

**REPORT OF THE DIRECTORS AND  
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020  
FOR  
FACE EQUALITY INTERNATIONAL LBG**

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**FACE EQUALITY INTERNATIONAL LBG  
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FOR THE YEAR ENDED 30 JUNE 2020**

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**FACE EQUALITY INTERNATIONAL LBG  
COMPANY INFORMATION  
FOR THE YEAR ENDED 30 JUNE 2020**

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**DIRECTORS:** J Clark (Chair)  
J Partridge (Managing Director)  
(Deceased 16 August 2020)  
G Beveridge (Honorary Secretary)  
A Pickford (Honorary Treasurer)  
K Wright

**REGISTERED NUMBER:** 65374

**CHARITY REGISTRATION:** CH597

**REGISTERED OFFICE:** Mouliere  
La Banquette  
Castel  
Guernsey  
GY5 7EQ

**ACCOUNTANTS:** Grant Thornton Limited  
Chartered Accountants  
PO Box 313  
Lefebvre House  
Lefebvre Street  
St Peter Port  
Guernsey  
GY1 3TF

## **FACE EQUALITY INTERNATIONAL LBG**

### **REPORT OF THE DIRECTORS FOR THE YEAR ENDED 30 JUNE 2020**

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The Directors present their report with the financial statements of Face Equality International LBG for the year ended 30 June 2020.

#### **INCORPORATION**

The company was incorporated in Guernsey on 14 August 2018 and commenced operations on that date.

#### **PRINCIPAL ACTIVITY**

The principal activity of the Company for the period under review was that of creation of an alliance to promote the campaign for face equality on an international scale.

#### **DIRECTORS**

The Directors shown below have held office during the whole of the period from 1 July 2019 to the date of this report. The Directors are:

- J Clark
- G Beveridge
- A Pickford
- K Wright

The Directors note with great sadness the death of its founder and Managing Director, J Partridge on 16 August 2020.

#### **GOVERNANCE**

Face Equality International is managed by a Board of Trustees who are the formal guarantors of the charity's existence and probity as a company limited by guarantee (LBG) under Guernsey law. The Board meets regularly to oversee the integrity of the organisation, its governance, membership, financial stability and staffing.

The Trustees are:

- Jill Clark, Chair
- Graham Beveridge
- James Partridge OBE (deceased)
- Tony Pickford, Hon Treasurer
- Karlene Wright

The Board had appointed a Managing Director, James Partridge, who was accountable to the Board for the operations and financial management of Face Equality International. He was responsible for implementing its strategy, developing its activities, website and influence, encouraging NGOs to join the alliance, supporting its Members and arranging the Forum and Council meetings.

The Managing Director chaired and convened a Council to advise the Board on strategy and plans. The Council consists of 1-2 Trustees and representatives of NGOs, charities and groups which have volunteered to be Members of Face Equality International. For the period up to the Forum in 2020, the Council is composed of representatives of the founding NGOs.

The Terms of Reference of the Council are:

- To consider and recommend on the strategy and activities of FEI;
  - To support the Managing Director in developing the website, campaigning and other work;
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## FACE EQUALITY INTERNATIONAL LBG

### REPORT OF THE DIRECTORS (continued) FOR THE YEAR ENDED 30 JUNE 2020

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- To support the Managing Director to arrange the annual Forum; and
- To encourage the involvement of and information-sharing with Member NGOs.

The Global Forum is the “general assembly” of Face Equality International at which Members discuss issues and processes, propose goals for the alliance and elect the Council. With each Member having one vote (proxy voting is possible), the Forum elects 3-5 representatives to serve on the Council. The Forum is likely to meet annually for the first three years and possibly less frequently thereafter. There could also be regional Forums for Members in particular regions or countries in the future.

The Managing Director was supported by a multi-disciplinary Advisory Panel of individuals chosen by and/or recommended to the Managing Director to provide advice, challenge, networks and a sounding board on a regular, ad hoc and usually virtual basis on all matters affecting Face Equality International.

#### RESULTS

The Company's results for the year ended 30 June 2020 are set out in the Income and Expenditure Account on page 9.

#### DIRECTORS' RESPONSIBILITIES STATEMENT

The Directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the Directors to prepare financial statements for each financial year. Under that law the Directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law), including Financial Reporting Standard 102 Section 1A Small Entities 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (“FRS 102, 1A”). Under company law the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period. In preparing these financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with The Companies (Guernsey) Law, 2008. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## MANAGING DIRECTOR'S REPORT

It is with great sadness that the board reports the death of its founder and Managing Director, James Partridge, OBE. Obviously, this creates great challenges for the board, but it is their intention to recruit a new Managing Director who can continue the work that James Partridge commenced. The following report is the one that James drafted before his death, the board fully endorse its contents and objectives.

