

Company number: 2702133

Charity number: 1076854

# HERO – Health Equality and Rights Organisation

Report and financial statements

For the year ended 31 March 2018

Contents

For the year ended 31 March 2018

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## Achievements and performance in 2017–2018

For the year ended 31 March 2018

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### About HERO

HERO - Health Equality and Rights Organisation 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, HERO grew out of GMFA, which began in 1992, to enable the organisation to use the same model of peer-led health interventions for the lesbian, bisexual and trans communities as for gay men. Since 2016 HERO has become the focus of the organisation with a push to tackle health and social inequalities in the LGBTQ+ communities.

The sexual health projects for gay and bisexual men that HERO delivers retain the well-recognised GMFA branding. FS magazine supports GMFA in tackling the harder issues within the gay and bisexual community. OutLife, a new service which began in late 2017, aims to tackle mental health and suicide, while offering specific LGBTQ+ focused information on a wide range of topics. OutLife, which is due to officially launch in early 2019 will eventually offer online peer-support and run major LGBTQ+ mental health campaigns.

## LGBTQ+ people are not equal until we have equal health.

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 equally across all communities and society.

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

### Core aims:

<b>HIV</b>	Increase knowledge of how to prevent HIV in gay, bisexual and trans communities.
<b>HIV stigma</b>	Increase knowledge of the issues people living with HIV face and how it negatively impacts our community.
<b>Sexual health</b>	Increase knowledge of STIs and how to prevent them for all LGBTQ+ people.
<b>Suicide and self-harm</b>	Develop interventions which aim to stop LGBTQ+ people dying by suicide and/or self-harming, while campaigning to increase funding for LGBTQ+ interventions.
<b>Mental health</b>	Destigmatise mental illness within the LGBTQ+ community through information and true life stories while advocating for better LGBTQ+ specific services.
<b>Loneliness and isolation</b>	Support LGBTQ+ people to connect with one another, especially LGBTQ+ people who are new to London or the UK.
<b>BAME health issues</b>	Develop interventions which tackle health issues affecting Black, Asian and Minority Ethnic LGBTQ+ people, such as HIV and mental health.
<b>BAME social issues</b>	Develop interventions which tackle social issues affecting Black, Asian and Minority Ethnic LGBTQ+ people, such as racism on the LGBTQ+ scene.
<b>Trans health</b>	Increase awareness of trans health needs while providing information and support.
<b>Trans social issues</b>	Increase awareness of the issues trans people face in the UK and around the world.
<b>Lesbian health</b>	Develop interventions that improve general lesbian health and well-being.
<b>Hate crime and LGBTQ+ rights</b>	Develop interventions which tackle hate crime while increasing knowledge of issues affecting LGBTQ+ people in the UK and throughout the world.

## Achievements and performance in 2017–2018

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**Other aims:** HERO also aims to tackle other health and social inequalities such as:

- Alcohol and drugs: signpost LGBTQ+ people to LGBTQ+ services, while increasing awareness.
- Domestic abuse: increase awareness of the high levels of domestic violence occurring in the LGBTQ+ communities and how to overcome it.
- General relationships: provide information, advice and a platform for LGBTQ+ people to talk about relationships.
- LGBTQ+ families and relationships: provide information and support about marriage, civil partnerships, divorce and LGBTQ+ adoption.
- Sexuality and gender: provide basic information about sexuality and gender, including coming out stories, to improve knowledge within the LGBTQ+ community.
- Smoking: provide information, support and signposting to organisation that can help the high numbers of LGBTQ+ people who smoke.
- And any other health and social inequality that may arise within the LGBTQ+ community.

### **Why we do what we do.**

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.

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.

### **Message from HERO's Chair, Alan Palmer:**

It's 24 years since I first came out. And 2 weeks since I last came out. They were starkly different experiences. One was filled with crippling anxiety and fear, built up over years, that it would be received by friends with judgement and rejection; the other was a flippant comment said without forethought to a bunch of strangers in a lift on a cruise ship. It does get better, as anyone who is LGBTQ+ will tell you. It gets better because we keep on doing it. Practice leads to mastery. And I'll keep on practising.

But why, people say, why do you still have to come out? Why is it anyone's business? Who cares what you do behind closed doors. We know why. It's because despite all the legal victories, the social change and the increased acceptance, the attitudes of many are still those of begrudging tolerance. A lot of LGBTQ+ people are still living in the margins of their own lives, afraid to fully be themselves because the conversations they hear around them, see on the TV or read online convince them that it is not safe to do so.

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Society has changed, but not enough, and definitely not fast enough. GMFA has campaigned for more than 25 years for gay and bisexual men to receive equal access and rights to health care. Great strides in treatment and prevention have been made, but stigma remains a force to be reckoned with and PrEP is still not available for all those who want it. Black, Asian and minority ethnic men are poorly served by sexual health providers. And so HERO will continue to challenge the prejudices and discrimination that affect the day to day lives of so many.

Our successes prove that change can happen, that it can get better. In my 24 years out I've seen so much improve for so many. The internet is a wonderful thing, bringing people closer together and showing them that they are not alone. But it also brings out the very worst in some people, spreading shame, abuse and violence. I still see LGBTQ+ people filled with crippling anxiety and fear, as I was, that the world will judge and reject them. There are toxic, harmful attitudes festering in society that damage rather than support people.

