

Company number: 2702133

Charity number: 1076854

Health Equality and Rights Organisation

Trading as LGBT HERO

Report and financial statements
For the year ended 31 March 2019

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Achievements and performance in 2018–2019

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About LGBT HERO

Health Equality and Rights Organisation t/a LGBT HERO is the parent organisation of GMFA - the gay men's health project, its gay men's health magazine FS, and OutLife. Set up in 2011, LGBT HERO was born of GMFA, the charity's original title, which was founded in 1992, to enable the organisation to use the same model of peer-led health interventions for the lesbian, bisexual and trans communities that it had previously used for gay men. Since 2016 LGBT HERO has become the focus of the organisation with a push to tackle health and social inequalities in LGBTQ+ communities.

The sexual health projects for gay and bisexual men that LGBT HERO delivers retain the well-recognised GMFA branding. FS magazine supports GMFA in tackling the harder issues (chems, consent) within the gay and bisexual community. OutLife, a new service which began in late 2017, aims to address mental health and suicide, while offering specific LGBTQ+ focused information on a wide range of topics. OutLife, which is officially launched in autumn 2018, will eventually offer online peer-support and run major LGBTQ+ mental health campaigns.

Equal Health. Equal Rights.

Health inequalities are the unjust and avoidable differences in people's health across the population and between specific population groups. Health inequalities go against the principles of social justice because they are avoidable. They do not occur randomly or by chance. They are socially determined by circumstances largely beyond an individual's control. These circumstances disadvantage people and limit their chance to live longer, healthier lives.

The existence of health inequalities in the LGBTQ+ community means that the right of LGBTQ+ people to the highest attainable standard of physical and mental health is not being enjoyed.

LGBT HERO has identified the following health and social inequalities it wants to address:

Primary aims: These are LGBT HERO's core aims to be delivered through GMFA and OutLife

HIV	Increase knowledge of how to prevent HIV in gay, bisexual and trans communities.
HIV Stigma	Increase knowledge of the issues people living with HIV face and how it negatively impacts our community.
Sexual Health	Increase knowledge of STIs and how to prevent them for all LGBTQ+ people.
Suicide and Self Harm	Develop interventions which aim to stop LGBTQ+ people dying by suicide and/or self-harming, while campaigning to increase funding for LGBTQ+ interventions.
Mental Health	Destigmatise mental illness within the LGBTQ+ community through information and true life stories while advocating for better LGBTQ+ specific services.

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Secondary aims: LGBT HERO also aims to tackle the following inequalities through GMFA and OutLife.

Alcohol and drugs:	We signpost LGBTQ+ people to LGBTQ+ services, while increasing awareness.
BAME health issues	Develop interventions which tackle health issues affecting black, Asian and minority ethnic LGBTQ+ people, such as HIV and mental health.
BAME social issues	Develop interventions which tackle social issues affecting black, Asian and minority ethnic LGBTQ+ people, such as racism on the LGBTQ+ scene.
Domestic abuse	We increase awareness of the high levels of domestic violence occurring in the LGBTQ+ communities and how to overcome it.
General relationships	We provide information, advice and a platform for LGBTQ+ people to talk about relationships.
Hate crime and LGBTQ+ rights	Develop interventions which tackle hate crime while increasing knowledge of issues affecting LGBTQ+ people in the UK and throughout the world.
Lesbian health	Develop interventions that improve general lesbian health and wellbeing.
LGBTQ+ families	We provide information and support about marriage, civil partnerships, divorce and LGBTQ+ adoption.
Loneliness and isolation	Support LGBTQ+ people to connect with one another.
Sexuality and gender	We provide basic information about sexuality and gender, including coming out stories, to improve knowledge within the LGBTQ+ community.
Smoking	We provide information, support and signposting to organisations that can help the high numbers of LGBTQ+ people who smoke.
Trans health	Increase awareness of trans health needs while providing information and support.
Trans social issues	Increase awareness of the issues trans people face in the UK and around the world.

Why we do what we do

LGBT HERO believes that all LGBTQ+ people should have the best possible health. To achieve this, LGBTQ+ people need better information and support to help us make appropriate choices to ensure we lead healthy lives – physically, emotionally and sexually.

LGBTQ+ people are more likely to smoke. We are more likely to drink and to take drugs. We have higher rates of HIV and STIs. We do not take enough exercise. We have higher rates of cardiovascular disease, asthma and diabetes. We are more likely to take our own lives and to self-injure and are more likely to experience depression or anxiety. These challenges to LGBTQ+ people's emotional health are often exacerbated by societal attitudes that demean LGBTQ+ people and, in extreme cases, threaten our physical safety.

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LGBT HERO has been campaigning for better LGBTQ+ health since 1992. Despite significant improvements in legal, social and political equality for LGBTQ+ people, there is still a lot to do to ensure all LGBTQ+ people have health and social equality. This is why HERO exists.

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Message from LGBT HERO's Chair, Alan Palmer:

As a rule, I don't tend to be the kind of person who says I'm proud of things I haven't directly achieved. I'm not proud of other people, or where I'm from. I had nothing to do with any of those things, so let's not claim credit. By the same token, I don't even say I'm proud to be gay, because that is something that just "is". It would be like saying I'm proud of having dark hair or being 5'6". But I am very happy to be all these things.

I say as a rule, because the rules are there to be bent and broken. When it comes to LGBT HERO, I'll break it. And, break it with pride.

I'm proud that GMFA is still here, going strong, being innovative after nearly 27 years. It has gone through good times and tough times, but through it all it has been firmly focused on doggedly fighting for gay and bisexual men to live the best lives they can, free from stigma and with equal access to health information and services. The ground-breaking work of The Undetectables campaign in fighting stigma against people living with HIV and the uniqueness of Me. Him. Us. shows what can be achieved when organisations give space to individuals to own and devise projects about themselves.

I'm proud that FS continues to provide a space to challenge and criticise some of our own community issues, from racism on the scene, to stigma on apps. We can't grow unless we learn, and so I'm proud that we're willing to look at where we can be better.

I'm proud that OutLife identified and then ensured it filled a massive gap in support for the wider LGBTQ+ communities. By providing information about coming out, relationships, and alcohol use among other things and establish peer support forums, it is helping to reduce loneliness, poor mental health and thoughts of suicide. I'm proud that FindOut has, in less than three years, become probably the leading directory of LGBTQ+ services.

I'm proud of our brilliant staff and volunteers who make all this happen, and I'm proud of our incredible queer communities for their unwavering ability to step up and demand that we be treated equally.

Heroes, each and every one of them.

Alan Palmer

Chair

Achievements and performance in 2018–2019

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Message from the Chief Executive Officer, Ian Howley:

It's been just over three years since I took over as Chief Executive of LGBT HERO. In those three years we have seen more movement, change, development and success than most non-profits see in a lifetime. When I took over I had a plan in place to transform us from a gay male centric organisation, which had very limited flexibility in what it could realistically achieve, into an inclusive LGBTQ+ organisation, which had flexibility to tackle the wider issues our community faced.

Since 2016, we have stabilised GMFA and it has a clear path, with projects and campaigns that meet the needs of gay and bisexual men. GMFA has done fantastic work in the world of HIV prevention with Me. Him. Us. - a BAME led programme, and The Undetectables - an anti-HIV stigma project set up to talk about HIV-undetectable in everyday language. GMFA's campaigns have received levels of attention we have not seen since the late 90s/early 2000s. GMFA now knows what it can do in the fight against HIV and does it really well.

