



## Maternity Foundation - Fondet

Sortedam Dossering 81, 2100 København Ø

CVR.no.: 34 64 00 92

Annual report for the period 1. january 2014 - 31. december 2014

The annual report has been submitted and  
approved by the general meeting on the

2015

Chairman of the meeting

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The management has today presented the annual report of Maternity Foundation - Fondet for the financial year 1. january 2014 - 31. december 2014.

The annual report has been presented in accordance with the Danish Financial Statements Act.

I consider the accounting policies used appropriate, and in my opinion the annual accounts provide a true and fair view of the foundation's assets and liabilities and its financial position as on 31 December 2014 and of the foundation's results of its activities in the period from 1 January to 31 December 2014.

I am of the opinion that the management review includes a fair description of the issues dealt with.

The annual report is recommended for approval by the general meeting.

Copenhagen, 17. march 2015

**Management**



Anna Cecilia Frellsen

**Board**



Juliane Meulengracht Bang  
Chairman



Peter Foss



Line Holten Reimer



Henriette Syarre Nielsen



Carina Høgsted



Maja Westrup Stephensen



Carsten Nilas Pedersen



Kathrine Holte

**Report on annual accounts**

We have audited the annual accounts of Maternity Foundation - Fondet for the financial year 1 January - 31 December 2014, which comprise accounting policies used, profit and loss account, balance sheet and notes. The annual accounts are prepared in accordance with the Danish Financial Statements Act.

**The management's responsibility for the annual accounts**

The management is responsible for the preparation of annual accounts that give a true and fair view in accordance with the Danish Financial Statements Act and for such internal control as the management determines is necessary to enable the preparation of annual accounts that are free from material misstatement, whether due to fraud or error.

**Auditor's responsibility**

Our responsibility is to express an opinion on the annual accounts based on our audit. We conducted our audit in accordance with international standards on auditing and additional requirements under Danish audit regulation. This requires that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the annual accounts are free from material misstatements.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the annual accounts. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatements in the annual accounts, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the company's preparation of annual accounts that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the foundation's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the management, as well as the overall presentation of the annual accounts.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

The audit has not resulted in any qualification.

**Opinion**

In our opinion, the annual accounts give a true and fair view of the foundations' assets, liabilities and financial position at 31 December 2014 and of the results of the foundations' operations for the financial year 1 January to 31 December 2014 in accordance with the Danish Financial Statements Act.

**Statement on the management's review**

Pursuant to the Danish Financial Statements Act, we have read the management's review. We have not performed any further procedures in addition to the audit of the annual accounts. On this basis, it is our opinion that the information provided in the management's review is consistent with the annual accounts.

Copenhagen, 17. march 2015

BUUS JENSEN  
State Authorised Public Accountants



Ulrik Nørskov  
State Authorised Public Accountant

**The association**

Maternity Foundation - Fondet  
Sortedam Dossering 81  
2100 København Ø

E-mail: info@maternity.dk

CVR-no.: 34 64 00 92

Financial year: 1. january - 31. december

**Management**

Anna Cecilia Frellsen

**Board**

Juliane Meulengracht Bang  
Line Holten Reimer  
Henriette Svarre Nielsen  
Carina Høgsted  
Illa Westrup Stephensen  
Peter Foss  
Kathrine Holte  
Carsten Nilaus Pedersen

**Auditors**

BUUS JENSEN  
State Authorised Public Accountants  
Lersø Parkallè 112  
2100 København Ø

Please find below a short summary of key achievements in each of our three key program areas in 2014:

- 1) The Integrated Maternal Health Program, West Wollega, Ethiopia
- 2) The Regional Capacity Hub
- 3) The Safe Delivery App

### **1. The Integrated Maternal Health Program, West Wollega, Ethiopia**

In November 2014, we were fortunate to have two of our major partners - The Obel Family Foundation and The Kavli Trust - visit our Integrated Maternal Health Program in West Wollega, Ethiopia. It was great to share the results of the work that our team in West Wollega is doing for the women and children in the area. We visited some of the health facilities supported by Maternity Foundation (hospitals, health centers and front line health posts) and we visited two of the training centers where we educate health workers on how to handle emergencies during a delivery. In addition, our Community Outreach Team arranged for community gatherings attended by religious leaders, village leaders plus male and woman group representatives in two of the districts where we operate.