Our new venture, OutLife, will work to change this. Now more than ever before, we need honest, accurate information and advice about coming out, living well, being truthful and understanding mental health. OutLife will, like GMFA did with gay and bisexual men, draw its strength from the community, harnessing the power of LGBTQ+ people to demand acceptance and justice, to ensure they are equal and celebrated and safe.

We can be heroes.

Alan Palmer  
Chair

#### Message from the Chief Executive Officer, Ian Howley:

Normally when you get to the introduction from the CEO it begins with 'This year has been a successful/stressful/challenging [delete as appropriate] year for us', which is then usually followed by list of achievements that the CEO is proud of. And yes, it would be very easy for me to do that. But I'm not going to. This annual report is full of achievements that I can let speak for themselves.

I want to talk about an email I received back in 2009, long before I joined HERO. I was employed by an Irish national youth website called SpunOut.ie. My job was to travel to schools and colleges to talk about mental health and suicide prevention. This one day I must have spoken to about 200 young people. At one school I felt like I was speaking to a wall. The young people attending showed no engagement whatsoever. I left feeling deflated and tired. I hopped on the bus and went home.

About two weeks later I got an email in my inbox from one of the students who attended that session. She was 16years old at the time and was struggling with her sexuality. She told me that she had planned on taking her life that weekend and my personal story along with the information I provided saved her. She said that I made her realise that even in the worst of times you can come through it. She told me that she was starting using online services to talk about her fears, issues and connect with peers. And in the short period that elapsed between my talk and her email she already saw a huge improvement in her self-esteem and self-worth. She thanked me for being there when no-one else was.

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I often think about that girl. How is she? What is she doing now? Did she come out to her friends and family? Is she happy? This girl is now around the age of 25, in her prime and hopefully enjoying life as a young lesbian with friends and family supporting her and loving her.

Her story is just one of many on my travels through life. But it's not uncommon; in fact it's very common for LGBTQ+ people. To think that the majority of us have or will experience health issues because of how our sexuality plays on our life is frightening. But we've come to understand this, accept it and deal with it. Having health and social issues linked to your sexuality or gender identity is like a rite of passage in many ways. Something we all have to go through. But here's the thing, it shouldn't be that way.

No LGBTQ+ person should expect to go through mental health and social issues based on who they are as a person. Is it mad to think like that? Is it blue sky thinking? Why aren't we angry about this? We should be angry.

If there is one thing that being part of the LGBTQ+ community has taught me, it's that we don't get results unless we are angry. It's a horrible way to be but if it takes getting angry to stop LGBTQ+ people dying by suicide then that's an emotion that we all must enact.

In 2018, there is a silent epidemic going on. Our LGBTQ+ friends, family and loved ones are dying by suicide on a scale that is frightening. But we don't see any interventions that talk directly to LGBTQ+ people. That are by LGBTQ+ people, for LGBTQ+ people.

I recently walked into a LGBTQ+ venue. In the toilet area there were adverts hanging up. One advert was for a suicide prevention call-line. The image they used was of a man in his early twenties holding the hand of his girlfriend. The girl was supporting her boyfriend who it was suggested was going through a hard time. I said to myself, 'why are there no LGBTQ+ adverts like this?'. I began thinking if I'd ever seen one. I don't think so. Considering that LGBTQ+ people are twice as likely to be affected by mental health and are five times more likely to attempt suicide, is it crazy to expect national interventions that show LGBTQ+ people in similar ways?

And this is what HERO should be aiming towards. HERO is a small organisation but we have a history of using this approach. Back in 1992, GMFA was founded because at the time the public-facing interventions were aimed at the general population, while the majority affected by the disease were gay men. The men who set up GMFA said no, we need interventions that are by gay men for gay men with imagery that we can relate to. And that's how GMFA was born.

We have all the statistics in the world that tell us how we are affected by mental health and suicide, but it's now time for action. Action on suicide in the LGBTQ+ community. And it's now HERO's time to be the leader in fighting for this cause.

Over the coming years you will see a different type of organisation emerging. One that still fights to end HIV and HIV stigma for gay and bisexual men through our GMFA brand. But with OutLife launching in late 2018, we will have a platform where we can engage with LGBTQ+ people on wider topics, including mental health and suicide prevention. Our aim at HERO is for OutLife to become the leader in tackling suicide within the LGBTQ+ community.

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It's going to be tough, but I've seen enough encouragement from within our community to know what we plan to achieve with OutLife will be welcomed by a group that has had enough. Each person who is represented in the yearly suicide statistics is a real person, with a story, a history, with emotions. Not just a statistic.

Looking back at the 16-year-old girl struggling with her sexuality, had it not been for this Irishman standing in front of a deflated class it's likely she would have become just another statistic and this young person, with a story, history, with emotions would have been lost forever.

We are worth more than statistics. It's now time for action.

Ian Howley  
Chief Executive Officer

### Achievements and performance in 2017-2018

In what has been a transitioning year for HERO we have still had major success. As we grow more into an LGBTQ+ organisation we are seeing our work evolve. Over the course of the year HERO continued to harness the creativity of its volunteers and staff, the power of social media and other platforms to deliver effective, ground-breaking HIV prevention and sexual health interventions, while also addressing health inequality issues such as mental health.

