



GLOBAL ACTION ON MEN'S HEALTH

REGISTERED CHARITY NUMBER: 1183428

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE PERIOD 15 MAY 2019 TO 31 MARCH 2020
FOR
GLOBAL ACTION ON MEN'S HEALTH (GAMH)**

Copia Wealth & Tax Limited
Chartered Accountants
8 Pendeford Place
Pendeford Business Park
Wobaston Road
Wolverhampton
WV9 5HD

GLOBAL ACTION ON MEN'S HEALTH (GAMH)

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FOR THE PERIOD 15 MAY 2019 TO 31 MARCH 2020**

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GLOBAL ACTION ON MEN'S HEALTH (GAMH)
REPORT OF THE TRUSTEES
FOR THE PERIOD 15 MAY 2019 TO 31 MARCH 2020

The trustees present their report with the financial statements of the charity for the period 15 May 2019 to 31 March 2020. The trustees have adopted the provisions of 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 2019).

OBJECTIVES AND ACTIVITIES

Our mission

To create a world where all men and boys have the opportunity to achieve the best possible health and wellbeing wherever they live and whatever their backgrounds.

- Boys born in 2016 can expect to live about 70 years on average with 62 of those years in good health. By comparison, girls can expect to live for 74 years with 65 years in good health.
- In 2016, a 30-year old man had a 150 per cent greater risk of dying from any of the four major non-communicable diseases (NCDs) before the age of 70 than women.
- Men were more than five times more likely to smoke tobacco in 2016 than women and, on average, each man consumed more than the equivalent of three times as many litres of pure alcohol than women.
- Just four countries - Australia, Brazil, Iran and Ireland - have published national health policies. Only one city (Quebec) has a men's health policy.

The World Health Organization has occasionally embraced commentary about men and boys; however, this has usually sat at the periphery of gender equity discussions. There have also been notable achievements in relation to the development of national men's health policies in Ireland, Australia, Iran and Brazil, but these policy levers are far less influential than the broader global gender equity policy discourse which has either positioned men and masculinities in a negative way or failed to acknowledge men at all. Paying greater attention to alternative strengths-based narratives about boys and men is an important health promotion strategy to influence improved health outcomes for both men and women.

- James A Smith, Daphne C. Watkins, Derek M Griffith. Equity, gender and health: New directions for global men's health promotion. *Health Promotion Journal of Australia* 2020;31(2):161-165. Doi: 10.1002/hpja.337.

Our objectives

The promotion of the health of men and boys internationally for the public benefit, including by:

- Raising awareness of the health and wellbeing needs of men and boys with the general public, health practitioners and policy makers and in schools and workplaces.
- Encouraging and supporting men and boys to take better care of their own health and that of their partners and children.
- Carrying out multi-disciplinary research into the health of men and boys publishing the useful results of that research.
- Maintaining an approach to health that fully recognises the needs of both sexes in policy, practice and funding and which promotes greater gender equality.

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Our unique role

GAMH has a distinct contribution to make because we:

- Uniquely represent a wide range of men's health and related organisations each of which has experience of policy development, advocacy, research and service delivery.
- Are concerned about a broad and cross-cutting range of men's health issues (e.g. health literacy, risk-taking behaviours, use of services, etc.).
- Focus primarily on public health and the social determinants of health.
- Have a strengths-based view of men and boys - this acknowledges men's unique contribution to all forms of social and human endeavour - and also believes that men should be held accountable for unacceptable behaviours, including gender-based violence.
- Are committed to working in partnership with other organisations, not in competition with them.
- Support an approach to health that takes full account of sex and gender in order to improve the health of both men and women.

