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REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

Charity number 1195583

50:50 PARLIAMENT

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Report of the Trustees for the year ended 31 December 2025

The trustees are pleased to present their report together with the financial statements of the charity for the year ended 31 December 2025.

The financial statements comply with the Charities Act 2011, the charity's constitution, and 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).

REFERENCE AND ADMINISTRATION DETAILS

Charity registration number:	1195583
Principal address:	167-169 Great Portland Street, 5th Floor, London, W1W 5PF
CEO:	Lyanne Nicholl
Bankers:	CAF Bank Limited, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity is a charitable incorporated organisation (CIO) governed by its constitution dated 20 August 2021. The charity was registered with the Charity Commission on 20 August 2021.

The Charity is governed by the Board of trustees. The Board meets quarterly (and more often if required) and decides on the strategic direction the charity should take, the performance targets that should be set and examines the recent activities and performance of the charity. The day to day operations of the charity are delegated to the CEO.

Recruitment & appointment of trustees
Trustees are recruited in conjunction with ongoing needs and skills analysis to provide balanced and informed governance for the Charity. No less than three persons may be elected. The first three trustees were appointed for variable terms of two to four years. Further appointments are agreed by the trustees for a fixed term of three years after which trustees may be re-elected.

Risk management
The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. The trustees meet regularly and assess any risks to the Charity. A Risk Register has been developed, the content of which is informed by consultation with the CEO, staff and the Board. The Risk Register is monitored by the Board on a regular basis.

Trustees
The trustees who served during the year and to the date of this report were:

Bushra Ahmed
Susan Bright – Chair (resigned 14 July 2026)
Amanda Carpenter – Chair (appointed 14 July 2026)
Elizabeth Erickson
Caroline Pridgeon
Atonte Rodwell
Fiona Russell
Frances Scott
Julia Smith
Brian Spurling
Carol Ann Whitehead (resigned 30 November 2025)
Gillian Whitty-Collins
Emily Wilson-Smith

OBJECTIVES AND ACTIVITIES

The objects of 50:50 as set out in its constitution are:

The advancement of equality and diversity, in particular between women and men and to eliminate gender discrimination for the public benefit including (without limitation) by

1. Raising awareness of all aspects of discrimination within in the UK democratic representation system at local, regional and national levels;

2. Raising awareness of all aspects of discrimination in society by publications, lectures, use of the media, public advocacy and other means of communication;

3. Providing or facilitating the provision of assistance to individuals or organisations including (without limitation) through training, advice or guidance to enable greater participation by women (those self-identifying as women) in the UK legislature and representative democratic process.

Public benefit
The trustees have complied with the duty in section 4 of the 2011 Charities Act to have due regard to guidance published by the Charity Commission, including public benefit guidance. The trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities.

The Charity furthers its charitable purposes for the public benefit by raising awareness of discrimination within the UK democratic representation system and in society through the use of media and speaking engagements, as well as encouraging and supporting women to progress in politics at local, regional and national levels through its #AskHerToStand and #SignUpToStand programmes and by holding events.

ACHIEVEMENTS AND PERFORMANCE

2025 was a year in which 50:50 grew its community, strengthened its public voice and deepened its work to change the system, at a moment when our own data modelling shows that women's representation is set to go backwards at the next General Election.

The 50:50 community

During 2025 the charity's community grew 19% to 10,744 including 220 women who 'signed up to stand', spanning all political parties and those who have not yet chosen a party. All receive a warm welcome, with those who register interest in standing for elected office also receiving bespoke communications and support from our Community Manager.

Events

Across the year, 50:50 delivered 20 events for over 500 people, and took part in and supported many more.