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](http://www.gmfa.org.uk) and FS magazine, and through new GMFA media campaigns. Even though OutLife only began in late 2017, we are already seeing a hunger for its content. Between GMFA, FS magazine and OutLife we reached more LGBTQ+ people in the UK and worldwide than in any 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 began to develop our LGBTQ+ health content in preparation for the future work we will provide through OutLife and HERO in general.

Through its GMFA brand, 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. As HERO we are building our capacity to apply this approach to tackling health inequalities for the lesbian, bisexual and transgender communities, in addition to the gay men that we already serve.

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 1.2 million visits, a decrease of 500,000 from the previous year. This is approximately 100,000 visits a month. However as social media evolves, we have modified our content to reach more people this way. This means providing information within the infrastructure of

### Achievements and performance in 2017–2018

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Facebook, Twitter, Instagram and YouTube. Including social reach, GMFA reached over 4 million people in 2017-18, an increase of 1.3 million, or 32%, which makes it our most successful year.

The majority of the reach remained UK based (61%), although we also received considerable numbers of visitors from the USA, Australia and Ireland. We are also seeing an increase of traffic from countries where homosexuality is banned and HIV information is non-existent for gay and bi men, including, Pakistan, Nigeria, Malaysia and Saudi Arabia.

New content generated this year included new pages 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 and a guide to tackle HIV stigma.

#### FS magazine:

FS is our bi-monthly health and life magazine for gay and bisexual men, which sits 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 2017-18, FS was available in online and app editions. All content was also available free via [www.fsmag.org.uk](http://www.fsmag.org.uk).

Over the course of the year we recorded over 880,654 views of FS content through web, social and digital reach, averaging 147,433 per month, an increase of 2%. 65% 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. Topics featured included consent, racism, mental health, HIV stigma and relationships. Some of the most popular articles included 'Gay sex uncovered', 'The penis issue', 'Consent and the gay community', 'Infidelity and the gay community' and 'Is porn affecting our health?'

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

#### OutLife (formally LGBT Fact Site):

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. When officially launched in early 2019, OutLife will aim 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.

OutLife has not yet been officially launched, but because it grew out of the existing LGBT Fact Site platform it has continued to reach thousands of LGBTQ+ people from around the world through organic hits.



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In 2017-18, OutLife has already received over 550,000 visits, with 66% coming from the UK. OutLife is also receiving large hits from countries where being LGBTQ+ is illegal, including Pakistan and Sri Lanka. Over 20% of the people coming to OutLife read 'Is the gay community racist?' followed by '5 common STIs for Lesbians' (8.6%) and 'Case of the Ex' (8.1%), showing the diverse nature of people using OutLife already.

OutLife has slowly started to build its social media presence on Facebook, Twitter and Instagram and in 2017-18 had a social reach of 240,000, meaning that in 2017-18 OutLife had a web and social reach of nearly 800,000.

OutLife is currently funded through reserves, with the aim of developing a product that investors and funders can see a potential in to provide long term support.

#### Media campaigns

2017-18 saw a change in how HERO delivers campaigns. After a successful bid to deliver a major HIV prevention campaign aimed at BAME gay and bisexual men, HERO went old school and created adverts which we displayed on bus shelters in Lambeth, in LGBTQ+ venues, in educational settings and in GP practices throughout the borough.

However, we still had a major focus online in 2017-18. Social media is still a vital (and cost effective) tool, enabling HERO to reach larger numbers of LGBTQ+ people with campaigns and other information resources than we ever have before.

GMFA had two major sexual health campaigns in 2017-18. In November 2017 we launched 'The Undetectables', funded by a grant from the MAC AIDS Fund with support from Gilead. 'The Undetectables' campaign used the approach of video technology to explain what HIV-undetectable or U=U means in everyday language. 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' campaign was launched in November and had an estimated social reach of 4.2 million people through social media. The video itself has been viewed over 200,000 times on YouTube, Facebook and Twitter. It was also hosted on media sites such as iPaper. The video has been shown at HIV conferences throughout the world including at AIDS 2018. 'The Undetectables' is our most successful video intervention to date.

GMFA's other major campaign, 'Me. Him. Us.' was officially launched in March 2018, but work began in August 2017. The campaign 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 come up with 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. This is the first time in a long while that HERO has seen the LGBTQ+ community support an HIV prevention campaign in this way.

The adverts were rolled out in March 2018 on bus shelters, in LGBTQ+ venues, in GP practices and in educational settings in London. HERO targeted areas with high BAME populations in Lambeth and Southwark, meaning that we brought the campaign into BAME communities rather than expecting them to come to us. 'Me. Him. Us.' has officially reached over 4 million people offline and over 1 million people online (over 5 million in total), with GMFA seeing a

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25% increase in traffic to our HIV pages. There were over 5,000 extra visits to our clinic pages and we forwarded over 1,000 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. The campaign will return to the streets of London and Birmingham in 2018-19 thanks to extra support from Gilead. HERO aims to build on this work to make sure ‘Me. Him. Us.’ continues for the foreseeable future.