Over the past couple of years we have seen an 85% increase in the number of women seeking care during pregnancy and delivery in our program area. This is primarily due to our integrated approach as we focus both on empowering more women to seek care and on increasing the quality of care received at the health facilities. Following is a summary of our key achievements in our Integrated Maternal Health Program in West Wollega in 2014:

Building up clinical capacity for quality of care:

- Two hospitals had 100% obstetric coverage incl. ability to handle comprehensive emergency situations such as caesarean sections and blood transfusions
- 130 birth attendants were trained in BEmONC (Basic Emergency Obstetric Newborn Care)
- Solar power installed at 32 health facilities

Community Empowerment: Health education and livelihood strengthening

- 161,485 community members were reached with community health education
- 1,683 poor women were empowered through livelihood strengthening activities such as micro loans and in kind donations combined with training in small scale business handling

### **2. The Regional Capacity Hub in Addis Ababa, Ethiopia**

Based on our impact in West Wollega we have started to scale up our approach into other countries in the East African Region. Rather than implementing our own program on the ground, we will support other leading actors in the field by sharing our training approach and mobile health (mHealth) tools.

Mid 2014, we received funding from Ole Kirk's Foundation to support this scale up of our program and established our first Regional Capacity Hub in Addis Ababa. From here, we are coordinating the roll out of our training packages and tools with our partners e.g. SOS Children's Villages. We are very grateful for this opportunity. In October 2014, we hired a Regional Manager, Hiwot Hubshet, to coordinate this process including the development of a training task force that will travel to partner sites and train local representatives. An important task will be to support partners with the implementation of The Safe Delivery App and to do app introduction trainings.

### 3. The Safe Delivery App

Over the past three years, we have worked on developing The Safe Delivery App in partnership with leading experts from Copenhagen University and University of Southern Denmark.

The Safe Delivery App is an mHealth tool to improve the quality of maternal and neonatal care at peripheral health facilities in developing countries. Through simple, animated clinical instruction films birth attendants are instructed in how to handle both normal and complicated deliveries.

The final app will contain ten animated clinical instruction films addressing the seven signal functions of BEmONC and is based on global clinical guidelines. The first four films of the app were tested in 2014 in a randomized controlled trial in Ethiopia financed by MSD for Mothers' Global Giving Program. The preliminary results from the research showed a remarkable increase in the skill and knowledge level of the health workers. The skills increased both from 0 to 6 months, but then again even further from 6 months to 12 months. These results strongly indicate that the Safe Delivery App is a strong tool for both building and retaining essential skills among health workers. Final research results will be published in 2015.

We look forward to launch the complete app addressing all basic emergency delivery situations in spring 2015. The complete app will be available free for download for all.

### From Maternity Worldwide to Maternity Foundation

In April 2014 we changed our name from Maternity Worldwide Denmark to Maternity Foundation. We are thankful to our partners and key stakeholders for making this a smooth transition.

### Thank you

Above achievements would never have been possible without the great support and recognition from our partners, donors and members. We are truly thankful for the tremendous support you provide.

A special thank you to our strategic partners The Kavli Trust, the Obel Family Foundation, MSD for Mothers and Ole Kirk's Foundation and to the many Danish foundations that loyally support our work on an ongoing basis. Hereunder, Lauritzen Foundation, Hesse Ragle Foundation, Novo Fonden, Oticon Fondet, Ida og J. Rindoms Fond, 8. Marts Gruppen, Otto Sandgreens Legat Fond, Orients Fond, Asta & Jul P. Justesen's Foundation, Kulturstyrelsen, Poul Due Jensen's Foundation, Solarfonden af 1978 and Det Arnstedske Familiefond for supporting our work. Thank you also to the 200 donors from all over the world, who supported our crowdfunding campaign to complete The Safe Delivery App, to our members and to the sustainable Hopelight project for letting all funds from their art exhibition go to our work.

Our financial model of letting all collected funds go directly to our development and research projects in Africa is only possible due to the support from The Obel Family Foundation to cover our administration cost here in Denmark. This along with the voluntary time from the many individual midwives and doctors and from our pro bono partners providing professional services for free, including Buus Jensen, PA Consulting, Clear Channel, Qlick, Motor Agency, Bech Bruun, Egon Zehnder, McKinsey & Company and not least MSD Denmark, who has supported us from all levels of their organization throughout the year. A big warm thank you to each and every one of you for this dedication.