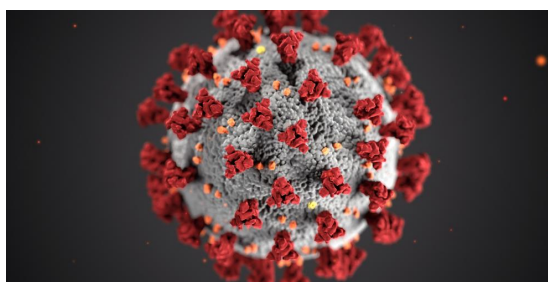
Activities

GAMH was established in 2013. Launched during International Men's Health Week in June 2014 and officially registered as a UK-based charity in May 2019.

COVID-19

The period covered by this report, 15 May 2019 to 31 March 2020, ended with the world facing the COVID-19 pandemic. By March, it was already clear that men were much more likely than women to fall seriously ill and to die from COVID-19. The pandemic was clearly going to constitute the most urgent threat to the health and wellbeing of men for the foreseeable future.

The explanations for men's increased risk were a mixture of biology (a weaker immune response in men), behaviours (e.g. smoking, poorer hand hygiene, weaker compliance with social distancing, later presentation to services), and social factors (such as the types of work men are more likely to be engaged in). There were also health system issues, in particular the historic neglect of men's health in policy and practice, evidenced by the absence of male specific messaging to men in regard to COVID safe practices. By the end of March, GAMH had started work on a call to action for international and national health organisations.



WHO EUROPE MEN'S HEALTH STRATEGY

Our first webinar, on the WHO Europe men's health strategy, took place on 20 September 2019. Movember very kindly hosted the event from its London office. The aim was, one year on from the strategy's publication, to provide a briefing on its aims and content and to stimulate action by men's health and other public health organisations and advocates in Europe. Around 50 people attended, hearing from a range of speakers including the report's author, Isabel Yordi Aguirre from WHO Europe. An audio recording of the webinar is available via YouTube

GLOBAL ACTION ON MEN'S HEALTH (GAMH)

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ENGENDERING MEN'S HEALTH CONFERENCE

This event, which took place in London on 14 October 2019, was held in partnership with Promundo and the Centre for Gender and Global Health at University College London. The main part of the conference attracted an audience of about 200 people and the talk by the artist Grayson Perry about 300.

The conference aimed to raise issues around the impact of masculinities on health, the need for an intersectional approach, and how to reframe narrative on masculinities, gender and health. It proved to be a significant event. This was not just because of the range and quality of the speakers and the examples they provided of excellent work on men, masculinity and health. It went deeper than that. For years, those working on men's health have often felt as if we were mostly talking to each other and making little headway in wider public health policy and practice. Looking at men's health in the context of gender and health provides a new way forward. It has the potential to take us beyond the notion that there is a binary divide between men's and women's health and that action to improve outcomes for one gender is detrimental to the other gender. This need not be a zero sum game. There is now a significant opportunity for men's health and women's health advocates to work more closely together at the local, national and global levels.

Other speakers included:

- Veronica Magar, Director of Gender, equity and human rights at the World Health Organisation
- Gary Barker, Promundo's CEO
- Tim Taylor, Head of Public Health at Leeds City Council (UK)
- Genny Turay, Head of Support at Ditch the Label, an anti-bullying international NGO
- Marion Wadibia, CEO at NAZ, a charity that provides sexual health promotion and HIV support services to Black, Asian and Minority Ethnic (BAME) communities in London
- Tracy Herd, Movember UK
- Olivia Burns, Associate Director of Communications at Prostate Cancer UK
- Thalia Kidder, Women's Economic Empowerment Lead at Oxfam
- Peter Baker, GAMH Director.

FROM THE MARGINS TO THE MAINSTREAM

Following a generous grant from AAA (Advanced Accelerator Applications, which is part of Novartis), we began work in December 2019 on a scoping report on men's health policy.

The aim was to accelerate progress towards the inclusion of men's health into policy by generating new insights into:

- The barriers to policymaker engagement in men's health at all levels (internationally, nationally and locally).
- The potential impact of 'male-friendly' policies on men's health, drawing on case-studies of existing policies on men's health (e.g. in Ireland) as well as potential benefits elsewhere.
- Opportunities for advocacy work to advance men's health policy.
- Strategies and tactics for effectively engaging policymakers.