#### Social media

Over the course of the year HERO continued to increase its social media presence, specifically through Facebook and Twitter but also through Instagram and wildly successful videos on 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 12,780 at the end of the previous financial year, to 20,190 by the end of the year, an increase of 58%. Even more impressively, FS started the year with 54,306 followers and finished the year with 88,754 followers, an increase of 39%. FS is still the biggest health intervention for gay and bisexual men in the UK. OutLife began its Facebook journey in November 2017 and had over 1,500 followers by the end of the year.

On Twitter, the GMFA account started the year at 6,717 followers and finished with 8,990, an increase of 34%. The FS account started the year at 6,395 followers and finished with 6,716, an increase of 5%. OutLife began its Twitter journey in January 2018 and end up with 119 followers.

On Instagram, GMFA ended up with 165, FS with 654 and OutLife with 33 followers. Instagram is a platform we are just starting to explore. It’s highly likely to be a future platform for OutLife to engage with LGBTQ+ people.

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

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 year, GMFA offered groupwork such as the Sex Course and our Chemsex Support information course, which were attended by over 50 gay/bi men.

In February 2017, HERO was awarded a grant by ViiV Healthcare UK Ltd to conduct four pieces of peer support groupwork for gay men living with HIV. The first session began in September 2017. 38 men living with HIV attended. 80% of these men have never been involved with peer-support before. Although this project was deemed successful, HERO felt that if we intend to provide this service we need to seek funding for a dedicated person who can deliver peer-support in a way that benefits gay men living with HIV.

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#### **LGBT mapping service**

In June 2017, 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, HERO saw an opportunity to build on this mapping service and connect it to OutLife. 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. HERO hired a new full-time Digital and Social Engagement Officer to manage the mapping service and OutLife.

By the end of the year, HERO had mapped over 250 services in London. The service, which will be hosted on OutLife, aims to launch in mid-2019.

#### **Other projects included**

HERO in partnership with the National LGB&T Partnership worked on a Whole Systems Approach in conjunction with Lambeth Council. The aim of this project was to look at the needs of Trans and BAME LGBTQ+ people living in Lambeth. HERO ran several focus groups with trans people and provided feedback to help the report. HERO also attended a round table event in February 2018 which looked at how support services can interact with trans and BAME LGBTQ+ people in Lambeth. The final report was submitted in March 2018, and released in May 2018. Lambeth Council has provided HERO with additional funding to support the future of this programme in 2018-19.

#### **LGBTQ+ image representation project**

As part of the development of OutLife, HERO was awarded nearly £6,000 from Awards for All to develop an image bank to show the true representation of LGBTQ+ people. HERO began work in February 2018 and has already built up an image bank of over 2,000 images to use on OutLife and its projects.

#### **Fundraising and community events**

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

##### **London Pride**

An impressive 80+ HERO staff, volunteers and supporters marched at Pride in London 2017 with a wide range of volunteers from different backgrounds.

##### **GMFA/RVT Sports Day**

Sports Day was held on August Bank Holiday Monday 2017 and was attended by well over 1,000 people. HERO raised over £8,000 which supported the work we did through GMFA in 2017-18.

##### **World AIDS Day**

With the 'The Undetectables' campaign running, HERO had another successful World AIDS Day, raising over £18,000 at 13 different events at the end of November and the beginning of December 2017.

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##### **Red Run**

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.

##### **Winter Gaymes**

In December, HERO ran a new event called 'The Winter Gaymes' aimed at LGBTQ+ people interested in video game platforms. The event was managed in partnership with the London Gaymers and attended by nearly 100 people competing in events such as Mario Kart. We raised over £500 on the night. HERO sees the potential in a fundraising event like this and will explore options to build on this in 2018-19.

Overall we saw another strong year in community fundraising and online donations. This has helped HERO continue its unfunded work such as [www.gmfa.org.uk](http://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.' 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 4' was covered in, among others, Gay Times, Pink News, Gay Star News, Frontiers, New Now Next, Attitude and Instinct.

##### **GMFA archive**

To acknowledge GMFA's 25th anniversary, in March 2018 GMFA archive materials were deposited with Bishopsgate Institute Library on a long term loan basis (renewable after 10 years).

It was felt to be beneficial for the material, including back copies of FS, previous campaigns, board meeting minutes, printed ephemera, video and digital material, photographs and press cuttings, to be housed in a secure and controlled environment as a historical record of the organisation. At Bishopsgate, the archive is being professionally catalogued and made available to researchers and the general public.

Bishopsgate Institute was deemed to be an appropriate partner due to the nature of its existing collections, its open accessibility and its history in preserving activist, grassroots and other LGBTQ+ collections.

##### **HERO strategy**

In February 2018, HERO held its strategy day. The aim was to set out the organisation's aims and objectives for 2019 – 2021. The day was attended by HERO staff and directors. HERO's new strategy will be presented to the Board in late 2018 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 2018

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**Company number** 2702133

**Charity number** 1076854

**Country of registration** England & Wales

**Country of incorporation** United Kingdom

**Registered office and operational address** Unit 22 Eurolink Business Centre, 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

Siân Cook

Anthony James (appointed 1 October 2018)

Andrew Moffatt (resigned 15 January 2018)

Alan Palmer (Chair)

Gaudenz Probst (appointed 7 September 2017; resigned 18 February 2018)

Gavin Smith (Company Secretary)

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

# Health Equality and Rights Organisation

## Report of the Directors

### For the year ended 31 March 2018

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The Directors present their report and the financial statements for the year ended 31 March 2018.