50:50 inspired and supported women to stand for elected office through a range of live and online events. These included:

- 8 party-specific 'Pathways' online sessions.
- Cross-party events such as the 'Progress on Safety' Webinar with the Jo Cox Foundation and 'Women and The Economy' with the Women's Budget Group.
- 4 Connect and Reflect online sessions for women from Black and ethnically minoritised communities to share their experiences and the challenges they face in a safe space.
- 2 Higher Hurdles online sessions for disabled women to share their experiences and challenges in a safe space.
- 3 Be A Councillor events, funded by the Local Government Association in partnership with Elect Her and a coalition including Migrant Democracy, Operation Black Vote, The Politics Project and the Disability Policy Centre, designed to encourage women to stand as local councillors.
- A reception at The Speaker's State Apartments to mark International Women's Day 2025, featuring prominent MPs such as Lucy Powell, Ellie Reeves, Caroline Nokes and Daisy Cooper, alongside other high profile individuals such as Cherie Blair - all encouraging women to stand for elected office.
- Ask Her To Stand Day event in Parliament, featuring cross-party MPs and other political figures including Mims Davies, Stella Creasy, Cllr Nanda Manley-Browne, Helen McGuire, with special guests Shakira Akabusi and Michelle Keveren from Girls Who Talk Politics, discussing the barriers to women standing and how to overcome them.

All of the above events inspired women to stand for elected office and helped them build their networks.

Raising Awareness

In 2025 our work reached close to a million people on social media and we secured extensive national press coverage, including in The Times, Grazia, Politics Home, Huff Post and The Independent.

In a standout campaign moment, 50:50 installed a "panic button" in Parliament Square on 5 November to draw attention to our data modelling, which shows that women's representation is set to go backwards significantly at the next General Election. The intervention drew cross-party support from MPs and coverage from outlets including Sky News and LBC.

We partnered with The Female Lead to share stories of MPs, to highlight the 'sisterhood' in politics and the positive side of being an MP. These posts attracted around 80,000 views and, together with our #AskHerToStand output, contributed to almost one million impressions across social media.

With the Jo Cox Foundation we ran an online webinar featuring MPs Jess Phillips and Caroline Nokes and Councillor Anya Sizer to call for action and promote respect for women in politics. We also partnered with House of Kind on their 'Seat at the Table' t-shirt campaign, with 50:50 benefitting from sales.

Across platforms 50:50 now has an aggregate of around 29,000 followers, slightly below 2024 following changes at Twitter/X. Reach and engagement nonetheless remained strong, with our campaigns generating close to a million impressions over the year.

Changing culture

Changing the culture in which women stand is central to the 'fix' strand of our strategy. In 2025 we convened roundtable discussions between the 50:50 community and the leaderships of the Conservative and Labour Parties to develop practical solutions to the persistent shortfall in the number of women selected to stand for election.

We continued to advocate for the recommendations set out in the Reset Report - created in partnership with Compassion in Politics. These recommendations seek to create a more inclusive and effective Parliamentary culture.

In addition, we highlighted progress on safety via our webinar in partnership with the Jo Cox Foundation.

FINANCIAL REVIEW

The income of the Charity amounted to £131,047 with net income of £9,001 (2024: income of £104,289 with net expenditure of £3,548).

Reserves policy

The policy of the Charity as at 31 December 2025 was to have free reserves of three months' minimum operating costs to fund its work (currently budgeted at £18,983). Unrestricted reserves at 31 December 2025 were £35,208 (2024: £29,662). As at 31 December 2025 the assets of the Charity are considered adequate to fulfil its obligations and the trustees consider the state of our financial affairs to be satisfactory.

PLANS FOR THE FUTURE

50:50 is enacting a 'flood and fix' strategy over the next election cycle, working in partnership with aligned organisations in order to maximise our collective impact. Our aim is to flood the system with diverse, talented women and fix the parts of the system holding women back. Our three areas of focus for the coming period are:

- continuing to raise awareness of the gender imbalance in Parliament and elected bodies throughout the UK, and the concerning downward trend in women candidates and why this is a problem;
- inspiring, recruiting and supporting women to stand for elected office;
- identifying and dismantling the barriers women face in reaching elected office

50:50 is working towards the next elections, both local and national, focussed on holding the political parties to account on gender balance. With the proportion of women candidates falling, our 'flood and fix' strategy is critical to preventing a regression in women's representation at the next general election and at local level. We will continue to raise awareness of the issues around gender imbalance in our elected bodies and to work with partners to address the many barriers including financial constraints, confidence, threats of abuse and violence, that stand in the way of equal representation, with a particular focus on the candidate selection processes.