Also a warm thank you to all the Maternity Friends that supported our campaigns in 2014 and to The Vallø Stift for recognizing our work and dedicating us the prestigious Vallø Prize in 2014. To our strong team in Ethiopia and in Denmark for working hard on making a difference and for constantly looking at ways to improve our work and make the biggest impact.

Last but not least a warm thank you to our patron, Her Royal Highness Crown Princess Mary, for tirelessly fighting for women and girls and their right to access reproductive health services.



The annual report for Maternity Foundation - Fondet is presented in accordance with those regulations of the Danish Financial Statements Act.

The accounting policies used are unchanged compared to last year.

**Recognition and measurement in general**

Income is recognised in the profit and loss account concurrently with its realisation, including the recognition of value adjustments of financial assets and liabilities. Likewise, all costs, these including depreciation, amortisation, writedown, provisions, and reversals which are due to changes in estimated amounts previously recognised in the profit and loss account are recognised in the profit and loss account.

Assets are recognised in the balance sheet when the association is liable to achieve future, financial benefits and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when the association is liable to loose future, financial benefits and the value of the liability can be measured reliably.

At the first recognition, assets and liabilities are measured at cost. Later, assets and liabilities are measured as described below for each individual accounting item.

Certain fixed asset investments and liabilities are measured at amortised cost, by which method a fixed, effective interest is recognised during the useful life of the asset or the liability. Amortised cost is recognised as the original cost with deduction of any payments and additions/deductions of the accrued amortisation of the difference between cost and nominal amount. In this way capital losses and capital profits are spread over the useful life.

At recognition and measurement, such predictable losses and risks are taken into consideration, which may appear before the annual report is presented, and which concerns matters existing on the balance sheet date.

**The profit and loss account****Other external costs**

Other external costs comprise costs for administration, wages and project costs.

**Staff costs**

Staff costs include salaries and wages including holiday allowances, pensions and other costs for social security etc. for staff members. Staff costs are less public reimbursements.

**Net financial**

Net financials comprise interest income and interest costs, financial costs in connection with financial leasing, realised and unrealised capital profits and losses concerning securities, liabilities and transactions in foreign currency, amortising of fixed asset investments and liabilities, and additions and reimbursements of interest concerning tax payment. Net financials are recognised with the amounts concerning the financial year.

**Tax**

Tax on profit for the year is carried in the income statement.

The foundation does not make provisions for deferred tax.

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**The balance sheet****Accrued income and deferred expenses**

Accrued income and deferred expenses recognised under assets comprise incurred costs concerning the next financial year.

**Available funds**

Cash and cash equivalents comprise cash and short-term securities with a maturity less than 3 months that are readily convertible into cash and which are subject to an insignificant risk of changes in value.

**Provisions**

Funds set aside for future project expenses.

**Other assets**

Other assets are recognised at nominal value.

**Liabilities**

Liabilities concerning debts to suppliers and other debts are measured at amortised cost which usually corresponds to the nominal value.

**Tax**

Current tax receivable and tax liabilities are recognised in the balance sheet at the amount calculated on the basis of the expected taxable income for the year adjusted for tax on previous years' taxable income and prepaid taxes. Tax receivable and tax liabilities are set off to the extent that legal right of set-off exists and if the items are expected to be settled net or simultaneously.

*All amounts in DKK.*

<u>Note</u>	<u>2014</u>	<u>2013</u>
1 Funds collected	5.707.096	3.941.106
Earmarked funding to cover administration	<u>-1.330.000</u>	<u>-1.330.000</u>
	4.377.096	2.611.106
2 Administration and staff costs	<u>245.306</u>	<u>43.376</u>
<b>RESULT BEFORE NET FINANCIALS</b>	4.131.790	2.567.730
3 Other financial income	4.662	7.351
4 Other financial costs	<u>146</u>	<u>-</u>
<b>RESULT FOR THE YEAR BEFORE DISTRIBUTION</b>	<u>4.136.306</u>	<u>2.575.081</u>
<b>Result to be disposed</b>		
5 Project and program expenses	4.480.192	3.294.663
Used provisions for charitable distributions previous years	-1.625.932	-750.000
Transferred to provisions for charitable distributions	157.482	-
Transferred to distributable capital	<u>1.124.564</u>	<u>30.418</u>
Disposed	<u>4.136.306</u>	<u>2.575.081</u>