In 2017 we set up a new project, OutLife, which was built from a needs assessment of 1500 LGBTQ+ people. OutLife allows LGBT HERO to address the issues of poor mental health and wellbeing, while also tackling the issue of the large numbers of people dying by suicide. OutLife also engages with the wider health and social inequalities our community faces, such as sex, relationships, coming out, alcohol and drugs, racism and hate crime and LGBTQ+ rights to name a few. We now offer online peer-support through OutLife, something which was only a dream in 2016. We also have one of the best LGBTQ+ directories our sector has ever seen with FindOut. I'm really proud of OutLife's fast success in less than three year. Its possibilities are limitless.

And LGBT HERO is also well prepared to work behind the scenes with partner organisations, gatekeepers, councils and government agencies to work on all of the above and more.

In many ways we now have the organisation I envisioned in 2016. But this is just the start. It's taken three years for us to get to this place, it's going to take ten more to get to the level that I expect us to reach. It's not going to be easy, and we may have a few setbacks along the way but I have no doubt with the passion I see amongst staff, volunteers, board members and our supporters that we can get there. And this momentum continues with the launch of our new strategy.

In late 2019, LGBT HERO will launch its 2020 vision which firmly declares who we are now and where we are going. I believe that this strategy is the right direction for us to help and support those who need it and to make a big impact on a national level.

LGBT HERO is what our community needs. We will fight until LGBTQ+ have equal health and equal rights.

Ian Howley

Chief Executive Officer

Achievements and performance in 2018–2019

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Achievements and performance in 2018-2019

2018-19 has been a successful year for LGBT HERO. Last year our growth into an LGBTQ+ organisation started to bring in new contracts, which allows us to build on our work to tackle health and social inequalities within LGBTQ+ populations. Developing into an LGBTQ+ organisation was always going to be a tough transition and will take time, but we are already seeing successes from this decision as our work evolves. Over the course of the year, LGBT HERO continued to harness the creativity and enthusiasm of its volunteers and staff, the power of social media, and other platforms to deliver effective, ground-breaking HIV prevention, sexual health interventions, mental health and suicide prevention resources, while also addressing health inequality issues such as mental health.

LGBT HERO continues to build on its reputation as a leader within gay men's health promotion through our GMFA brand, including our website www.gmfa.org.uk and FS magazine, and through new GMFA media campaigns. Since 2017, OutLife has grown into a respected resource for LGBTQ+ people. Between GMFA, FS magazine and OutLife we reached over six million people in 2018-19. This is an increase of one million on the previous year.

We utilised innovative methods to engage gay men with HIV prevention and sexual health, to challenge HIV-related stigma and to examine the broader context of the health inequalities that beset gay men. We also continue to develop our LGBTQ+ health content in to increase OutLife's standing as a resource for LGBTQ+ people.

Through its GMFA brand, LGBT HERO is able to reach such a large proportion of gay and bisexual men because our interventions, developed in conjunction with our volunteers, speak to and engage with gay and bisexual men, using the same language and references that they recognise and identify with. The Me, Him, Us campaign is a prime example of this approach

LGBT HERO has begun adopting the same approach for OutLife which is building up a community of engaged LGBTQ+ people who want to make a difference and help us develop interventions to tackle the high numbers being affected by mental illness and dying by suicide. OutLife is proving that it has the potential to be a massive game-changer in the LGBTQ+ sector.

Here are just some of our achievements over the course of the year:

Web and social reach

GMFA:

We continued to develop the GMFA sexual health website, with a restructure to make information more accessible. Over the course of the year our website, excluding FS online, received over 1.6 million visits, an increase of 400,000 from the previous year. This is approximately 130,000 visits a month. However, as social media evolves, we continue to modify our content to reach more people this way. This means providing information within the infrastructure of Facebook, Twitter, Instagram and YouTube. Including social reach, GMFA reached over 4.2 million people in 2017-18, an increase of 200,000 or 5%, which makes it our most successful year.

The majority of the reach remained UK based (67%), although we also received considerable numbers of visitors from the USA, Australia and Ireland. We also continue to receive traffic from countries where homosexuality is illegal and HIV information is non-existent for gay and bi men, including, Pakistan, Nigeria, Malaysia and Saudi Arabia.

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New content generated this year included new web pages and multimedia to support the 'The Undetectables' campaign, which was launched in December 2017, and the 'Me. Him. Us.' campaign, launched in March 2018. With continued support from the MAC AIDS Fund, we have been able to develop the website's ongoing information provision including building fact sheets aimed at improving the mental wellbeing of people living with HIV.

FS magazine:

FS is our bi-monthly health and life magazine for gay and bisexual men, published on the GMFA website. FS provides health and HIV information, advice, support and research in a clear and understandable format, similar to that used by the commercial gay press, promoting information on gay men's health and HIV issues. In this way the HIV prevention and sexual health promotion information is embedded within features that align with gay men's interests and experiences.

In 2018-19, FS was available in online and app editions. All content was also available free via www.fsmag.org.uk.

Over the course of the year we recorded over 821,654 views of FS content through web, social and digital reach, averaging 147,433 per month, a decrease of 7%. 69% of FS readers come from the UK.

The magazine deals with gay men's health holistically, recognising that good sexual health is inextricably linked with emotional health and the ability to hold control over sexual choices. Featured topics included consent, racism, mental health, HIV stigma and relationships. Some of the most popular articles included 'Infidelity and the gay community', 'The modern guide to cruising', 'Dear White gay men', 'Real sex lives of gay men' and 'How to survive a darkroom'.

FS is funded from LGBT HERO reserves, advertising, donations and sales of the FS app.

OutLife:

OutLife was born in late 2017 out of a needs assessment of 1,500 LGBTQ+ people from the UK who told us what they would want from a health and life site. The name OutLife was chosen by our community, who said they liked the positivity of the name. OutLife was officially launched in March 2019, having been previously soft launched in October 2018. OutLife aims to be a one-stop-shop for LGBTQ+ people looking for health and life advice, and provide a platform for them to engage with other LGBTQ+ people around the UK in a safe and structured environment.

In 2018-19, OutLife has already received over 570,000 visits, an increase of 20,000, with 65% coming from the UK. OutLife is also receiving large hits from countries where being LGBTQ+ is illegal, including Pakistan and Sri Lanka. Over 18% of the people coming to OutLife read 'Safer sex advice for gay men?' followed by 'What are the signs of depression?' (9%) and '5 ways to prove your mental health' (6%), showing the shift towards mental wellbeing issues. Other noteworthy content being views are, 'Being transgender' (5%), 'Which countries criminalise homosexuality' (4%), and '5 common STIs for Lesbians' (3%).

OutLife continues to build its social media presence on Facebook, Twitter and Instagram and in 2018-19 had a social reach of 260,000, meaning that in 2018-19 OutLife had a web and social reach of nearly 890,000. This is an increase of almost 100,000.

Achievements and performance in 2018–2019

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In January, 2019, OutLife launched its new Online Peer Support service aimed at providing LGBTQ+ people a platform to talk, share and support one another on a non-judgemental forum, operated by trained staff and volunteers. From January to March, we saw nearly 5,000 people use this service through views and sign ups. This service is funded through the Government Equalities Office until March 2020.

Last year, OutLife was funded through reserves, with the aim of developing a product that investors and funders can see potential in to provide long term support. This year we have received funding from Government Equalities Office and The National Lottery meaning some of the core work was funded, however we still rely on community fundraising to support OutLife. However, the short success OutLife is having is proving its potential, affirming the decision to fund it from reserves.

OutLife launched its online mapping tool, FindOut in July 2019 - funded by City Bridge Trust.