This is the second report on the development of Face Equality International (FEI) and covers the year to 30th June 2020.

### *Mission and vision*

The mission of FEI is to mobilise the many groups and organisations, big and small, national and international, which support and represent people with facial differences and disfigurements and thereby to create the critical mass and solidarity needed to gain global attention for the campaign for face equality. FEI aims to raise public awareness of disfigurement and facial difference and put the issues people with disfigurements experience on the agenda of the UN Convention for the Rights of People with Disabilities (CRPD), international bodies, companies and social media outlets.

The vision of FEI is that societies across the world accept, respect and value people who have facial differences and disfigurements from any cause who can then lead the lives they wish unaffected by prejudice, low expectations and discrimination.

More information can be found on FEI's website: [www.faceequalityinternational.org](http://www.faceequalityinternational.org)

### *Main activities in 2019-20*

The worldwide coronavirus pandemic has greatly affected what FEI has done in the final four months of the year and is likely to influence its activities considerably in the future. However, the alliance can report successful activities and significant achievements in the year since July 2019.

1. **Membership:** There are now 36 NGOs in FEI, an increase of six during the year, and all Members have shown a willingness and enthusiasm in supporting the alliance.
2. **Public awareness:** The raising of public awareness of the experience of children and adults with facial differences has been carefully promoted through well-managed and regular social media activity and some limited media coverage; the regular blogs are popular and the website has been well-used.
3. **The International Media Standard on Disfigurement:** A Working Group of 10 Members collaborated to develop a best-practice Standard to inform and influence journalists, broadcasters and professionals in the written and visual media about how to report on issues and events involving people with facial differences. The Standard was launched in early 2020 and attracted media and social media coverage. It is intended to develop regional- and country-specific Media Guidelines based on the Standard during 2020-21. The Standard is here: <https://faceequalityinternational.org/thecampaign/mediastandard/>

## FACE EQUALITY INTERNATIONAL LBG

### REPORT OF THE DIRECTORS (continued) FOR THE YEAR ENDED 30 JUNE 2020

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4. **Advocacy:** FEI has chosen to challenge a number of issues in the international public arena during the year, most notably the impact of the Covid19 lockdowns on people with facial differences, the use of AI and face recognition software in recruitment and the lazy stereotyping used by film-makers in casting 'baddies' (eg: in the upcoming Bond movie and the Amazon Prime TV series of The Lord of the Rings). The Director made a presentation on face equality at the International Labour Office's Global Business and Disability Network's conference in Geneva in November 2019.
5. **Forum 2020:** Thanks to the excellent support of the Phoenix Society for Burn Survivors, plans for the second Global Forum of FEI to be held in Boston in April 2020 were well-advanced when the global pandemic emergency was announced. Sadly, but wisely, it was decided to cancel the Forum and hold a series of online discussions instead. These latter proved to be very productive and enabled a strong consensus on the way ahead for the Alliance to be forged.
6. **International Face Equality Week 2020:** After careful discussion around the Alliance about whether to go ahead with the Week, it was agreed that this should happen with much positive messaging but no public events. The Week proved a great success on social media with the films that featured up to 20 faces and voices being very widely disseminated and a Selfie Challenge attracting over 1,200 people.
7. **Funding:** Discussion of the funding method for the FEI Alliance in the spring of 2019 was robust and yielded a 'donation not fees approach' for 2019-20 which has been generally supported by Members.
8. **Other issues:** Plans are being hatched to tackle social media abuse and to approach the UN about the Convention on the Rights of Disabled People. It is also important to develop good relations with other alliances in comparable fields so that their best practice informs the development of FEI.

### ***Income generation in 2020-21***

#### *Core costs*

FEI will adopt a mixed economy approach for 2020-21 with three income-generating prongs to secure sufficient funds to cover core costs (currently at £50k per year):

1. **Members give on a three-tier fee/donation structure:** Members will be asked to pay as a minimum on a scale which is being further refined during August 2020:
  - 'big' Members at £1,000/year
  - 'medium' Members at £500/year
  - 'small' Members at £100/year
  - It is hoped that some Members will wish to make greater donations than these - possibly raising a further £5-10k.
2. **Members' fundraising:** The FEI team will work with groups of Members in specific regions/countries to approach agreed funders to secure a total of £10-20k.