Building on the growth of our network and with the support of our Patrons and Ambassadors, we are aiming to expand the team so that we can extend the reach of our work: inspiring and supporting women from all backgrounds to stand for election and thoroughly interrogating the candidate selection processes to drive lasting, positive change.

TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The charity trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, of the charity for that period. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures that must be disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the constitution. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the Charity and financial information included on the Charity's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

Approved by the trustees and signed on their behalf by

Susan Bright.....
Susan Bright
Chair
14 July 2026

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Statement of Financial Activities for the year ended 31 December 2025

	Note	Unrestricted funds 2025 £	Restricted funds 2025 £	**Total funds 2025 £**	*Unrestricted funds 2024 £*	*Restricted funds 2024 £*	***Total funds 2024 £***
INCOME FROM:							
Donations and legacies	2	109,660	21,000	**130,660**	*91,119*	*12,691*	***103,810***
Investments		387	-	**387**	*479*	-	***479***
TOTAL INCOME		110,047	21,000	**131,047**	*91,598*	*12,691*	***104,289***
EXPENDITURE ON:							
Raising funds	3	22,263	1,400	**23,663**	*16,778*	-	*16,778*
Charitable activities	4	82,238	16,145	**98,383**	*80,380*	*10,679*	*91,059*
TOTAL EXPENDITURE		104,501	17,545	**122,046**	*97,158*	*10,679*	***107,837***
NET INCOME/(EXPENDITURE)	5	5,546	3,455	**9,001**	*(5,560)*	*2,012*	***(3,548)***
Transfers between funds		-	-	-	*600*	*(600)*	-
NET MOVEMENT IN FUNDS		5,546	3,455	**9,001**	*(4,960)*	*1,412*	***(3,548)***
TOTAL FUNDS AT 1 JANUARY 2025		29,662	1,412	**31,074**	*34,622*	-	***34,622***
TOTAL FUNDS AT 31 DECEMBER 2025		35,208	4,867	**40,075**	*29,662*	*1,412*	***31,074***

The notes on pages 10 to 16 form part of these financial statements.

The statement of financial activities includes all gains and losses in the period. All income and expenditure derive from continuing activities.

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Balance Sheet at 31 December 2025

	Note	£	2025 £	£	2024 £
CURRENT ASSETS					
Debtors	8	270			1,498
Cash at bank and in hand		41,603			33,249
		41,873			34,747
LIABILITIES					
CREDITORS: amounts falling due within one year	9	(1,798)		(3,673)	
NET CURRENT ASSETS			40,075		31,074
NET ASSETS	13		40,075		31,074
FUNDS OF THE CHARITY					
Restricted funds	12		4,867		1,412
Unrestricted funds	11		35,208		29,662
TOTAL FUNDS			40,075		31,074

Signed on behalf of the trustees

Susan Bright
Chair
14 July 2026

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Notes to the Accounts for the year ended 31 December 2025

1. ACCOUNTING POLICIES

a) Accounting Basis

i) Basis of preparation

The accounts 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 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011. 50:50 meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

ii) Preparation of the accounts on a going concern basis

It is the trustees' view that there are no material uncertainties regarding 50:50's ability to continue in operation for the foreseeable future taking into account all available information, and have neither the intention nor the need to liquidate or curtail materially the scale of its operations, and have prepared the accounts on that assumption. The trustees have reviewed the charity's financial position for the coming year and are satisfied that the charity will have sufficient funds, largely owing to the continued support from the Joseph Rowntree Charitable Trust (JRCT) from whom grant funding was awarded in November 2025 (commencing April 2026 for two years) and through the financial support of "Friends of 50:50". As at 30 June 2026, 50:50 met its reserves policy. Further grant funding will be sought during the coming year and will be critical for 50:50 to continue its work over the longer term.

b) Fund Accounting

- Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

- Restricted Funds are subjected to restrictions on their expenditure imposed by the donor or grant award or through the terms of an appeal.

c) Income

All income is included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy.