Media campaigns

GMFA had two major sexual health campaigns in 2018-19. In December 2018 we launched a new part of 'The Undetectables', funded by a grant from the MAC AIDS Fund. 'The Undetectables - HIV and Me' campaign used video technology to create conversations around HIV and mental health. We launched two video interviews focused on the relationship between being undetectable and the impact it has on mental health. The video was pushed through social media and via our LGBTQ+ media partnerships. This helped get our message out to a wider audience.

'The Undetectables - HIV and Me' campaign was launched in December and had an estimated social reach of 3.1 million people through social media. The videos have been viewed over 100,000 times each on YouTube, Facebook and Twitter.

GMFA's other major campaign, 'Me. Him. Us. 2' was officially launched in March 2019, but work began in December 2018. The campaign built on Me. Him. Us, originally launched in March 2018, and aimed to increase HIV testing among Black gay and bisexual men, while increasing representation of BAME gay/bi men in health promotion. The campaign was created by BAME gay/bi men, for BAME gay/bi men.

The BAME men who helped GMFA devise the concept also starred in, designed, and promoted the campaign from start to finish. This innovative approach gained sector wide applause and captured the attention of the wider LGBTQ+ community.

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The new adverts were rolled out in March 2019 on billboards, digital street hubs, in LGBTQ+ venues, in GP practices and in educational settings in London. LGBT HERO targeted areas with high BAME populations in Lambeth and Hackney, meaning that we brought the campaign into BAME communities rather than expecting them to come to us. To date 'Me. Him. Us.' has officially reached over 7 million people offline and over 2 million people online (over 9 million in total), with GMFA seeing a 29% increase in traffic to our HIV pages. There were over 25,000 extra visits to our clinic pages and we forwarded over 2,500 people to home HIV and STI testing services.

'Me. Him. Us.' has been GMFA's most successful HIV prevention campaign in well over a decade. A new South Asian version of Me. Him. Us. launched in October 2019. We have also secured additional funding from Gilead to keep Me. Him. Us. going in 2020.

Social media

Over the course of the year LGBT HERO continued to increase its social media presence, specifically through Facebook and Twitter but also through Instagram and wildly successful videos on LGBT HERO's YouTube channel.

GMFA, FS and OutLife have their own Facebook and Twitter accounts, which signpost content on the websites, initiate health-related discussions with LGBTQ+ people and increase community engagement with HERO's interventions.

Over the course of the year, GMFA's Facebook page increased its number of followers from 20,120 at the end of the previous financial year, to 22,876 by the end of the year, an increase of 12%. Even more impressively, FS started the year with 88,754 followers and finished the year with 92,876 followers, an increase of 5%. FS is still the biggest health intervention for gay and bisexual men in the UK. OutLife started the year on 1,500 followers and finished with 8,983 an increase of 550%. OutLife's engagement rates are extremely high.

On Twitter, the GMFA account started the year at 8,990 followers and finished with 10,687, an increase of 20%. The FS account started the year at 6,716 followers and finished with 7,508, an increase of 8%. OutLife began its Twitter journey in January 2018 and end 119 followers in March 2018 and finished with 632.

On Instagram, GMFA ended up with 757, FS with 1041 and OutLife with 401 followers. Instagram is a platform we are still developing. It's highly likely to be a future platform for OutLife to engage with LGBTQ+ people, however with a small social engagement team we need to focus on platforms we already have high engagement in.

Our increase in followers means that our power to reach LGBTQ+ people, not only in the UK but across the world, has increased enormously. Using social media not only presents a cheap but effective platform for our work, but also allows us to interact with large numbers of LGBTQ+ people, listen to them and respond directly to their concerns and interests.

Groupwork

LGBT HERO, as part of the Rise Partnership with NAZ Project London, London Friend and the Race Equality Foundation, continues to deliver groupwork events in Lambeth, Southwark and Lewisham. Over the course of the

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year, GMFA offered groupwork such as the Sex Course and our Chemsex Support information course, which were attended by over 40 gay/bi men.

LGBT mapping service

In June 2017, LGBT HERO in partnership with the LGBT Consortium was awarded a three year grant to build a mapping service which highlights the gaps in LGBTQ+ services in London, while providing a tool that LGBTQ+ people can use to find help and support. As part of this three year project a new part-time position was created in September 2017. However, LGBT HERO saw an opportunity to build on this mapping service and connect it to OutLife. LGBT HERO used reserves to turn the part-time position into a full-time position. This allowed HERO to build the mapping service while also developing OutLife. LGBT HERO hired a new full-time Digital and Social Engagement Officer to manage the mapping service and OutLife.

By the end of 2018-19 LGBT HERO had mapped over 500 services in London. The service, called FindOut, was officially launched in July 2019 and can be found at <http://findout.outlife.org.uk>

Online Peer-Support

In January 2019, LGBT HERO was awarded funding to develop an online peer-support platform on OutLife. The funding was part of the National LGBT Fund by the GEO. LGBT HERO won this bid as part of a joint effort by LGBT HERO, London Friend and Elop.

LGBT HERO soft launched the forums in January 2019 with a full roll-out in April 2019. In the first three months we say over 2000 people use this service. This is the first piece of online service provision LGBT HERO has conducted. The forums can be found at www.outlife.org.uk/forums.

Other projects included

LGBT HERO continues its partnership with Lambeth Council to work on a Whole Systems Approach. Lambeth funded LGBT HERO to deliver trans awareness training to front line staff, arrange and manage advisory meetings and host an event in September 2019.

LGBTQ+ content project

As part of the development of OutLife, LGBT HERO was awarded over £7,000 from Awards for All to develop work in partnership with LGBTQ+ people to identify and create content for OutLife in 2020. This work began in April 2019.

Fundraising and community events

LGBT HERO took part in and organised a range of community and fundraising events throughout the year. These included:

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RVT Sports Day - in partnership with LGBT HERO

Sports Day was held on August Bank Holiday Monday 2018 and was attended by well over 1,000 people. LGBT HERO raised over £7,000 which supported the work we did through GMFA and helped develop OutLife in 2018-19.

World AIDS Day

With the 'The Undetectables' campaign running, LGBT HERO had another successful World AIDS Day, raising over £10,000 to fund our HIV and stigma work.

Red Run

LGBT HERO volunteers and supporters took part in the Positive East Red Run 10k, raising over £1,000 to support the work we do through GMFA.

Gaymers United

In October, LGBT HERO ran a new event called 'Gaymers United' aimed at LGBTQ+ people interested in video game platforms. The event was managed in partnership with the London Gaymers and Gaymers Inc and attended by nearly 150 people competing in events such as Mario Kart. We raised over £800 on the night. LGBT HERO sees the potential in a fundraising event like this and will explore options to build on this in 2019-20.

Overall we saw another strong year in community fundraising and online donations. This has helped LGBT HERO continue its unfunded work such as www.gmfa.org.uk, FS magazine and OutLife.

Media presence

HERO continued to generate coverage of its campaigns, in particular across the gay media, both in the UK and internationally. 'The Undetectables' and 'Me. Him. Us 2.' were covered by the mainstream media, including the Metro, the Independent, and by BBC radio, and in LGBTQ media such as Huffington Post, Gay Times, Attitude, Gay Star News, Pink News, Gay News Network, New Now Next, Daily Life and Towleroad.

FS magazine's 'HIV Stripped Bare part 5' was covered in, among others, Gay Times, Pink News, Gay Star News, Frontiers, New Now Next, Attitude and Instinct.