## FACE EQUALITY INTERNATIONAL LBG

### REPORT OF THE DIRECTORS (continued) FOR THE YEAR ENDED 30 JUNE 2020

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3. FEI Fundraising: The Director will lead approaches to charitable donors to raise £20k per year.

#### *Project funding*

This should only be sought if the project has been deemed 'important'. It is vital not to instigate new projects without sufficient resources of time and money.

#### *Strategic Plan*

Given the uncertainties associated with the Covid19 pandemic FEI will set goals primarily for 2020-21 rather than for a three-year period. Progress will be reviewed in mid-2021.

FEI will concentrate during 2020-21 (from November 2020) on the following priorities on which measurable deliverables will be defined:

#### **1. Campaigning priorities**

##### *Awareness-raising*

- a. Ongoing awareness-raising of the personal experiences/issues of people with facial differences via social media, press and TV coverage, documentaries, evidence-gathering
- b. Covid-relate awareness-raising including about face coverings, isolation, Zoom etc
- c. The arranging of the third International Face Equality Week 2021 in May 2021

##### *Advocacy*

- a. Calling out, sometimes strongly, incidents of bad practice such as in films, social media abuse, insensitive language, AI/face recognition, discrimination in recruitment etc
- b. Promote good practice (eg: the International Media Standard, Taiwan schools and cities)
- c. Develop policy positions (sometimes with other equality agencies) and get them to relevant international policy-makers' hands/ears (eg: the UN, ILO and the WEF)

##### *Legal protection*

- a. Seek to achieve recognition of facial disfigurement within the UN's Convention on the Rights of Persons with Disabilities by lobbying/arguing at international conferences etc

#### **2. Organisational priorities**

- a. Using our limited staff resources for maximum effect; in particular, the Director should play to his strengths; secondment of skilled people (eg: from FEI Members) should be explored.
  - Gather school- and employment-based resources to enable Members to promote face equality in their local settings
  - Develop a succession plan for FEI to have an effective future after the Director stands down.

Other objectives will not be forgotten about but in the very uncertain COVID-world will not attract serious attention in 2020-21.

#### **GOING CONCERN**

The FEI Trustees consider that the organisation is a going concern but, as the Covid19 pandemic rages across the world threatening all charities' viabilities, there can be absolutely no complacency about FEI's finances in 2020-21. Every effort will be made to contain costs and optimise income.



FACE EQUALITY INTERNATIONAL LBG

REPORT OF THE DIRECTORS (continued)  
FOR THE YEAR ENDED 30 JUNE 2020

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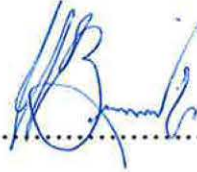
ACCOUNTANTS

The accountants, Grant Thornton Limited, confirm their willingness to continue in this capacity.

ON BEHALF OF THE BOARD



.....  
Director



.....  
Director

Date: ..... 5/10/2020 .....

## CHARTERED ACCOUNTANT'S REPORT TO THE BOARD OF DIRECTORS ON THE UNAUDITED FINANCIAL STATEMENTS OF FACE EQUALITY INTERNATIONAL LBG

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In order to assist you to fulfil your duties under The Companies (Guernsey) Law, 2008, we have prepared for your approval the financial statements of Face Equality International LBG for the year ended 30 June 2020 which comprise the Income and Expenditure Account, Balance Sheet and the related notes from the Company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of Face Equality International LBG, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Face Equality International LBG and state those matters that we have agreed to state to the Board of Directors of Face Equality International LBG, as a body, in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Face Equality International LBG and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Face Equality International LBG has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Face Equality International LBG. You consider that Face Equality International LBG is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Face Equality International LBG. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

*Grant Thornton Limited*

Grant Thornton Limited  
Chartered Accountants  
PO Box 313  
Lefebvre House  
Lefebvre Street  
St Peter Port  
Guernsey  
GY1 3TF

Date: 09.10.2020.....