Donated services are included on the basis of the value of the gift to the charity.

d) Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred.

Expenditure is classified under the following activity headings:

Costs of raising funds relate to the costs incurred by the charity in seeking grant funding and receiving donations, as well as costs relating to the promotion of the charity for fundraising purposes.

Expenditure on charitable activities includes the costs of the initiatives and events undertaken to further the purposes of the charity and their associated support costs.

1. ACCOUNTING POLICIES (CONTINUED)

e) 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.

f) Cash At Bank And In Hand

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

g) Creditors

Creditors 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 are normally recognised at their settlement amount after allowing for any trade discounts due.

h) Contributions to pension funds

The charity makes available to all employees a defined contribution pension scheme operated by NEST. The pension costs charged to the Statement of Financial Activities represent the amount of the contributions payable to the scheme in respect of the accounting period.

i) Cash Flow Statement

The charity has taken advantage of the exemption from preparing a cash flow statement in accordance with FRS 102 on the basis that it qualifies as a small entity.

j) Corporation tax

50:50 is a registered charity and as such its income and gains falling within Sections 471 to 489 of the Corporation Tax Act 2010 or Section 256 of Taxation of Chargeable Gains Act 1992 are exempt from corporation tax to the extent that they are applied to its charitable objectives.

2. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	Total 2025 £
Grants	53,011	21,000	74,011
Donations	53,830	-	53,830
Gift Aid	2,819	-	2,819
	109,660	**21,000**	**130,660**

	Unrestricted funds £	*Restricted funds £*	*Total 2024 £*
Grants	*65,529*	*12,691*	*78,220*
Donations	*24,119*	-	*24,119*
Gift Aid	*1,471*	-	*1,471*
	91,119	***12,691***	***103,810***

3. EXPENDITURE ON RAISING FUNDS

	Total 2025 £	*Total 2024 £*
Staff costs	20,630	*14,716*
Communications, data, social media & PR	2,424	*1,570*
Donation platform costs	490	*393*
Staff related costs	119	*99*
	23,663	*16,778*

4. EXPENDITURE ON CHARITABLE ACTIVITIES

	Direct costs £	Support costs £	Governance costs £	Total 2025 £
Staff costs	33,397	11,040	8,184	52,621
Events & provision of advice/support	9,252	-	39	9,291
Project costs	5,000	-	-	5,000
Communications, data, social media & PR	25,605	-	-	25,605
Staff related costs	1,335	-	-	1,335
Office costs	-	779	-	779
Legal & professional fees	-	2,900	792	3,692
Bank charges	-	60	-	60
	74,589	14,779	9,015	98,383

	Direct costs £	*Support costs £*	*Governance costs £*	*Total 2024 £*
Staff costs	*37,099*	*10,340*	*9,362*	*56,801*
Events & provision of advice/support	*10,232*	*-*	*-*	*10,232*
Project costs	*1,000*	*-*	*-*	*1,000*
Communications, data, social media & PR	*18,599*	*-*	*37*	*18,636*
Staff related costs	*2,224*	*-*	*204*	*2,428*
Office costs	*-*	*645*	*-*	*645*
Legal & professional fees	*-*	*537*	*720*	*1,257*
Bank charges	*-*	*60*	*-*	*60*
	69,154	*11,582*	*10,323*	*91,059*

5. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging:

	2025 £	*2024 £*
Independent Examiner's fee	756	*720*

6. STAFF COSTS AND NUMBERS

	2025	2024
	£	£
Wages and salaries	57,150	50,014
Social security costs	302	-
Pension costs	1,714	1,500
	59,166	51,514

The total remuneration of the key management personnel was £31,065 (2024: £31,120).

The average number of staff employed during the year was 2 (2024: 2). There were no employees with emoluments exceeding £60,000 per annum during the year (2024: none).