LGBT HERO strategy

In 2018 LGBT HERO held its strategy day. The aim was to set out the organisation's aims and objectives for 2020 – 2022. The day was attended by LGBT HERO staff and directors. Over the last year the board have been working in partnership with LGBT HERO's CEO on this strategy. LGBT HERO's new strategy will be presented to the Board in late 2019 for approval. This will help guide HERO's long term work to address LGBTQ+ health and social inequalities.

Health Equality and Rights Organisation

Reference and administrative details

For the year ended 31 March 2019

Company number 2702133

Charity number 1076854

Country of registration England & Wales

Country of incorporation United Kingdom

Registered office and operational address Unit 22 The Link, 49 Effra Road
London
SW2 1BZ

Directors Directors, who are also trustees under charity law, who served during the year and up to the date of this report were as follows:

Seán Cassidy	(Company Secretary from 15 March 2019)
Siân Cook	(resigned 13 November 2018)
Timothy James O’Rahilly	(appointed 12 February 2019; Vice Chair from 15 March 2019)
Paolo Cava	(appointed 13 November 2018; resigned 25 July 2019)
Roland Thomas Brunner	(appointed 13 November 2018; Treasurer from 15 March 2019)
Anthony James	(appointed 1 October 2018; resigned 3 September 2019)
Alan Palmer	(Chair)
Gavin Smith	(Company Secretary; resigned 13 November 2018)
John Stone	
Pierluigi Vullo	(appointed 8 September 2017; resigned 2 May 2018)

Chief Executive Officer Ian Howley

Bankers National Westminster Bank plc
332 High Holborn
London, WC1V 7PS

Independent Examiner Helen Elliott FCA
Sayer Vincent LLP
Chartered Accountants
Invicta House
108-114 Golden Lane
LONDON
EC1Y 0TL

Report of the Directors

For the year ended 31 March 2019

The Directors present their report and the financial statements for the year ended 31 March 2019.

Reference and administrative information set out on page 13 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

HERO mission:

The mission of HERO is to improve the health, enhance the well-being, and champion the rights of LGBTQ+ people. HERO recognises LGBTQ+ people as lesbian, gay, bisexual, transgender, queer, questioning, intersex, asexual and any other person who self-identifies within the LGBTQ+ umbrella.

HERO provides LGBTQ+ people with accurate and credible information so they can build skills that enable them to make informed choices about their health and well-being. HERO encourages LGBTQ+ people to create social change in our communities by providing a platform where LGBTQ+ people are heard and valued. HERO's mission is a guiding principle governing all of our work.

HERO vision:

HERO wants to see a world where LGBTQ+ people have the same opportunities in life as all other people, and are not disadvantaged by health or social inequalities because of their sexuality or identity.

HERO values:

- All people, regardless of age, race, nationality, religion, disability, gender identity or sexuality, should have equal opportunities in life.
- All people regardless of their sexuality and gender identity are entitled to equal rights and respect.
- The needs of LGBTQ+ people should be considered in all aspects of their health, well-being and life.
- Our work will address identified health inequalities within LGBTQ+ communities and advocate for full acceptance of and equal rights for LGBTQ+ people.
- Health promotion is done best when LGBTQ+ community members collectively contribute to its development and delivery, it is underpinned by evidence and it can demonstrate its positive impact.

HERO's goals:

- Ensure LGBTQ+ people have access to information and support to enable them to make the best health choices for themselves.
- Decrease the number of LGBTQ+ people who experiences mental health issues.
- Decrease the number of LGBTQ+ people who die by suicide.
- Improve LGBTQ+ people's sexual health, including eradicating new HIV infections.
- End HIV-related stigma.
- Increase representation of LGBTQ+ black, Asian and minority ethnic groups within LGBTQ+ communities.
- Support all LGBTQ+ people to live emotionally and physically healthy lives.

Report of the Directors

For the year ended 31 March 2019

Volunteer leadership

HERO is a volunteer-led organisation. We use 'volunteer leadership' to describe the method by which our volunteers contribute to HERO and participate in developing its interventions.

Members of the Board of Directors are volunteers elected by the volunteers. Volunteers also steer the organisation as members of the groups who develop projects. All HERO volunteers have the right to join any group within HERO.

Volunteers

HERO believes that health promotion for LGBTQ+ people is fundamentally enhanced when community members take a central role in the development and delivery of projects.

HERO currently has around 120 volunteers. We welcome volunteers from all sections of the community, although the majority of our volunteers are gay men. These talented volunteers bring with them a broad range of life experience and professional skills to HERO. In particular, our gay men's sexual health work delivered under the GMFA brand benefits from the volunteers' inherent understanding of gay men's health and the participation of men who are representative of the target audience for our work. Furthermore, our volunteer base is made up of HIV-negative and HIV-positive people, long-standing volunteers with experience of sexual health project development and new volunteers with fresh ideas and ways of working. This range of volunteers brings different perspectives to the development of our HIV prevention campaigns and our resources for gay men living with HIV. Their talent, creativity and life experience is evident in the quality of our work and its success in engaging gay men.

Employees

At 31 March 2019, HERO had five full time members of staff. The staff team consisted of the Chief Executive Officer, two Project Managers, a Project Officer and the Finance/Office Manager. Employees are responsible for the day-to-day management of HERO and its projects.

In compliance with the Statement of Recommended Practice we report that the remuneration of HERO's Chief Executive Officer serving during 2018-19 was £55,201 excluding pension contributions.

Directors

Directors, who are also trustees under charity law, are generally HERO volunteers and are elected to the Board by members of HERO. Our constitution states that there are normally nine places on the Board.

The term of office for an elected Director is set at four years maximum, and each year at least two members of the Board must stand down. Board members may choose to stand for re-election. New Directors are provided with an induction process led by the Chair, and all Directors may access training based on the skills needed to fulfil their role as a Director as set out in their role description. We have a policy on training, induction and support of Board members.

The Directors who served during the year and up to the date of this report are as disclosed in the reference and administrative details on page 15.

Report of the Directors

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Partnerships

HERO's work is developed in partnership with other voluntary, statutory and research organisations.

HERO is a partner within the National LGB&T Partnership, a strategic partner for the Department of Health. HERO is also a member of the LGBT Consortium, a national body bringing together LGBTQ+ organisations. Currently HERO is in a partnership with the LGBT Consortium for the Always Out There project funded by the City Bridge Trust, which will run for three years from September 2017.

In 2018-19 HERO has also formed a partnership with the London Friend and ELOP for the LGBT health and Social project funded by the Government Equalities Office (GEO) as part of the LGBT Health Grant Fund to develop and test new online peer support forums, create and evaluate video counselling to improve access to mental health and establish and evaluate crisis prevention support to improve an individual's coping strategy.

HERO (as GMFA) is part of the Rise Partnership, with Naz Project London, London Friend and the Race Equality Foundation, which receives HIV prevention funding from Lambeth, Southwark and Lewisham local authorities.

HERO has strong links with GUM clinics throughout London. This enables us to distribute resources, receive expert advice on sexual health issues and to ensure that the information we disseminate is accurate.

A very valuable partnership is with the gay commercial scene. HERO would not be as successful as it is without the support and collaboration of pubs, clubs and social groups who raise funds and provide distribution points for our activities, as well as the gay magazines and internet sites that carry our adverts. Notable fundraising partnerships in 2018-19 included collaborations with the Royal Vauxhall Tavern and Balans Soho.

About Health Equality and Rights Organisation

History

GMFA (originally Gay Men Fighting AIDS) was founded in 1992, by a group of gay men who felt that there was not enough HIV prevention work being specifically targeted at gay men. GMFA quickly earned a reputation for delivering frank, honest and often sexy campaigns for gay men. The organisation is now known as LGBT HERO (or HERO), and delivers work to address health inequalities that affect the broader LGBTQ+ communities. Our sexual health and HIV prevention work, which remains our core work, is still branded as GMFA.