Reference and administrative information set out on page 11 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.

#### **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.

# Health Equality and Rights Organisation

## Report of the Directors

### For the year ended 31 March 2018

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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 2018, HERO had six members of staff (five full-time and one part-time). The staff team consisted of the Chief Executive Officer, two Project Managers, a Project Officer, a part-time Project Worker 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 2017-18 was 49,910 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 11.

## Partnerships

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

# Health Equality and Rights Organisation

## Report of the Directors

### For the year ended 31 March 2018

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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 forming a partnership with the LGBT Consortium for the OutLife project funded by the City Bridge Trust, which will run for three years from September 2017.

In 2017-18 HERO has also formed a partnership with the LGBT Consortium for the Whole Systems Approach project funded by PHE to provide them with a report/toolkit to reduce LGBTQ+ health inequalities in one of two pilot local authority sites.

HERO (as GMFA) was a member of the Connecting You Partnership, with Positive East, Step Forward and Naz Project London, to provide HIV prevention and sexual health promotion work in Tower Hamlets. This partnership ended in August 2017.

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 2017-18 included collaborations with the Royal Vauxhall Tavern and Balans Soho.

## About HERO - 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 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 2018**

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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 objects 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 objects 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 2018

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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. Whilst these services are mainly aimed at LGBTQ+ 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 2018-19. 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 2017-18 HERO has been awarded new grants with a total value of £104,006 (from City Bridge Trust, the MAC AIDS Fund, Gilead Sciences Ltd and the Big Lottery).

The deficit for 2017-18 was £28,138. With the present funding in place, the forecast deficit for 2018-19 is in the region of £66,183. 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 2018-19 at the same level as achieved in 2017-18, the forecast deficit will decrease further, and possibly break even at the close of 2018-19. 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.

## Report of the Directors

For the year ended 31 March 2018

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### Reserves policy

At 31 March 2018, HERO had unrestricted reserves of £163,803. £150,000 of this has been designated to a Capacity Building fund in order to enable HERO to hold sufficient cashflow for approximately 6 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 2018, HERO's cashflow forecast predicts that there will be a shortfall of approximately £66,183 in 2018-19, if no additional grants are received during the year, and with estimates of income from community fundraising and donations based on 2017-18.
- 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 2018-19, including salary payments, rent and project costs, is predicted to be approximately £22,500.
- To cover liabilities in the event of closure, including redundancy costs, which are estimated at £52,383.

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 2018**

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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 13 November 2018 and signed on their behalf by

Alan Palmer - Chair

## Independent examiner's report

### To the Directors of

### Health Equality and Rights Organisation

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I report to the directors on my examination of the accounts of Health Equality and Rights Organisation (HERO) for the year ended 31 March 2018.

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').

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:

- 1 Accounting records were not kept in respect of Company as required by section 386 of the 2006 Act; or
- 2 The accounts do not accord with those records; or
- 3 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
- 4 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  
20 November 2018

# Health Equality and Rights Organisation

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

For the year ended 31 March 2018

	Note	Unrestricted £	Restricted £	2018 Total £	Unrestricted £	Restricted £	2017 Total £
<b>Income from:</b>							
Donations and legacies	2	52,449	–	52,449	67,774	–	67,774
Charitable activities							
Strategy development	3	–	–	–	–	77,179	77,179
Group work	3	–	67,812	67,812	–	92,743	92,743
FS magazine	3	5,569	–	5,569	5,864	–	5,864
Community development outreach	3	–	104,006	104,006	–	43,750	43,750
Consultancy	3	–	5,000	5,000	88	–	88
Policy	3	–	8,421	8,421	–	1,100	1,100
Investments	4	42	–	42	278	–	278
<b>Total income</b>		<b>58,060</b>	<b>185,239</b>	<b>243,299</b>	<b>74,004</b>	<b>214,772</b>	<b>288,776</b>
<b>Expenditure on:</b>							
Raising funds	5	34,299	12,327	46,626	36,147	12,213	48,360
Charitable activities							
Strategy development	5	–	–	–	–	78,923	78,923
Innovation	5	–	–	–	–	41,179	41,179
Group work	5	–	66,968	66,968	–	79,326	79,326
FS magazine	5	13,028	–	13,028	62,071	–	62,071
Community development outreach	5	15,700	98,596	114,296	9,888	42,912	52,800
Website	5	22,039	–	22,039	34,250	–	34,250
Policy	5	–	8,480	8,480	–	1,194	1,194
Partner notification	5	–	–	–	101	–	101
<b>Total expenditure</b>		<b>85,066</b>	<b>186,371</b>	<b>271,437</b>	<b>142,457</b>	<b>255,747</b>	<b>398,204</b>
<b>Net (expenditure)/income for the year</b>	6	<b>(27,006)</b>	<b>(1,132)</b>	<b>(28,138)</b>	<b>(68,453)</b>	<b>(40,975)</b>	<b>(109,428)</b>
Transfers between funds		(2,173)	2,173	–	(14,687)	14,687	–
<b>Net movement in funds</b>		<b>(29,179)</b>	<b>1,041</b>	<b>(28,138)</b>	<b>(83,140)</b>	<b>(26,288)</b>	<b>(109,428)</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward		192,982	12,265	205,247	276,122	38,533	314,655
<b>Total funds carried forward</b>		<b>163,803</b>	<b>13,306</b>	<b>177,109</b>	<b>192,982</b>	<b>12,265</b>	<b>205,247</b>

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 15 to the financial statements.