7. TRUSTEES' REMUNERATION AND EXPENSES

During the year a total of £103 was paid to 1 trustee for reimbursement of costs paid on the charity's behalf and travel expenses (2024: £308 to 2 trustees). No trustee received remuneration in either period.

8. DEBTORS

	2025	2024
	£	£
Trade debtors	-	1,200
Prepayments and accrued income	270	298
	270	1,498

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade creditors	1,040	1,540
Accruals and deferred income	758	2,133
	1,798	3,673

10. FINANCIAL COMMITMENTS

The charity has no future minimum rentals payable under non-cancellable operating leases.

11. UNRESTRICTED FUNDS

	At 1 January 2025	Income	Expenditure	Transfers	At 31 December 2025
	£	£	£	£	£
General funds	40,547	57,036	(34,103)	(16,523)	46,957
Joseph Rowntree Charitable Trust	(10,885)	53,011	(70,398)	16,523	(11,749)
	29,662	**110,047**	**(104,501)**	**-**	**35,208**

	At 1 January 2024	*Income*	*Expenditure*	*Transfers*	*At 31 December 2024*
	£	*£*	*£*	*£*	*£*
General funds	*39,048*	*26,069*	*(18,089)*	*(6,481)*	*40,547*
Joseph Rowntree Charitable Trust	*(4,426)*	*65,529*	*(79,069)*	*7,081*	*(10,885)*
	34,622	*91,598*	*(97,158)*	*600*	*29,662*

Transfers between funds represent the transfer from unrestricted funds to cover final deficits at project completion or funding period end (see note 12 below).

12. RESTRICTED FUNDS

	At 1 January 2025	Income	Expenditure	Transfers	At 31 December 2025
	£	£	£	£	£
Amplifying Muted Voices (funded by Rosa & Male Allies UK)	1,412	-	(1,412)	-	-
Be a Councillor (funded by Local Government Association)	-	6,000	(6,000)	-	-
Reset (funded by JRRT)	-	10,000	(8,733)	-	1,267
Fundraising (funded by JRRT)	-	5,000	(1,400)	-	3,600
	1,412	**21,000**	**(17,545)**	**-**	**4,867**

	At 1 January 2024	*Income*	*Expenditure*	*Transfers*	*At 31 December 2024*
	£	*£*	*£*	*£*	*£*
Local Government Association	*-*	*4,491*	*(3,891)*	*(600)*	*-*
Amplifying Muted Voices (funded by Rosa & Male Allies UK)	*-*	*8,200*	*(6,788)*	*-*	*1,412*
	-	***12,691***	***(10,679)***	***(600)***	***1,412***

Restricted funds consist of funds given by a donor to be spent on specific projects or categories of expenditure.

13. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Net current assets	31 December 2025
	£	£
Unrestricted funds	35,208	35,208
Restricted funds	4,867	4,867
	40,075	40,075

	Net current assets	*31 December 2024*
	£	*£*
Unrestricted funds	*29,662*	*29,662*
Restricted funds	*1,412*	*1,412*
	31,074	*31,074*

14. RELATED PARTY TRANSACTIONS

During the year, the charity received donations given without conditions from related parties totalling £5,117 (2024: £2,357). During the year £nil (2024: £4,968) was paid to The Zebra Partnership Limited of which Carol Ann Whitehead is Managing Director and £621 (2024: £nil) was paid to Carol Ann Whitehead for project management of the Amplifying Muted Voices campaign and reimbursement of travel expenses. One trustee provided IT support in kind with a value of £6,000 during the year (2024: £10,000).

Independent Examiner's Report to the Trustees of 50:50

for the year ended 31 December 2025

I report to the trustees on my examination of the accounts for the year ended 31 December 2025, which are set out on pages 8 to 16.

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 trustee'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 2011 Act.

Independent examiner's statement

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

(1) accounting records were not kept in respect of the 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.



Paul Baker FAIA

Applied Accountancy Limited
50a Clifford Way
Maidstone
Kent ME16 8GD

Dated: 14th July 2026