From the beginning, we used a model of community mobilisation and peer education. Rather than just producing health promotion aimed at gay men, we wanted gay men to play a central role in the development, design and delivery of interventions. This resulted in interventions that spoke to gay men from the perspective of gay men, avoiding the paternalistic approach of some other public health interventions.

In 2001 GMFA merged with the Black gay men's group Big Up and in 2002, broadened its remit to include all health issues which disproportionately affect gay men over other populations. We changed our mission statement and 'Gay Men Fighting AIDS' became 'GMFA – the gay men's health charity'.

Health Equality and Rights Organisation

Report of the Directors

For the year ended 31 March 2019

In 2011 our members voted to expand the remit of the charity to cover health issues for lesbian, bisexual and transgender communities. GMFA changed its name to the Health Equality and Rights Organisation (HERO) and we amended our objectives to cover health issues for lesbian, bisexual and transgender communities.

Many things about HERO have changed, but recruiting and retaining members of our target groups and keeping them at the heart of our organisation and our work has not. Each year up to 100 people actively volunteer for us, and our methods of developing projects and our policies are built around being a truly volunteer-led organisation.

Structure, governance and management

HERO is a charitable company limited by guarantee, incorporated on 31 March 1992 and registered as a charity on 2 August 1999.

Governing document

The company was established under a Memorandum of Association which established the objects and powers of the charitable company, and is governed under its Articles of Association. The Memorandum of Association and the Articles of Association were updated in December 2002 to reflect a change in the objects of the charity, a new name and to allow members of the Board to be co-opted.

A further change was made in June 2011 when members voted to adopt a new name, the Health Equality and Rights Organisation (HERO), and to expand our remit to allow us to address the health needs of a wider population, specifically LGBTQ+ people.

In July 2016, the Articles of Association were amended to:

- Revise the wording outlining circumstances under which a Director can be removed if they are unable to carry out their role as a result of either physical or mental health issues, to reflect recent changes to legislation and improved awareness of mental health conditions.
- Allow a Director to be removed if the Board passes a vote of no confidence in them.
- Allow a Director to attend a meeting by video or telephone conference.

Objectives and activities

The objectives of the charity as set out in the Memorandum and Articles of Association are:

- a) To protect and preserve public health in particular amongst the gay male, lesbian, bisexual and transgender population of the United Kingdom.
- b) To advance public education in the subjects affecting the health of the gay male, lesbian, bisexual and transgender population including the causes, symptoms, treatment and prevention of illness, in particular through the promotion of research and the dissemination of the useful results of research.

Public benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Directors consider how planned activities will contribute to the aims and objectives they have set.

Report of the Directors

For the year ended 31 March 2019

LGBT HERO is achieving public benefit through our work providing health information to members of the LGBTQ+ communities and promoting the health choices that are available to them. This year we have achieved this by improving the effectiveness of our interventions, which include a website, press and online campaigning work and peer support. Whilst these services are mainly aimed at LGBTQ+ people they can also be accessed by any member of the public.

Risk statement

Our major risks have been reviewed by HERO's Board and its subgroup, the Risk Subcommittee. The Risk Subcommittee maintains and monitors risks and reports to the Board. A risk register is used with a defined risk scoring approach. The risks are regularly revised to ensure they accurately reflect the current situation.

Our main risk is that we will not find sufficient new sources of funding to allow us to continue operating, although our confirmed income and current reserves are now at a level to allow us to deliver our planned work beyond 2019-20. We are engaged in a strategy of seeking new funding and a diversity of funding by increasing our support from trusts and foundations, building on our community fundraising and our ability to generate revenue from our activities.

HERO's Board of Directors also receives an annual health and safety risk assessment. The planning document for all new interventions now includes a risk assessment.

Remuneration policy for key management personnel

HERO has a staff pay policy, which is reviewed regularly by the Board. It includes pay scales with incremental points for each post within the organisation, and specifies how inflationary increases are determined.

Financial review

In 2018-19 HERO has been awarded new grants with a total value of £106,580 (from City Bridge Trust, the MAC AIDS Fund, Gilead Sciences Ltd, the Big Lottery, The King's College London, Leatherseller and the GEO).

The deficit for 2018-19 was £37,833. With the present funding in place, the forecast deficit for 2019-20 is in the region of £55,507. Currently, HERO is awaiting decisions on additional funding requests that have already been submitted. If some of these new sources of income are realised, combined with successful community fundraising for 2019-20 at the same level as achieved in 2018-19, the forecast deficit will decrease further, and possibly break even at the close of 2019-20.

The Directors do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

Report of the Directors

For the year ended 31 March 2019

Reserves policy

At 31 March 2019, HERO had unrestricted reserves of £119,606. £110,000 of this has been designated to a Capacity Building fund in order to enable HERO to hold sufficient cashflow for approximately five months of operating costs while still delivering our core services. This level of designated funds is therefore held to cover the cost of our work until adequate ongoing funding is realised.

HERO requires reserves primarily for the following reasons:

- To cover any shortfall between predicted income and expenditure. As of October 2019, HERO's cashflow forecast predicts that there will be a shortfall of approximately £55,507 in 2019-20, if no additional grants are received during the year, and with estimates of income from community fundraising and donations based on 2018-19.
- To provide sufficient working capital in the event of any short-term cashflow issues – for example a delay in receiving the payment of a grant that has been confirmed and included as budgeted income. HERO's average monthly expenditure during 2019-20, including salary payments, rent and project costs, is predicted to be approximately £20,500.
- To cover liabilities in the event of closure, including redundancy costs, which are estimated at £63,588.

HERO's Board of Directors receives a cashflow forecast on a quarterly basis, in order to monitor the predicted level of reserves over the next 12 months and ensure that the organisation remains sustainable.

Statement of responsibilities of the Directors

The Directors are responsible for preparing the report of the Directors and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements 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; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

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

Health Equality and Rights Organisation

Report of the Directors

For the year ended 31 March 2019

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

Approved by the Directors on 12 November 2019 and signed on their behalf by

Alan Palmer - Chair

Independent examiner's report

To the Directors of

Health Equality and Rights Organisation

I report to the directors on my examination of the accounts of Health Equality and Rights Organisation (HERO) for the year ended 31 March 2019.

This report is made solely to the directors as a body, in accordance with the Charities Act 2011. My examination has been undertaken so that I might state to the directors those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the directors as a body, for my examination, for this report, or for the opinions I have formed.

Responsibilities and basis of report

As the charity directors of the Company you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011 ('the 2011 Act').