The report was scheduled for publication in June 2020, during International Men's Health Week.

**engendering
men's health**

PANEL DISCUSSIONS 2-5.30PM · KEYNOTE GRAYSON PERRY
6-7.15PM · DRINKS RECEPTION & ART EXHIBIT 7.15-8.30 PM

14TH OCTOBER · 30 GUILFORD STREET, LONDON ·
REGISTER AT IGHGC.ORG/NEWSEVENTS

Featuring original artwork from the Slade School of Fine Art on masculinities & health
· Separate registration for panels & keynote · Follow us @ucigenderhealth

UCL CENTRE FOR GENDER AND GLOBAL HEALTH · GLOBAL ACTION ON MEN'S HEALTH · PROMUNDO · GLOBAL HEALTH 5050

GLOBAL ACTION ON MEN'S HEALTH (GAMH)
REPORT OF THE TRUSTEES
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GOVERNANCE

Considerable effort has gone into improving the governance of the charity. This has included establishing working groups on fundraising and membership development, with discussions at the latter leading to the launch of a reformulated membership scheme in January 2020. Financial reports are presented to each Board meeting and an independent examiner has been appointed to oversee the charity's financial affairs and to enable it to fulfil the reporting requirements of the charity regulator.

A membership survey was conducted in October 2019 which showed a high level of satisfaction with key aspects of GAMH's work. Asked to rate how well GAMH is run, for example, the mean score was 4.74 out of 5. The value of membership was rated at 4.32 out of 5 and, when asked to how likely members would be to recommend GAMH to a colleague with an interest in men's health, the mean score was 9.26 out of 10.

There was a slow but steady increase in organisational and individual membership. The new members included three men's organisations based in Africa: AMEGERWA (Action of Men Engage for Gender Equality in Rwanda), Iniciativa de Saude Masculina (Mozambique) and Outreach Scout Foundation (Malawi).

It should be noted that the Director, Peter Baker, works for GAMH on a consultancy and part-time basis. During the period covered by this report, he was paid for an average of three days a month for GAMH work. There were no other paid or unpaid staff during the period of this report.

COMMUNICATIONS

GAMH communicates with its members and a wider group of stakeholders via its website and Twitter account. Members and other subscribers also receive a monthly eBulletin providing news and information about GAMH and other global men's health issues.

In November 2019, GAMH's Director Peter Baker and Treasurer Martin Tod attended a free bespoke training course organised by The Media Trust and delivered by IPG Mediabrands in London. The aim of the day was to help GAMH develop a communications plan to increase its profile with potential members as well as national and international policymakers.

Our report on men and self-care, Who Self-Cares Wins, was published in April 2019 but continued to be publicised during the period of this report. An article based on its findings was published in the May/June issue of Trends in Urology and Men's Health, for example, and it was also highlighted in a comment piece written by GAMH's Director in the British Journal of Nursing in June, published to coincide with International Men's Health Week 2019. The report was funded by Sanofi.

During Men's Health Week 2019, GAMH shared information about its members activities via its website and Twitter. A blog was published by the International Journal of Social and Community Health (IJMSCH).

GAMH's Chair Anthony Brown and its Director Peter Baker continued to be members of the IJMSCH's editorial team and were also involved in discussions about the programme for the Men's Health World Congress. The Congress was scheduled to take place in July 2020 (but was postponed to October 2021 because of the COVID-19 pandemic).

STRATEGIC CONTEXT

GAMH is operating in a global health policy environment which is beginning to show a greater interest in the health and wellbeing of men. During the period covered by this report:



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- PAHO (the Pan-American Health Organisation) published a report on masculinities and health
- The WHO published a report, Breaking Barriers: Towards more gender-responsive and equitable health systems, which showed how the development of gender-responsive health systems are essential to the achievement of universal health coverage, a key WHO goal.
- The Director of GAHM was consulted by the authors of an editorial about men's health published in The Lancet in November 2019.
- A series of papers on gender and health in The Lancet took a holistic approach to gender, moving beyond the notion that it is relevant to women alone, and were positive about the need to address masculine gender norms in order to achieve better health for all.
- The Australian government published a new 10-year national men's health strategy.

