



Charity Needs Foundation Annual Return and Trustee Report April 2018 — April 2019

The trustees of Charity Needs Foundation (CNF) are:

Jonathan Fleming — Founder

Andrea Arnold &

Hazel Arnold

Overview:

During the reporting year of April 2018 to April 2019 CNF continued its endeavour to promote, market and promote the voluntary sector by listing numerous organisations in its campaigns gallery found at charityneeds.com.

It was expected that Jonathan Fleming would be working on the web applications that we need to put into production, but this got delayed due to a number of featured articles we covered over the period and the unseen liaisons that happen with other charitable organisations when first trying to establish a relationship and a project to help support.

These liaisons can be time consuming and may not always result in a workable collaboration because of differing objectives, however, there's always a positive aspect that comes from these liaisons and that is the contact and relationship that is struck up.

In the past, these contacts have proved to be valuable for future projects.

We have found that our articles are of great interest to the public and so we chose to hone our skills on writing great features that we could get into real-world publications and newspapers for maximum impact. Most charities have none or a very small budget for being able to market and promote their campaigns or

needs and so when they learn that our service is provided completely free, it becomes a highly attractive proposition given that we have a growing list of publications of varying types and formats that we can send press releases to.

All the organisations that we have covered have been very appreciative of the support and have benefited from the increased awareness, be that through finding volunteers, awareness and support or financial donors.

Details and links to the articles released in this period can be found within the reports of each Trustee.

By the time we got to the end of this period we realised how much our traffic was increasing, but also that we have not yet completely made our website interactive. This is going to be corrected during the 2019-2020 reporting period.

It is imperative that we now get the site searchable because what CNF is doing is having a growing and positive impact through the awareness it is bringing to other charitable organisations that we list or feature.

We know it is difficult to get the public to fund administrative tasks of charities, which is why most charities have a limited budget for public relations and we are not exempt from this. One of the reasons we started to concentrate on publishing articles about charities, their campaigns and needs, is to try and prove to the public that there is a real need for a service to be in place for charities to utilize and use for reaching a wider audience and growing their awareness. The column inches that can be gained are notoriously hard to obtain, but we are managing to get good coverage in publications we target

By proving the popularity and growing interest that we are experiencing for all the charities we cover, we may then be able to start a fundraising campaign during the reporting year of 2019-2020 or 2020-2021 where the public understand the importance of funding a marketing portal so that both public and charities have a dedicated place on the web that serves a valuable purpose. It's essential for us to have all the necessary applications in place so that the global public and the charities can truly interact with the site to list campaigns and needs or perform searches and find concerns that they wish to support.

Again this period has not been about raising funds for CNF and so our finances remain enough to support our web presence and a number of other administrative tasks. When we do get around to a fundraising campaign, we'll be educating the public on why our administration is important to support and the value that that can bring for the voluntary sector worldwide.

For all intents and purposes, we are still laying down the foundation.

Trustee Report of Jonathan Fleming

for the reporting period 5th April 2018 - 5th April 2019

In the reporting year of April 2018-2019 we were mixing our tasks with trying to establish fundraising avenues, however, this attempt was forced and encumbered our natural flow and pursuit of becoming a promotional establishment the voluntary sector can recognise and respect. CNF believes that the listings and articles have been more organic and have helped to increase our audience and understanding of what we do which will eventually lead us to the funding that we will ultimately pursue.

CNF is now firmly of the belief that if we continue to go down the route of listing and writing about the organisations we feature that the fundraising aspect of what we aim to achieve will have more impact when we are truly ready to fundraise for what we are aiming to do globally — that of making the voluntary sector truly visible and easily accessible to its transparency.

We already know that the public do not like seeing their funds utilised on administrative task that any charity must engage with, but we hope that by establishing CNF as an organisation that can show its marketing prowess for any voluntary organisation we feature, it will bridge the gap that most charitable organisations,

come across when needing to make the public aware of their campaigns or needs without a marketing budget.

We had anticipated that 2019 would be the year that we were able to make the gallery interactive instead of static, but this is now looking likely to be interactive in 2020, however, the gallery continues to grow and so does the website as a result of the campaigns that get listed there. It is clear that there is a great deal of interest and traffic formed on the site because of this gallery and so the desperation to make the platform interactive for both public and organisations of the sector is truly at an intensive peak.

This is where my personal focus shall be until the application is complete and online. As such, the amount of articles output in the next reporting year might fall since I am the only developer in the organisation, for now, tasked with seeing these applications come online.