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 Accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- 1 The accounts do not accord with those records; or
- 2 The accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
- 3 The accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Helen Elliott FCA

Sayer Vincent LLP, Invicta House, 108-114 Golden Lane, London, EC1Y 0TL

19 November 2019

Health Equality and Rights Organisation

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2019

	Note	Unrestricted £	Restricted £	2019 Total £	Unrestricted £	Restricted £	2018 Total £
Income from:							
Donations and legacies	2	41,950	–	41,950	52,449	–	52,449
Charitable activities							
Group work	3	–	55,478	55,478	–	67,812	67,812
FS magazine	3	4,961	–	4,961	5,569	–	5,569
Community development outreach	3	6,977	99,603	106,580	–	104,006	104,006
Consultancy	3	500	20,270	20,770	–	5,000	5,000
Policy	3	–	550	550	–	8,421	8,421
Investments	4	157	–	157	42	–	42
Other	5	1,039	–	1,039	–	–	–
Total income		55,584	175,901	231,485	58,060	185,239	243,299
Expenditure on:							
Raising funds	6a	31,841	13,478	45,319	34,299	12,327	46,626
Charitable activities							
Group work	6a	–	57,311	57,311	–	66,968	66,968
FS magazine	6a	12,836	–	12,836	13,028	–	13,028
Community development outreach	6a	18,764	99,687	118,451	15,700	98,596	114,296
Website	6a	22,448	–	22,448	22,039	–	22,039
Consulancy	6a	–	11,331	11,331	–	–	–
Policy	6a	–	1,622	1,622	–	8,480	8,480
Total expenditure		85,889	183,429	269,318	85,066	186,371	271,437
Net (expenditure)/income for the year	6a	(30,305)	(7,528)	(37,833)	(27,006)	(1,132)	(28,138)
Transfers between funds		(13,892)	13,892	–	(2,173)	2,173	–
Net movement in funds		(44,197)	6,364	(37,833)	(29,179)	1,041	(28,138)
Reconciliation of funds:							
Total funds brought forward		163,803	13,306	177,109	192,982	12,265	205,247
Total funds carried forward		119,606	19,670	139,276	163,803	13,306	177,109

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 16 to the financial statements.

Health Equality and Rights Organisation

Balance sheet

Company no. 02702133

As at 31 March 2019

	Note	£	2019 £	£	2018 £
Tangible assets	12		<u>3,720</u>		<u>6,750</u>
			3,720		6,750
Current assets:					
Debtors	13	28,758		38,514	
Cash at bank and in hand		129,546		156,981	
			<u>158,304</u>	<u>195,495</u>	
Liabilities:					
Creditors: amounts falling due within one year	14	(22,748)		(25,136)	
				<u></u>	
Net current assets			<u>135,556</u>		<u>170,359</u>
Total net assets	15a		<u>139,276</u>		<u>177,109</u>
The funds of the charity:	16a				
Restricted income funds			19,670		13,306
Unrestricted income funds:					
Designated funds		110,000		150,000	
General funds		9,606		13,803	
			<u>119,606</u>	<u>163,803</u>	
Total unrestricted funds			<u>119,606</u>		<u>163,803</u>
Total charity funds			<u>139,276</u>		<u>177,109</u>

The opinion of the directors is that the company is entitled to the exemptions conferred by Section 477 of the Companies Act 2006 relating to small companies

The directors acknowledge the following responsibilities:

- (i) The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- (ii) The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These accounts have been prepared in accordance with the special provisions applicable to small companies subject to the small companies' regime.

Approved by the Directors on 12 November 2019 and signed on their behalf by

Alan Palmer
Chair

1 Accounting policies

Statutory information

Health Equality and Rights Organisation is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office address is Unit 22 The Link, 49 Effra Road, London SW2 1BZ.

b) Basis of preparation

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) (September 2015) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The Directors consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The Board has received and noted cashflow forecasts which indicate that HERO is financially sustainable until the end of November 2020. This represents a period of 12 months from the date of this report.

During 2018–19, HERO successfully obtained new grants with a total value of £106,580 from the MAC AIDS Fund, Gilead Sciences Ltd, the Big Lottery Fund, Leatherseller and the GEO LGBT Health & Social care, in addition to funding from City Bridge Trust for a three-year project. HERO also raised income of £41,950 through community fundraising and donations during 2018–19. Over the next year, HERO intends to submit a similar series of funding applications and continue its programme of LGBTQ+ community fundraising. The Board therefore believes that there is a reasonable likelihood of enough income being secured for the organisation to remain a going concern.

The Directors do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised. Please refer to the report of the Directors for more information about their contribution.

g) 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.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the Directors for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services such as group work, a website, six issues of FS magazine, and media campaigns including 'The Undetectables' and 'Me. Him. Us'. These services were undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Notes to the financial statements

For the year ended 31 March 2019

1 Accounting policies (continued)

j) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Where information about the aims, objectives and projects of the charity is provided to potential beneficiaries, the costs associated with this publicity are allocated to charitable expenditure.

Where such information about the aims, objectives and projects of the charity is also provided to potential donors, activity costs are apportioned between fundraising and charitable activities on the basis of area of literature occupied by each activity.

	2019
● Cost of generating funds	14.1%
● Community development outreach	32.0%
● Group work	18.4%
● FS magazine	4.1%
● Website	6.3%
● Policy	0.3%
● Consultancy	4.0%
● Support costs	19.7%
● Governance costs	1.1%

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity

● Cost of generating funds	14.6%
● Community development outreach	48.5%
● Group work	24.9%
● FS magazine	3.6%
● Website	5.5%
● Policy	0.3%
● Consultancy	2.7%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

l) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

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

● Fixtures and fittings – residual	4 years (25%)
● IT equipment – straight line	4 years (25%)

m) Debtors

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

n) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

o) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

p) Pensions

The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charitable company in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charitable company to the fund. The charitable company has no liability under the scheme other than for the payment of those contributions. As of 1 August 2016 all employees have opted in to the HERO Work Pension scheme provided by AEGON. This was the staging date when the Health Equality and Rights Organisation had to auto enrol to a Work Pension plan. This plan is the same plan that AEGON provided prior the staging date.

2 Income from donations and legacies

	Unrestricted £	Restricted £	2019 Total £	Unrestricted £	Restricted £	2018 Total £
Donations	41,950	–	41,950	52,449	–	52,449
	41,950	–	41,950	52,449	–	52,449

3 Income from charitable activities

	Note	Unrestricted £	Restricted £	2019 Total £	Unrestricted £	Restricted £	2018 Total £
Positive East		-	-	-	-	12,334	12,334
NAZ – LSL		-	55,478	55,478	-	55,478	55,478
Sub-total for Group work		-	55,478	55,478	-	67,812	67,812
JellyFish CoNNect Ltd – FS downloads		4,961	-	4,961	5,569	-	5,569
Sub-total for FS magazine		4,961	-	4,961	5,569	-	5,569
LGBT Consortium – EHRC		-	-	-	-	-	-
King's College London – Marie Curie		-	2,500	2,500	-	-	-
City Bridge Trust – LGBTQ+ London engagement project		-	28,801	28,801	-	25,944	25,944
Big Lottery Fund – LGBTQ+ image representation		-	-	-	-	5,912	5,912
Big Lottery Fund – Outlife Contents		-	7,146	7,146	-	-	-
Gilead Sciences Ltd – HIV stigma		-	-	-	-	-	-
Gilead Sciences Ltd – The Undetectables		-	-	-	-	11,680	11,680
Gilead Sciences Ltd – Me. Him. Us.		-	41,156	41,156	-	38,470	38,470
MAC AIDS Fund – The Undetectables		-	20,000	20,000	-	22,000	22,000
Leatherseller		1,000	-	1,000	-	-	-
GEO – LGBT Health & Social Care		5,977	-	5,977	-	-	-
Sub-total for Community development outreach	(a)	6,977	99,603	106,580	-	104,006	104,006
CEO external consultancy		500	-	500	-	-	-
NAZ – Lambeth – Sexual health advisory service		-	-	-	-	5,000	5,000
LB Lambeth Whole Systems Approach –LGBT Inequalities		-	20,270	20,270	-	-	-
Sub-total for Consultancy		500	20,270	20,770	-	5,000	5,000
National LGB&T Partnership		-	550	550	-	550	550
LGBT Consortium – PHE – Whole Systems Approach		-	-	-	-	7,871	7,871
Sub-total for Policy		-	550	550	-	8,421	8,421
Total income from charitable activities		12,438	175,901	188,339	5,569	185,239	190,808

Note:

- a) 'Community development outreach' has been added as a new heading to replace 'Media', due to the nature of the grants received and in light of HERO's strategy for the future.