Balance sheet

Company no. 02702133

As at 31 March 2018

	Note	£	2018 £	£	2017 £
<b>Fixed assets:</b>					
Tangible assets	11		<u>6,750</u>		<u>10,950</u>
			<b>6,750</b>		<b>10,950</b>
<b>Current assets:</b>					
Debtors	12	38,514		45,695	
Cash at bank and in hand		<u>156,981</u>		<u>173,358</u>	
		<b>195,495</b>		<b>219,053</b>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	13	<u>(25,135)</u>		<u>(24,756)</u>	
<b>Net current assets</b>			<u><b>170,359</b></u>		<u><b>194,297</b></u>
<b>Total net assets</b>	14		<u><u><b>177,109</b></u></u>		<u><u><b>205,247</b></u></u>
<b>The funds of the charity:</b>	15				
Restricted income funds			<b>13,306</b>		<b>12,265</b>
Unrestricted income funds:					
Designated funds		<b>150,000</b>		<b>180,000</b>	
General funds		<u><b>13,803</b></u>		<u><b>12,981</b></u>	
Total unrestricted funds			<u><b>163,803</b></u>		<u><b>192,981</b></u>
<b>Total charity funds</b>			<u><u><b>177,109</b></u></u>		<u><u><b>205,246</b></u></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 13 November 2018 and signed on their behalf by

Alan Palmer  
Chair

**1 Accounting policies**

**a) 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 Eurolink Business Centre, 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 Board has received and noted cashflow forecasts which indicate that HERO is financially sustainable until the end of October 2019. This represents a period of 12 months from the date of this report.

During 2017–18, HERO successfully obtained new grants with a total value of £104,006 from the MAC AIDS Fund, Gilead Sciences Ltd and the Big Lottery Fund, in addition to funding from City Bridge Trust for a three-year project. HERO also raised income of £52,449 through community fundraising and donations during 2017–18. 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.



**1 Accounting policies (continued)**

**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.

**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.

● Cost of generating funds	12.5%
● Community development outreach	32.8%
● Group work	21.1%
● FS magazine	3.5%
● Website	5.8%
● Policy	2.5%
● Support costs	20.7%
● 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	15.1%
● Community development outreach	47.1%
● Group work	25.2%
● FS magazine	4.0%
● Website	6.0%
● Policy	2.6%

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.

**1 Accounting policies (continued)**

**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 £	2018 Total £	2017 Total £
Donations	52,449	–	52,449	67,774
	52,449	–	52,449	67,774

**3 Income from charitable activities**

	Note	Unrestricted £	Restricted £	2018 Total £	2017 Total £
ViiV Healthcare UK Ltd – ECSF		–	–	–	10,000
Gilead Sciences Ltd – ECSF		–	–	–	50,016
Abbvie Ltd – ECSF		–	–	–	11,803
AIDES – ECSF		–	–	–	5,286
Other income – ECSF		–	–	–	74
<b>Sub-total for Strategy development</b>		–	–	–	77,179
Positive East		–	12,334	12,334	25,000
NAZ – LSL		–	55,478	55,478	55,478
ViiV Healthcare UK Ltd – Peer support		–	–	–	12,265
<b>Sub-total for Group work</b>		–	67,812	67,812	92,743
JellyFish CoNNeCT Ltd – FS downloads		5,569	–	5,569	5,864
<b>Sub-total for FS magazine</b>		5,569	–	5,569	5,864
LGBT Consortium – EHRC		–	–	–	–
King's College London – Marie Curie		–	–	–	1,250
City Bridge Trust – LGBTQ+ London engagement project		–	25,944	25,944	–
Big Lottery Fund – LGBTQ+ image representation		–	5,912	5,912	–
Gilead Sciences Ltd – HIV stigma		–	–	–	7,500
Gilead Sciences Ltd – The Undetectables		–	11,680	11,680	–
Gilead Sciences Ltd – Me. Him. Us.		–	38,470	38,470	–
MAC AIDS Fund – The Undetectables		–	22,000	22,000	35,000
<b>Sub-total for Community development outreach</b>	(a)	–	104,006	104,006	43,750
CEO external consultancy		–	–	–	88
NAZ – Lambeth – Sexual health advisory service		–	5,000	5,000	–
<b>Sub-total for Consultancy</b>		–	5,000	5,000	88
National LGB&T Partnership		–	550	550	1,100
LGBT Consortium – PHE – Whole Systems Approach		–	7,871	7,871	–
<b>Sub-total for Policy</b>		–	8,421	8,421	1,100
<b>Total income from charitable activities</b>		5,569	185,239	190,808	220,724