This trend should make it easier for GAMH to make its case for action on men's health.

CONCLUDING COMMENTS

GAMH's trustees believe that, despite very limited financial resources and staff capacity, significant progress was made towards the achievement of GAMH's objectives. Organisational governance was strengthened, membership increased and the membership scheme was improved, communications with members and with external stakeholders was enhanced and GAMH's profile was boosted by the Engendering Men's Health conference in particular. The year ended with the production of a major report, From the Margins to the Mainstream, well underway and with the organisation well positioned to respond to the threat of COVID-19.

FINANCIAL REVIEW

Financial position

The charity has made a surplus of £14,367 during its period since registration on 15 May 2019. This has been assisted by funds of £3,631 held upon incorporation.

At the year end date the Charity had £14,367 in unrestricted funds. The trustees ideal reserves level would be in the region of £11,000 which equates to approximately 6 months running costs.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Global Action on Men's Health (GAMH) (Charity No. 1183428) is a Charitable Incorporated Organisation (CIO) and was established on the 15 May 2019 with the Charity Commission for England and Wales.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1183428

Principal address

C/o Men's Health Forum
49-51 East Road
London
N1 6AH

Trustees

M P N Tod (appointed 15.5.19)
A N Fadich (appointed 15.5.19)
A Brown (appointed 15.5.19)
Dr G Prue (appointed 15.5.19)
W Hartrick (appointed 15.5.19)
W Poage (appointed 15.5.19)

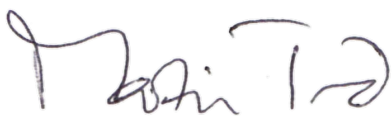
GLOBAL ACTION ON MEN'S HEALTH (GAMH)
REPORT OF THE TRUSTEES
FOR THE PERIOD 15 MAY 2019 TO 31 MARCH 2020

REFERENCE AND ADMINISTRATIVE DETAILS

Independent Examiner

Mr Anthony Lee Morris FCCA
Copia Wealth & Tax Limited
Chartered Accountants
8 Pendeford Place
Pendeford Business Park
Wobaston Road
Wolverhampton
WV9 5HD

Approved by order of the board of trustees on 22 September 2020 and signed on its behalf by:

A handwritten signature in black ink, appearing to read 'M P N Tod', is written over the printed name below.

M P N Tod - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
GLOBAL ACTION ON MEN'S HEALTH (GAMH)**

Independent examiner's report to the trustees of Global Action on Men's Health (GAMH)

I report to the charity trustees on my examination of the accounts of Global Action on Men's Health (GAMH) (the Trust) for the period 15 May 2019 to 31 March 2020.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.



Mr Anthony Lee Morris FCCA
Copia Wealth & Tax Limited
Chartered Accountants
8 Pendeford Place
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Wolverhampton
WV9 5HD

22 September 2020

GLOBAL ACTION ON MEN'S HEALTH (GAMH)
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE PERIOD 15 MAY 2019 TO 31 MARCH 2020

| | Notes | Unrestricted fund £ |
|-------------------------------------|-------|---------------------------|
| INCOME AND ENDOWMENTS FROM | | |
| Donations and legacies | | 2,692 |
| Charitable activities | | |
| Research and awareness men and boys | | 29,539 |
| Other income | | 3,631 |
| Total | | <u>35,862</u> |
| | | |
| EXPENDITURE ON | | |
| Charitable activities | 2 | |
| Research and awareness men and boys | | 21,495 |
| | | |
| NET INCOME | | <u>14,367</u> |
| | | |
| TOTAL FUNDS CARRIED FORWARD | | <u><u>14,367</u></u> |