4 Income from investments

	Unrestricted £	Restricted £	2019 Total £	Unrestricted £	Restricted £	2018 Total £
Bank interest	157	-	157	42	-	42

5 Other income

	Unrestricted £	Restricted £	2019 Total £	Unrestricted £	Restricted £	2018 Total £
Refunds	1,039	-	1,039	-	-	-

6a Analysis of expenditure

	Cost of raising funds £	Group work £	FS magazine £	Community development outreach £	Website £	Consultancy £	Policy £	Governance costs £	Support costs £	2019 Total £	2018 Total £
Staff costs (Note 8)	29,536	38,109	8,674	67,122	13,159	8,459	1,304	2,307	41,491	210,161	207,057
Projects costs	3,743	230	1,053	15,259	4,529	259	–	–	–	25,073	22,906
Premises costs	2,660	3,432	781	6,045	1,185	762	117	208	3,737	18,927	19,897
Office costs	562	725	165	1,277	250	161	25	44	789	3,998	4,572
Depreciation	426	550	125	968	190	122	19	33	598	3,031	4,200
Other	–	–	–	–	–	–	–	–	8,128	8,128	12,805
	<u>36,927</u>	<u>43,046</u>	<u>10,798</u>	<u>90,671</u>	<u>19,313</u>	<u>9,763</u>	<u>1,465</u>	<u>2,592</u>	<u>54,743</u>	<u>269,318</u>	<u>271,437</u>
Support costs	8,013	13,620	1,946	26,524	2,993	1,497	150	–	(54,743)	–	–
Governance costs	379	645	92	1,256	142	71	7	(2,592)	–	–	–
Total expenditure 2019	<u>45,319</u>	<u>57,311</u>	<u>12,836</u>	<u>118,451</u>	<u>22,448</u>	<u>11,331</u>	<u>1,622</u>	<u>–</u>	<u>–</u>	<u>269,318</u>	<u>–</u>
Total expenditure 2018	<u>46,626</u>	<u>66,968</u>	<u>13,028</u>	<u>114,296</u>	<u>22,039</u>	<u>–</u>	<u>8,480</u>	<u>–</u>	<u>–</u>	<u>–</u>	<u>271,437</u>

'Community development outreach' has been added as a new heading to replace 'Media', due to the nature of the grants received and in light of HERO's strategy for the future.

6b Analysis of expenditure (prior year)

	Cost of raising funds £	Group work £	FS magazine £	Community development outreach £	Consultancy £	Website £	Policy £	Governance costs £	Support costs £	2018 Total £
Staff costs (Note 8)	25,825	43,780	7,262	67,827	–	12,020	5,230	2,214	42,899	207,057
Projects costs	7,515	973	2,211	6,845	–	4,524	838	–	–	22,906
Premises costs	2,482	4,207	698	6,517	–	1,155	503	213	4,122	19,897
Office costs	570	967	160	1,498	–	265	116	49	947	4,572
Depreciation	524	888	147	1,376	–	244	106	45	870	4,200
Other	–	–	–	–	–	–	–	3,426	9,379	12,805
	36,916	50,815	10,478	84,063	–	18,208	6,793	5,947	58,217	271,437
Support costs	8,810	14,656	2,314	27,430	–	3,476	1,531	–	(58,217)	–
Governance costs	900	1,497	236	2,803	–	355	156	(5,947)	–	–
Total expenditure 2019	46,626	66,968	13,028	114,296	–	22,039	8,480	–	–	271,437

Notes to the financial statements

For the year ended 31 March 2019

7 Net (expenditure) for the year

This is stated after charging:

	2019 £	2018 £
Depreciation	3,031	4,200
Operating lease rentals:		
Property	14,728	15,549
Accountants' remuneration (excluding VAT):		
Independent examination	3,500	3,500
	<u>3,500</u>	<u>3,500</u>

8 Analysis of staff costs, Directors' remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2019 £	2018 £
Salaries and wages	184,571	182,108
Social security costs	16,388	15,844
Employer's contribution to defined contribution pension schemes	9,202	9,105
	<u>210,161</u>	<u>207,057</u>

No employee earned more than £60,000 during the year (2017-18: nil).

The total employee benefits including pension contributions and national insurance of the key management personnel were £57,678 (2017-18: £55,343).

The charity Directors were not paid for carrying out their duties as trustees and did not receive any other benefits from employment with the charity during the year (2017-18: nil). No amount was paid to Directors for other services provided during 2018-19 (2017-18: nil).

No Directors' expenses have been paid out for reimbursement of travel and subsistence during the financial year (2017-18: £nil).

9 Staff numbers

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

	2019 No.	2018 No.
Raising funds	0.60	0.65
Group work	1.04	1.08
FS magazine	0.17	0.17
Community development outreach	1.98	2.01
Website	0.20	0.26
Consultancy	0.08	-
Policy	0.06	0.11
Support	0.98	1.03
Governance	0.04	0.04
	<u>5.15</u>	<u>5.35</u>

10 Related party transactions

There are no related party transactions to disclose for 2018-19 (2017-18: none).

11 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

12 Tangible fixed assets

	Fixtures and fittings £	Computer equipment £	Total £
Cost or valuation			
At the start of the year	12,474	19,653	32,127
Disposal in the year	(414)	(2,226)	(2,640)
At the end of the year	12,060	17,427	29,487
Depreciation			
At the start of the year	7,753	17,624	25,377
Charge for the year	1,179	1,851	3,030
Eliminated on disposal	(414)	(2,226)	(2,640)
At the end of the year	8,519	17,249	25,768
Net book value			
At the end of the year	3,541	178	3,720
At the start of the year	4,720	2,029	6,750

All of the above assets are used for charitable purposes.

13 Debtors

	2019 £	2018 £
Trade debtors	23,060	32,711
Prepayments	5,698	5,803
	28,758	38,514

14 Creditors: amounts falling due within one year

	2019 £	2018 £
Trade creditors	8,977	7,582
Taxation and social security	6,763	6,811
Accruals	7,008	10,743
	22,748	25,136

15a Analysis of net assets between funds (current year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	3,720	–	–	3,720
Net current assets	5,886	110,000	19,670	135,556
Net assets at 31 March 2019	9,606	110,000	19,670	139,276

15b Analysis of net assets between funds (prior year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	6,750	–	–	6,750
Net current assets	7,053	150,000	13,306	170,359
Net assets at 31 March 2018	13,803	150,000	13,306	177,109

16a Movements in funds (current year)

	At 1 April 2018 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 March 2019 £
Restricted funds:					
National LGB&T Partnership	–	550	(1,758)	1,208	–
LGBT Consortium – PHE – Whole Systems Approach	–	–	–	–	–
ViiV Healthcare UK Ltd – Peer support	–	–	–	–	–
Gilead Sciences Ltd – Me. Him. Us.	1,503	41,156	(40,134)	–	2,525
Gilead Sciences Ltd – The Undetectables	325	–	(2,011)	1,686	–
City Bridge Trust – LGBTQ+ London engagement project	5,778	28,801	(33,340)	–	1,239
King's College London – Marie Curie	–	2,500	(3,252)	752	–
Positive East	–	–	–	–	–
NAZ – LSL	–	55,478	(58,548)	3,070	–
MAC AIDS Fund – The Undetectables	–	20,000	(23,061)	3,061	–
NAZ – Lambeth – Sexual health advisory service	5,000	–	(7,742)	2,742	–
L B Lambeth – Whole Systems Approach – Trans awareness	–	20,270	(4,814)	–	15,456
Big Lottery Fund – LGBTQ+ image representation	700	–	(2,073)	1,373	–
Big Lottery Fund – Outlife Contents	–	7,146	(6,696)	–	450
Total restricted funds	13,306	175,901	(183,429)	13,892	19,670
Unrestricted funds:					
Designated funds:					
Capacity building	150,000	–	–	(40,000)	110,000
Total designated funds	150,000	–	–	(40,000)	110,000
General funds	13,803	55,584	(85,889)	26,108	9,606
Total unrestricted funds	163,803	55,584	(85,889)	(13,892)	119,606
Total funds	177,109	231,485	(269,318)	–	139,276