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 £	2018 Total £	2017 Total £
Bank interest	42	–	42	278

## 5 Analysis of expenditure

	Cost of raising funds £	Charitable activities										2018 Total £	2017 Total £
		Strategy development £	Innovation £	Group work £	FS magazine £	Community development outreach £	Website £	Policy £	Partner notification £	Governance costs £	Support costs £		
Staff costs (Note 7)	25,825	–	–	43,780	7,262	67,827	12,020	5,230	–	2,214	42,899	<b>207,057</b>	210,038
Projects costs	7,515	–	–	973	2,211	6,845	4,524	838	–	–	–	<b>22,906</b>	129,307
Premises costs	2,482	–	–	4,207	698	6,517	1,155	503	–	213	4,122	<b>19,897</b>	32,536
Office costs	570	–	–	967	160	1,498	265	116	–	49	947	<b>4,572</b>	7,492
Depreciation	524	–	–	888	147	1,376	244	106	–	45	870	<b>4,200</b>	4,724
Other	–	–	–	–	–	–	–	–	–	3,426	9,379	<b>12,805</b>	14,107
	<b>36,916</b>	–	–	<b>50,815</b>	<b>10,478</b>	<b>84,063</b>	<b>18,208</b>	<b>6,793</b>	–	<b>5,947</b>	<b>58,217</b>	<b>271,437</b>	<b>398,204</b>
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)	–	–	–
<b>Total expenditure 2018</b>	<b>46,626</b>	–	–	<b>66,968</b>	<b>13,028</b>	<b>114,296</b>	<b>22,039</b>	<b>8,480</b>	–	–	–	<b>271,437</b>	
<b>Total expenditure 2017</b>	<b>48,360</b>	<b>78,923</b>	<b>41,179</b>	<b>79,326</b>	<b>62,071</b>	<b>52,800</b>	<b>34,250</b>	<b>1,194</b>	<b>101</b>	–	–	–	<b>398,204</b>

'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.

**6 Net (expenditure) for the year**

This is stated after charging:

	2018 £	2017 £
Depreciation	4,200	4,724
Operating lease rentals:		
Property	15,549	28,565
Accountants' remuneration (excluding VAT):		
Independent examination	3,500	3,500
	<b>3,500</b>	<b>3,500</b>

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

Staff costs were as follows:

	2018 £	2017 £
Salaries and wages	182,108	184,417
Social security costs	15,844	16,500
Employer's contribution to defined contribution pension schemes	9,105	9,121
	<b>207,057</b>	<b>210,038</b>

No employee earned more than £60,000 during the year (2016–17: nil).

The total employee benefits including pension contributions and national insurance of the key management personnel were £55,343 (2016–17: £49,727).

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 (2016–17: nil). No amount was paid to Directors for other services provided during 2017–18 (2016–17: £800).

No Directors' expenses have been paid out for reimbursement of travel and subsistence during the financial year (2016–17: £nil).

**8 Staff numbers**

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

	2018 No.	2017 No.
Raising funds	0.65	0.61
Strategy development	–	0.07
Innovation	–	0.03
Group work	1.08	1.31
FS magazine	0.17	0.97
Community development outreach	2.01	0.82
Website	0.26	0.46
Policy	0.11	0.02
Partner notification	–	0.01
Support	1.03	0.99
Governance	0.04	0.04
	<b>5.35</b>	<b>5.33</b>

## 9 Related party transactions

There are no related party transactions to disclose for 2017–18 (2016–17: none).

In 2016–17, Siân Cook received £800 for designing the logo for the European Chem Sex Forum branding (which was commissioned and paid for by the European Chem Sex Forum), and donated £400 of this fee to HERO. There were no other donations from related parties which are outside the normal course of business and no restricted donations from related parties.

## 10 Taxation

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

## 11 Tangible fixed assets

	Fixtures and fittings £	Computer equipment £	Total £
<b>Cost or valuation</b>			
At the start of the year	12,474	19,653	32,127
At the end of the year	12,474	19,653	32,127
<b>Depreciation</b>			
At the start of the year	6,180	14,997	21,177
Charge for the year	1,574	2,626	4,200
At the end of the year	7,753	17,624	25,377
<b>Net book value</b>			
At the end of the year	4,720	2,029	6,750
At the start of the year	6,294	4,656	10,949

All of the above assets are used for charitable purposes.

## 12 Debtors

	2018 £	2017 £
Trade debtors	32,711	39,962
Prepayments	5,803	5,733
	<b>38,514</b>	<b>45,695</b>

## 13 Creditors: amounts falling due within one year

	2018 £	2017 £
Trade creditors	7,582	8,347
Taxation and social security	6,811	6,556
Accruals	10,743	9,853
	<b>25,135</b>	<b>24,756</b>

14a Analysis of net assets between funds (current 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
<b>Net assets at 31 March 2018</b>	<b>13,803</b>	<b>150,000</b>	<b>13,306</b>	<b>177,109</b>

14b Analysis of net assets between funds (prior year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	10,950	–	–	10,950
Net current assets	2,032	180,000	13,803	195,835
<b>Net assets at 31 March 2017</b>	<b>12,982</b>	<b>180,000</b>	<b>13,803</b>	<b>206,785</b>