*All amounts in DKK.*

<u>Note</u>	<u>31/12 2014</u>	<u>31/12 2013</u>
<b>ASSETS</b>		
<b>Non-distributable assets</b>		
Bank deposits	<u>250.000</u>	<u>250.000</u>
<b>Financial fixed assets</b>		
Deposits	<u>60.000</u>	<u>60.000</u>
<b>FIXED ASSETS IN TOTAL</b>	<u>310.000</u>	<u>310.000</u>
<b>Current assets</b>		
<u>Debtors</u>		
6 Other debtors	<u>1.813.409</u>	<u>1.847.406</u>
Cash funds	<u>3.990.180</u>	<u>4.715.057</u>
<b>CURRENT ASSETS IN TOTAL</b>	<u>5.803.589</u>	<u>6.872.463</u>
<b>ASSETS IN TOTAL</b>	<u>6.113.589</u>	<u>6.872.463</u>

*All amounts in DKK.*

<u>Note</u>	<u>31/12 2014</u>	<u>31/12 2013</u>
<b>LIABILITIES</b>		
<b>Equity</b>		
7 Non-distributable capital	250.000	250.000
Distributable capital	<u>1.744.299</u>	<u>619.735</u>
<b>EQUITY IN TOTAL</b>	<u>1.994.299</u>	<u>869.735</u>
<b>Provisions</b>		
Provisions for charitable distributions	<u>3.740.800</u>	<u>5.209.250</u>
<b>Short-term liabilities</b>		
8 Other liabilities	378.490	193.478
Deferred income, foundation regarding following years	<u>-</u>	<u>600.000</u>
<b>SHORT-TERM LIABILITIES IN TOTAL</b>	<u>378.490</u>	<u>793.478</u>
<b>LIABILITIES IN TOTAL</b>	<u>6.113.589</u>	<u>6.872.463</u>
9 Information regarding tax deductible donations (Tax Assessment Act § 8 A)		

*All amounts in DKK.*

	<u>2014</u>	<u>2013</u>
<b>Note 1 - Funds collected</b>		
Private donations	87.495	113.436
Donations from foundations	5.374.835	3.825.692
Other income	<u>244.766</u>	<u>1.978</u>
	<u>5.707.096</u>	<u>3.941.106</u>
Earmarked funding to cover administration	<u>1.330.000</u>	<u>1.330.000</u>
<b>Note 2 - Administration and staff costs</b>		
Administration and staff costs	1.575.306	1.373.376
Covered by donations from foundations	<u>-1.330.000</u>	<u>-1.330.000</u>
	<u>245.306</u>	<u>43.376</u>
<b>Note 3 - Other financial income</b>		
Interest income	<u>4.662</u>	<u>7.351</u>
	<u>4.662</u>	<u>7.351</u>
<b>Note 4 - Other financial costs</b>		
Interest expenses	<u>146</u>	<u>-</u>
	<u>146</u>	<u>-</u>
<b>Note 5 - Project and program expenses</b>		
Integrated Maternal Health Project	1.825.842	1.433.898
mHealth Project	1.190.342	1.467.456
Overall expenses	-	393.309
Regional Capacity Hub/Partnership Roll-Out	812.732	-
Cross Program Management	<u>651.276</u>	<u>-</u>
	<u>4.480.192</u>	<u>3.294.663</u>

*All amounts in DKK.*

	<u>2014</u>	<u>2013</u>
<b>Note 6 - Other debtors</b>		
Prepaid expenses	203.748	30.192
Receivable, foundations	1.609.661	1.763.779
Other receivables	-	53.435
	<u>1.813.409</u>	<u>1.847.406</u>
<b>Note 7 - Equity</b>		
<u>Non-distributable capital</u>		
Capital	<u>250.000</u>	<u>250.000</u>
<u>Distributable capital</u>		
Results brought forward, beginning of period	619.735	589.317
Profit or loss for the year brought forward	1.124.564	30.418
	<u>1.744.299</u>	<u>619.735</u>
<b>Note 8 - Other liabilities</b>		
Payables	39.754	34.730
Holiday pay obligation	256.141	110.670
Payable income tax etc.	82.595	48.078
	<u>378.490</u>	<u>193.478</u>

**Note 9 - Information regarding tax deductible donations (Tax Assessment Act § 8 A)**

In 2014 the foundation has received 222 tax deductible donations, in total DKK 49.200.