16b Movements in funds (prior year)

	At 1 April 2017 £	Income and gains £	Expenditure and losses £	Transfers £	At 31 March 2018 £
Restricted funds:					
National LGB&T Partnership	–	550	(648)	98	–
LGBT Consortium – PHE – Whole Systems Approach	–	7,871	(8,075)	204	–
ViiV Healthcare UK Ltd – Peer support	12,265	–	(12,265)	–	–
Gilead Sciences Ltd – Me. Him. Us.	–	38,470	(36,967)	–	1,503
Gilead Sciences Ltd – The Undetectables	–	11,680	(11,355)	–	325
City Bridge Trust – LGBTQ+ London engagement project	–	25,944	(20,166)	–	5,778
Positive East	–	12,334	(12,481)	147	–
NAZ – LSL	–	55,478	(56,354)	876	–
MAC AIDS Fund – The Undetectables	–	22,000	(22,847)	847	–
NAZ – Lambeth – Sexual health advisory service	–	5,000	–	–	5,000
Big Lottery Fund – LGBTQ+ image representation	–	5,912	(5,212)	–	700
Total restricted funds	12,265	185,239	(186,370)	2,172	13,306
Unrestricted funds:					
Designated funds:					
Capacity building	180,000	–	–	(30,000)	150,000
Total designated funds	180,000	–	–	(30,000)	150,000
General funds	12,982	58,060	(85,066)	27,827	13,803
Total unrestricted funds	192,982	58,060	(85,066)	(2,173)	163,803
Total funds	205,247	243,299	(271,436)	–	177,109

16 Movements in funds (continued)

Purposes of restricted funds

National LGB&T Partnership	This fund was used towards National LGB&T Partnership work. There was an overspend of £1,208, which had to be covered by unrestricted reserves (2017–18: £98).
LGBT Consortium – PHE – Whole Systems Approach	This fund was used towards the 'Whole Systems Approach' method of reducing LGBTQ+ health inequalities in one of two pilot local authority sites. HERO was the local charity partner for the Lambeth site, where the council gave priority to trans and BAME LGBTQ+ health inequalities. Focus groups and stakeholder consultations were carried out, contributing to a final PHE report/toolkit for local authorities to replicate the whole systems approach. In 2017–18 there was an overspend of £204 which had to be covered by unrestricted reserves.
ViiV Healthcare UK Ltd – Peer support	This fund was used to run four separate peer support workshops, using the men we have already trained to share their experiences with newly diagnosed HIV-positive men, to educate newly diagnosed men on how to deal with stigma they may face through peer support, role playing and providing practical information, and to encourage newly diagnosed men to become positive advocates in their communities and help other newly diagnosed men to defeat stigma.
Gilead Sciences Ltd – Me. Him. Us.	This fund was used to develop a unique public facing HIV prevention campaign that promoted HIV testing, the benefits of TAsP/being undetectable, and provide HIV/STI information aimed at BAME gay men with imagery and language that speaks to them. The remaining £2,525 will be spent in 2019–20.
Gilead Sciences Ltd – The Undetectables	This fund was used to support and extend the reach of the video 'The Undetectables'. The project was co-funded by the MAC AIDS Fund. There was an overspend of £1,686 in 2018–19, which had to be covered by unrestricted reserves.
PHE Innovation Fund	This fund was used to develop an online sexual strategy decision making tool for Public Health England, to assist gay men in deciding which HIV prevention tactic/s to use in their sex lives.
City Bridge Trust – LGBTQ+ London engagement project	This fund was used to develop a mapping tool for LGBTQ+ support organisations in London. The project, in partnership with the LGBT Consortium, aims to find gaps in the system on a local level and highlight areas where services are oversubscribed. This three-year project runs up to September 2020. HERO will build the mapping tool and promote its services to LGBTQ+ people, commissioners and potential funders. The remaining £1,239 will be spent in 2019–20.
King's College London – Marie Curie	This fund was used for HERO's role in the AccessCare project, looking to ensure appropriate end of life care for LGBTQ+ people through research and the development of training resources for healthcare professionals. The funding was for HERO's participation in the project's Advisory Board, assistance in developing media tools and strategy for recruiting research participants, and for the development of media resources to support LGBTQ+ people accessing end of life care. There was an overspend of £752, which had to be covered by unrestricted reserves.
Positive East	This fund was used to produce workshops for Positive East's 'Enhanced Sexual Health' contract commissioned and funded by the London Borough of Tower Hamlets, which terminated in August 2017.
NAZ – LSL	This fund was used to produce workshops, develop online media strategy via social media, and web hosting for a survey tool for the RISE Partnership contract commissioned and funded by the London Boroughs of Lambeth, Southwark and Lewisham. For 2018–19 there was an overspend of £3,070 (2017–18: £876), which had to be covered by unrestricted reserves.
MAC AIDS Fund – The Undetectables	This fund was used to produce the video 'The Undetectables', featuring HIV-positive men talking about what undetectable status means. Gilead Sciences Ltd co-funded the project. There was an overspend of £3,061, which had to be covered by unrestricted reserves (2017–18: £847).
Big Lottery Fund – LGBTQ+ image representation	This fund was used to build up an LGBTQ+ image bank of over 1000 images. These will be used to provide appropriate content with imagery that represents LGBTQ+ people in HERO's OutLife mapping portal, which is funded by City Bridge Trust, and for the GMFA website. There was an overspend of £1,373, which had to be covered by unrestricted reserves.
Big Lottery Fund – Outlife contents	This fund was used to develop within Outlife mapping portal, content in the form of text, video and audio which aims to meet the needs of LGBT people and tackles health inequalities such as mental health, suicide prevention, isolation and loneliness along with tackling other issues such as; BME health, trans health, lesbian health, hate crime and LGBT rights in the form of fact sheets, true life stories, real life advice and support pages which aims to empower their peers to create personal and social change. The remaining £450 will be spent in 2019–20.

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NAZ – Lambeth – Sexual health advisory service	This fund will be used for providing a sexual health advisory service on behalf of Lambeth council. There was an overspend of £2,742, which had to be covered by unrestricted reserves
LB Lambeth – Whole Systems Approach – LGBT inequalities trans awareness.	This fund was used towards the 'Whole Systems Approach' method for trans awareness, through training, advisory and a one day event in the borough of Lambeth. The remaining £15,456 will be spent in 2019–20.

Purposes of designated funds

Capacity building	This fund will be used for our core work until adequate additional funding is realised, and represents six months' operating costs while continuing to deliver services for the LGBT Community. In 2018–19, £40,000 was transferred to general funds to cover the shortfall for the year.
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17 Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods.

	Property 2019 £	2018 £
Less than one year	2,426	2,426
	<u>2,426</u>	<u>2,426</u>

18 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.