15a Movements in funds (current year)

	At 1 April 2017 £	Income and gains £	Expenditure and losses £	Transfers £	At 31 March 2018 £
<b>Restricted funds:</b>					
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
<b>Total restricted funds</b>	<b>12,265</b>	<b>185,239</b>	<b>(186,371)</b>	<b>2,173</b>	<b>13,306</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Capacity building	180,000	–	–	(30,000)	150,000
<b>Total designated funds</b>	<b>180,000</b>	<b>–</b>	<b>–</b>	<b>(30,000)</b>	<b>150,000</b>
<b>General funds</b>	<b>12,982</b>	<b>58,060</b>	<b>(85,066)</b>	<b>27,827</b>	<b>13,803</b>
<b>Total unrestricted funds</b>	<b>192,982</b>	<b>58,060</b>	<b>(85,066)</b>	<b>(2,173)</b>	<b>163,803</b>
<b>Total funds</b>	<b>205,247</b>	<b>243,299</b>	<b>(271,437)</b>	<b>–</b>	<b>177,109</b>

## 15b Movements in funds (prior year)

	At 1 April 2016 £	Income and gains £	Expenditure and losses £	Transfers £	At 31 March 2017 £
<b>Restricted funds:</b>					
National LGB&T Partnership	–	1,100	(1,252)	152	–
ViiV Healthcare UK Ltd – Peer support	–	12,265	–	–	<b>12,265</b>
Gilead Sciences Ltd – HIV stigma	–	7,500	(8,367)	867	–
PHE Innovation Fund	38,553	–	(41,295)	2,742	–
King's College London – Marie Curie	–	1,250	(1,250)	–	–
Positive East	–	25,000	(27,715)	2,715	–
NAZ – LSL	–	55,478	(59,376)	3,898	–
MAC AIDS Fund	–	35,000	(37,571)	2,571	–
Gilead Sciences Ltd – ESCF	–	50,016	(50,912)	896	–
ViiV Healthcare UK Ltd – ESCF	–	10,000	(10,538)	538	–
Abbvie Ltd – ECSF	–	11,803	(12,015)	212	–
AIDES – ECSF	–	5,286	(5,382)	96	–
Other – ECSF	–	74	(74)	–	–
<b>Total restricted funds</b>	<b>38,553</b>	<b>214,772</b>	<b>(255,746)</b>	<b>14,686</b>	<b>12,265</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Capacity building	260,000	–	–	(80,000)	<b>180,000</b>
<b>Total designated funds</b>	<b>260,000</b>	<b>–</b>	<b>–</b>	<b>(80,000)</b>	<b>180,000</b>
<b>General funds</b>	<b>16,122</b>	<b>74,004</b>	<b>(142,457)</b>	<b>65,313</b>	<b>12,982</b>
<b>Total unrestricted funds</b>	<b>276,122</b>	<b>74,004</b>	<b>(142,457)</b>	<b>(14,687)</b>	<b>192,982</b>
<b>Total funds</b>	<b>314,675</b>	<b>288,776</b>	<b>(398,203)</b>	<b>–</b>	<b>205,247</b>

## Purposes of restricted funds

National LGB&T Partnership	This fund was used towards National LGB&T Partnership work. There was an overspend of £98, which had to be covered by unrestricted reserves (2016–17: £152).
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. 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 – HIV stigma	This fund was used to support an HIV stigma campaign and provide information resources for gay and bisexual men.
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 £1,503 will be spent in 2018–19.
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. The remaining £325 will be spent in 2018–19.
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.



**15 Movements in funds (continued)**

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 £5,778 will be spent in 2018–19.
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.
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. There was an overspend of £147, which had to be covered by unrestricted reserves (2016–17: £2,715).
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 2017–18 there was an overspend of £876 (2016–17: £3,898), 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 £847, which had to be covered by unrestricted reserves (2016–17: £2,571).
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. The remaining £700 will be spent in 2018–19.
ECSF	This fund was used to organise a European Chem Sex Forum on 6–8 April 2016 in London, a preliminary intelligence gathering and networking event aiming to provide a platform to engage in international, cross-sector, multi-disciplinary dialogue and discussions around chem sex – defined by the use of specific drugs ('chems') in a sexual context by men who have sex with men (MSM), transgender people and any other population disproportionately affected by HIV, hepatitis C and other sexually transmitted infections. The forum was hosted by 56 Dean Street, GMFA, ReShape, International HIV Partnerships (IHP) and Professional Briefings, with the support of Gilead, ViiV Healthcare, Abbvie and AIDES and endorsed by the European AIDS Treatment Group, HIV in Europe and AIDS Action Europe. There was an overspend in 2016–17 of £1,741 which had to be covered by restricted reserves.
NAZ – Lambeth – Sexual health advisory service	This fund will be used for providing a sexual health advisory service on behalf of Lambeth council. The £5,000 will be spent in 2018–19.

**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 2017–18, £30,000 was transferred to general funds to cover the shortfall for the year.
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**16 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 2018 £	2017 £
Less than one year	2,426	2,426
	<b>2,426</b>	<b>2,426</b>

**17 Legal status of the charity**

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