The notes form part of these financial statements

GLOBAL ACTION ON MEN'S HEALTH (GAMH)

BALANCE SHEET
31 MARCH 2020

| | Notes | Unrestricted fund £ |
|--|-------|---------------------------|
| CURRENT ASSETS | | |
| Debtors | 5 | 1,640 |
| Cash at bank | | <u>16,304</u> |
| | | 17,944 |
| CREDITORS | | |
| Amounts falling due within one year | 6 | <u>(3,577)</u> |
| NET CURRENT ASSETS | | <u>14,367</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | <u>14,367</u> |
| NET ASSETS | | <u>14,367</u> |
| FUNDS | 7 | |
| Unrestricted funds | | <u>14,367</u> |
| TOTAL FUNDS | | <u>14,367</u> |

The financial statements were approved by the Board of Trustees and authorised for issue on 22 September 2020 and were signed on its behalf by:



M P N Tod - Trustee

GLOBAL ACTION ON MEN'S HEALTH (GAMH)

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD 15 MAY 2019 TO 31 MARCH 2020

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

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

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2. CHARITABLE ACTIVITIES COSTS

| | Direct Costs £ | Support costs (see note 3) £ | Totals £ |
|-------------------------------------|----------------------|---------------------------------------|---------------|
| Research and awareness men and boys | <u>17,639</u> | <u>3,856</u> | <u>21,495</u> |

GLOBAL ACTION ON MEN'S HEALTH (GAMH)

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 15 MAY 2019 TO 31 MARCH 2020**

3. SUPPORT COSTS

| | Management £ | Information technology £ | Governance costs £ | Totals £ |
|-------------------------------------|-----------------|--------------------------------|--------------------------|--------------|
| Research and awareness men and boys | <u>3,197</u> | <u>29</u> | <u>630</u> | <u>3,856</u> |

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the period ended 31 March 2020.

Trustees' expenses

There were no trustees' expenses paid for the period ended 31 March 2020.

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | |
|---------------|--------------------|
| Trade debtors | <u>£ 1,640</u> |
|---------------|--------------------|

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | |
|------------------------------|--------------------|
| Accruals and deferred income | <u>£ 3,577</u> |
|------------------------------|--------------------|

7. MOVEMENT IN FUNDS

| | Net movement in funds £ | At 31.3.20 £ |
|---------------------------|----------------------------------|----------------------|
| Unrestricted funds | | |
| General fund | <u>14,367</u> | <u>14,367</u> |
| TOTAL FUNDS | <u><u>14,367</u></u> | <u><u>14,367</u></u> |

Net movement in funds, included in the above are as follows:

| | Incoming resources £ | Resources expended £ | Movement in funds £ |
|---------------------------|----------------------------|----------------------------|---------------------------|
| Unrestricted funds | | | |
| General fund | <u>35,862</u> | <u>(21,495)</u> | <u>14,367</u> |
| TOTAL FUNDS | <u><u>35,862</u></u> | <u><u>(21,495)</u></u> | <u><u>14,367</u></u> |

GLOBAL ACTION ON MEN'S HEALTH (GAMH)

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 15 MAY 2019 TO 31 MARCH 2020**

8. RELATED PARTY DISCLOSURES

There were no related party transactions for the period ended 31 March 2020.

GLOBAL ACTION ON MEN'S HEALTH (GAMH)

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE PERIOD 15 MAY 2019 TO 31 MARCH 2020

£

INCOME AND ENDOWMENTS

Donations and legacies

Membership income 2,692

Charitable activities

Event income 8,582

Project delivery 20,957

29,539

Other income

Funds at incorporation 3,631

Total incoming resources 35,862

EXPENDITURE

Charitable activities

Postage and stationery 27

Sundries 326

Contractors and associates 6,100

Travel and accommodation 1,596

Consultancy 9,590

17,639

Support costs

Management

Consultancy 3,197

Information technology

Telephone and communications 29

Governance costs

Accountancy and legal fees 630

Total resources expended 21,495

Net income 14,367