FACE EQUALITY INTERNATIONAL LBG

INCOME AND EXPENDITURE ACCOUNT  
FOR THE YEAR ENDED 30 JUNE 2020

	For the year ended 30 June 2020		For the period 14 August 2018 to 30 June 2019	
	£	£	£	£
<b>Income</b>				
Charitable donations	<u>63,166</u>		<u>59,146</u>	
		<b>63,166</b>		<b>59,146</b>
<b>Expenditure</b>				
Audit fee	-		2,500	
Accountancy fee	600		-	
Bank charges	151		38	
Computer expenses	56		450	
FEI Forum	-		7,828	
Incorporation fee	-		2,109	
Initial start-up costs	-		3,800	
Managing Director's salary	34,112		29,848	
Postage	27		101	
Printing and stationery	81		246	
Social media support	6,497		1,499	
Sundry expenses	40		39	
Travel	2,709		44	
Website development	-		2,608	
	<u>44,273</u>		<u>51,110</u>	
<b>SURPLUS OF INCOME OVER EXPENDITURE</b>		<u><b>18,893</b></u>		<u><b>8,036</b></u>

The notes on pages 11 to 13 form an integral part of these financial statements

FACE EQUALITY INTERNATIONAL LBG

BALANCE SHEET  
AS AT 30 JUNE 2020

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	Notes	2020 £	2019 £
<b>CURRENT ASSETS</b>			
Debtors	2	-	432
Cash at bank		29,391	11,983
<b>CREDITORS</b>			
Amounts falling due within one year	3	<u>(2,462)</u>	<u>(4,379)</u>
<b>NET ASSETS</b>		<u>26,929</u>	<u>8,036</u>
<b>RESERVES</b>			
Retained earnings	4	<u>26,929</u>	<u>8,036</u>

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

The financial statements on pages 9 to 13 were approved by the Board of Directors on 5 of ~~10~~ 10/2020 and were signed on its behalf by:

  
.....  
Director

  
.....  
Director

The notes on pages 11 to 13 form an integral part of these financial statements

## COMPANY INFORMATION

Face Equality International LBG is a private Company, limited by guarantee, incorporated in Guernsey with registration number 65374. The registered office is as detailed on page 1.

### 1. ACCOUNTING POLICIES

#### **Basis of preparing the financial statements**

The financial statements give a true and fair view and have been prepared in compliance with United Kingdom Accounting Standards including Financial Reporting Standard 102 Section 1A Small Entities ("FRS 102, 1A"). The financial statements are in compliance with The Companies (Guernsey) Law, 2008, and have been prepared under the historical cost convention.

The financial statements are prepared in GBP ('£') being the functional and presentational currency of the Company.

#### **Income and expenditure**

Income is accounted for on a receipts basis and expenditure is accounted for on an accruals basis.

#### **Cash and cash equivalents**

Cash and cash equivalents represent those balances held within the Company's bank accounts and in term deposits of three months or less.

#### **Creditors**

Short term and long term creditors are measured at the transaction price.

#### **Cash flow statement**

Under FRS102, Section 1A.7 the Company is exempt from preparing a Statement of Cash Flows on grounds of being a small entity.

#### **Taxation**

The Company has been granted exemption from taxation thus no provision for taxation is included in these financial statements.

#### **Going Concern**

The financial statements have been prepared on the going concern basis. In forming this assumption the Directors have considered both the company's profit for the period and the cash reserves held. The Directors have considered the ongoing cash flow requirements in view of the uncertainties in receiving donations but are satisfied there is sufficient commitment for the next 12 months.

FACE EQUALITY INTERNATIONAL LBG

NOTES TO THE FINANCIAL STATEMENTS(continued)  
FOR THE YEAR ENDED 30 JUNE 2020

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2. DEBTORS

	2020 £	2019 £
Prepayments	-	332
Sundry debtor	-	100
	<u>-</u>	<u>432</u>

3. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Trade creditors	413	323
Accruals	<u>2,049</u>	<u>4,056</u>
	<u>2,462</u>	<u>4,379</u>

4. RESERVES

	Retained Earnings £
At 1 July 2020	8,036
Surplus for the year	<u>18,893</u>
At 30 June 2020	<u>26,929</u>

5. LIMITATION OF GUARANTEE

The Company is a company limited by guarantee and has no share capital. The liability of each of its members at 30 June 2020 is limited to the extent that they have undertaken to contribute to the assets of the Company an amount limited to, and not exceeding, £1 per member.

**6. SUBSEQUENT EVENTS**

COVID-19 is a developing situation and as of the date of approval of these financial statements, the assessment of this situation will need continued attention and will evolve over time. From the view of the Directors, COVID-19 is considered to be a non-adjusting subsequent event and as a result, no adjustment is made in these financial statements. The Directors will be closely monitoring the latest developments relating to COVID-19 and the possible future impact on the Company.