<b>-</b>	<b>7,734</b>	<b>29,715</b>	<b>37,325</b>
	<b>1,101,973</b>	<b>10,271</b>	<b>1,565,105</b>	<b>2,677,349</b>	<b>1,557,203</b>
<i>Total 2018</i>	<i>879,209</i>	<i>9,523</i>	<i>668,471</i>	<i>1,557,203</i>	

**8. Analysis of expenditure by activities**

	<b>Activities undertaken directly 2019 £</b>	<b>Activities undertaken to raise fund 2019 £</b>	<b>Support costs 2019 £</b>	<b>Total 2019 £</b>	<b>Total 2018 £</b>
Campaigns UK	271,644	9,439	17,986	299,069	376,334
Campaigns Germany	400,024	11,180	22,217	433,421	404,041
Campaigns Global	465,836	10,500	19,117	495,453	405,029
Special events	1,404,021	5,547	10,123	1,419,691	371,799
<b>Total 2019</b>	<b>2,541,525</b>	<b>36,666</b>	<b>69,443</b>	<b>2,647,634</b>	<b>1,557,203</b>
<i>Total 2018</i>	<i>1,394,984</i>	<i>26,160</i>	<i>136,059</i>	<i>1,557,203</i>	

**9. Turnover**

The whole of the turnover is attributable to charity's principal activities.

All turnover arose within the United Kingdom, EU and the US.



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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**10. Net income/(expenditure)**

This is stated after charging:

	2019 £	2018 £
Depreciation of tangible fixed assets: - owned by the charity	10,271	9,077
Auditors' remuneration - audit	<u>2,750</u>	<u>2,500</u>

During the year, no Trustees received any remuneration (2018 - £NIL).

During the year, no Trustees received any benefits in kind (2018 - £NIL).

During the year, no Trustees received any reimbursement of expenses (2018 - £NIL).

**11. Auditors' remuneration**

The Auditor's remuneration amounts to an Audit fee of £2,750 (2018 - £2,500), and VAT of £ 550 (2018 - £ 500).

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

**12. Staff costs**

Staff costs were as follows:

	<b>2019</b>	<b>2018</b>
	<b>£</b>	<b>£</b>
Wages and salaries	952,691	765,356
Social security costs	128,641	96,770
Other pension costs	20,641	17,083
	<u>1,101,973</u>	<u>879,209</u>

During the year the charity paid redundancy and ex gratia payment of £11,225.

The average number of persons employed by the charity during the year was as follows:

<b>2019</b>	<b>2018</b>
<b>No.</b>	<b>No.</b>
17	16

The number of higher paid employees was:

	<b>2019</b>	<b>2018</b>
	<b>No.</b>	<b>No.</b>
In the band £60,001 - £70,000	2	2
In the band £70,001 - £80,000	1	1
In the band £80,001 - £90,000	1	0

During the year key management personnel received remuneration and benefits totalling £293,555 (2018: £241,750).

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

**13. Tangible fixed assets**

	Fixtures and fittings £	Computer equipment £	Total £
<b>Cost</b>			
At 1 January 2019	29,462	10,948	40,410
Additions	-	3,679	3,679
At 31 December 2019	<u>29,462</u>	<u>14,627</u>	<u>44,089</u>
<b>Depreciation</b>			
At 1 January 2019	5,892	7,210	13,102
Charge for the year	5,860	4,411	10,271
At 31 December 2019	<u>11,752</u>	<u>11,621</u>	<u>23,373</u>
<b>Net book value</b>			
At 31 December 2019	<u>17,710</u>	<u>3,006</u>	<u>20,716</u>
At 31 December 2018	<u>23,570</u>	<u>3,738</u>	<u>27,308</u>

**14. Debtors**

	2019 £	2018 £
Trade debtors	406,147	115,598
Other debtors	20,720	17,656
Prepayments and accrued income	5,171	4,468
	<u>432,038</u>	<u>137,722</u>

**15. Creditors: Amounts falling due within one year**

	2019 £	2018 £
Trade creditors	312,311	3,588
Other taxation and social security	42,141	21,934
Other creditors	4,642	-
Accruals and deferred income	46,230	68,874
	<u>405,324</u>	<u>94,396</u>

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

**16. Financial instruments**

	2019 £	2018 £
Financial assets measured at amortised cost	426,867	133,254
Financial liabilities measured at amortised cost	312,311	3,588

**17. Statement of funds**

**Statement of funds - current year**

	Balance at 1 January 2019 £	Income £	Expenditure £	Balance at 31 December 2019 £
<b>Unrestricted funds</b>				
General Funds - all funds	346,437	2,837,914	(2,673,294)	511,057
<b>Restricted funds</b>				
Restricted Funds - all funds	4,055	-	(4,055)	-
Total of funds	350,492	2,837,914	(2,677,349)	511,057

**Statement of funds - prior year**

	Balance at 1 January 2018 £	Income £	Expenditure £	Balance at 31 December 2018 £
General Funds - all funds	227,516	1,654,886	(1,535,965)	346,437
<b>Restricted funds</b>				
Restricted Funds - all funds	-	25,292	(21,237)	4,055
Total of funds	227,516	1,680,178	(1,557,202)	350,492

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

**Summary of funds - current year**

	Balance at 1 January 2019 £	Income £	Expenditure £	Balance at 31 December 2019 £
General funds	346,437	2,837,914	(2,673,294)	511,057
Restricted funds	4,055	-	(4,055)	-
	<u>350,492</u>	<u>2,837,914</u>	<u>(2,677,349)</u>	<u>511,057</u>

**Summary of funds - prior year**

	Balance at 1 January 2018 £	Income £	Expenditure £	Balance at 31 December 2018 £
General funds	227,516	1,654,886	(1,535,965)	346,437
Restricted funds	-	25,292	(21,237)	4,055
	<u>227,516</u>	<u>1,680,178</u>	<u>(1,557,202)</u>	<u>350,492</u>

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

**Analysis of net assets between funds - current year**

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Tangible fixed assets	20,716	-	20,716
Current assets	895,665	-	895,665
Creditors due within one year	(405,324)	-	(405,324)
	<u>511,057</u>	<u>-</u>	<u>511,057</u>

**GLOBAL POVERTY PROJECT UK**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

**18. Analysis of net assets between funds (continued)**

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2018 £</i>	<i>Restricted funds 2018 £</i>	<i>Total funds 2018 £</i>
Tangible fixed assets	27,308	-	27,308
Current assets	413,525	4,055	417,580
Creditors due within one year	(94,397)	-	(94,399)
	<u>346,436</u>	<u>4,055</u>	<u>350,489</u>

**19. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>2019 £</b>	<b>2018 £</b>
Net income for the year (as per Statement of Financial Activities)	<b>160,565</b>	122,976
<b>Adjustment for:</b>		
Depreciation charges	<b>10,271</b>	9,077
Loss on the sale of fixed assets	-	893
(Increase)/decrease in debtors	<b>(294,316)</b>	311,872
Increase/(decrease) in creditors	<b>310,929</b>	(656,052)
<b>Net cash provided by/(used in) operating activities</b>	<b><u>187,449</u></b>	<b><u>(211,234)</u></b>

**20. Analysis of cash and cash equivalents**

	<b>2019 £</b>	<b>2018 £</b>
Cash in hand	<b>463,627</b>	168
Notice deposits (less than 3 months)	-	279,690
<b>Total</b>	<b><u>463,627</u></b>	<b><u>279,858</u></b>

**21. Pension commitments**

The charity operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable by the charity to the fund and amounted to £20,641 (2018 - £16,763). Contributions totalling £4,641 (2018 - £Nil) were payable to the fund at the balance sheet date.

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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**22. Operating lease commitments**

At 31 December 2019 the total of the Charity's future minimum lease payments under non-cancellable operating leases was:

	2019 £	2018 £
<b>Amounts payable:</b>		
Within 1 year	66,129	66,129
Between 1 and 5 years	49,597	115,726
<b>Total</b>	<b>115,726</b>	<b>181,855</b>

**23. Members' liability**

Each member of the charitable company undertakes to contribute to the assets of the company in the event of it being wound up while he/she is a member, or within one year after he/she ceases to be a member, such amount as may be required, not exceeding £ 1 for the debts and liabilities contracted before he/she ceases to be a member.

**24. Related party transactions**

Global Poverty Project Inc. (GPP USA), a company incorporated in the USA, is a sole member of Global Poverty Project UK (the charity). During the year under review, the charity received total income and reimbursement of expenses of £2,390,019 (2018: £1,391,468). At the year end, the balance owed to the charity was £391,580 (2018: £72,638).

The Europe office benefited from grant funding from the Bill and Melinda Gates Foundation, which is also the employer of newly appointed trustee Joe Cerrell. For this funding the UK office was the sub award holder and the amount is included in the grant received from Global Poverty Project Inc mentioned above.

Live Nation, which is the employer of trustee John Reid and valued partner of Global Citizen, supported the Global Citizen Live London event and provided many services in support of the Europe office as part of the partnership. Live Nation played a significant role in delivering events in NYC, Brussels and Johannesburg. The charity paid LiveNations £124,900 (2018: £93,014) to deliver many services at the Berlin event and £Nil (2018: \$4,606) for a German Campaign video. There was no balance outstanding at the year end.

Reckitt Benckiser, the employer of trustee Patty O'Hayer, entered into a partnership with the Europe office in support of our campaign to secure clean water and sanitation for those living in extreme poverty, providing £300,000 (2018: £50,000). They also purchased tickets to an event in 2018 paying \$4,200. They supported Global Citizen's event in South Africa - funding for this event was handled by Global Poverty Project Inc and is not part of these accounts.

The Holywood Trust, of which Europe Director Amy Agnew is a trustee, granted restricted funding of £Nil (2018: £25,292) in support of the Curtis Scholarship.



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**GLOBAL POVERTY PROJECT UK**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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**25. Ultimate parent undertaking and controlling party**

The charity is under control of its sole corporate member Global Poverty Project Inc, USA (GPP, Inc) which is the charity's immediate and ultimate parent company, a company incorporated in the USA. GPP Inc. is a sole member of the charity which gives it the right to appoint and remove the charity's trustees. The charity's accounts are consolidated into GPP, Inc. accounts. The consolidated accounts of GPP, Inc. are available from 594 Broadway, Suite 207 New York, NY 10012 USA.