One of the articles we featured was after we were approached in June 2018 by a volunteer of the charity named FASS (Family Autistic Spectrum Support) to help them gain greater awareness within their local community and the new areas they wanted to expand to. As we do with all the charities we work with, no matter their size, we spent time with them to understand their need and story to make the public aware of their new campaign and outlook. This was for a small local charity that wanted to expand from their Hampshire base in one town to reach out to the wider county of Hampshire to include West Sussex too. We successfully achieved radio coverage within Hampshire, West Sussex, Isle-of-Wight and parts of London as well as coverage in local newspapers.

That article can be read at this address: charityneeds.com/feature/fass.org.uk/a-special-need, we named it [A Special Need](#)

All the articles that CNF produces are edited by myself and this is supported by the other trustees, but the topics are chosen freely by all our Trustees. Our Trustee Hazel Arnold chose to cover a topic on cardiac arrest in public places, a term called SADS which is an acronym that stands for Sudden Arrhythmic Death Syndrome. It's a condition that can happen to anyone, but quite often happens to young people.

The charity SADS UK has been campaigning to get defibrillators installed in public places to try and reduce the number of deaths which happens to be between 80,000 and 120,000 each year. Prevention depends largely on fast action aided by the use of a defibrillator to prevent death which is why SADS UK are campaigning to have these devices installed in public places.

You can read the article at this address: charityneeds.com/feature/sadsuk.org.uk/a-life-saving-mandate, you can also Google it by its title [A Life Saving Mandate](#)

We also released an article about homelessness in Budapest, Hungary and the law change there that would mean it would be illegal to bed down in any public place of the city. This is something that is trending throughout Europe, including the UK, and we wanted to highlight this through the Hungarian charity Budapest Bike Mafia who help the homeless with food, accommodation and try to alleviate their stress.

You can read that article at this address: charityneeds.com/feature/bbm.hu/the-budapest-street-sleepers, you can also Google it by its title [The Budapest Street Sleepers](#)

In this period we released an article early in 2019 that covered the sudden death of 9 horses in the care of an Italian charity called Italian Horse Protection Association (IHP), the only organisation in Italy providing protection, rescue and sanctuary for equines from mistreatment and abuse. Having suffered a devastating loss at the beginning of 2019, the same fate visited them again later in the year to take their toll to 13 dead horses, the result of which have proved inconclusive, but controversial.

You can read that article and its updates, through to update 2 at the time of writing, at this address: charityneeds.com/feature/horseprotection.it/sudden-death-of-horses, you can also Google it by its title [Sudden Death of Horses](#)

For each of these articles we contacted a great number of media outlets in the real world and online to gain these charities greater awareness of their plights, campaigns or needs, as well as releasing and promoting them through our own growing social media network.

The publicity and awareness gained has proven very valuable to these organisations often receiving funding opportunities, awareness or volunteer support which is why we are trying to establish CNF as the organisation for the sector that the public can understand requires support administratively to carry on the work we do and thus the fundraising and will eventually embark on.

The aforementioned articles are just a few that we have featured and you can find more at charityneeds.com/articles

Trustee report of Andrea Arnold

for the reporting period 5th April 2018 - 5th April 2019

In May 2018 Charity Needs Foundation liaised with the NHS Blood Transfusion Service, on an article about sickle cell anaemia written by Jonathan Fleming which affects mainly people with African, Caribbean and Asian heritage as well as those from a middle Eastern origin. Because of the specific requirements for blood transfusions in this area, and the reluctance of individuals to come forward (often due to cultural traditions and misunderstanding of the process) there is a large shortage of blood donors. As I am connected with a major national series of Martial Arts Tournaments (the Cimac Superleague) and knowing that there is a diverse range of ethnic minorities likely to be present at the tournaments, I suggested it may be a good opportunity for the NHS Blood Transfusion service (NHSBT) to have a presence at the The Cimac World Cup, part of the Cimac Superleague series, in Birmingham in July 2018.

I spoke to the promoter of the Cimac Superleague Mr Neville Wray and he agreed to have a representative at the event as long as the sports centre where the event was being held also agreed. Permission was granted for the NHSBT to be represented by Ms Anne Grimstead and also for the CEO of the Sickle Cell Society, Mr John James, to be present as well.

Charity Needs Foundation coordinated (I was the contact) between both the NHSBT and the Sickle Cell Society and Mr Neville Wray. Both charities were given their own areas at the tournament and their presence and aims were announced at regular intervals over the tannoy system, encouraging people to talk to both Ms Grimstead and Mr James.

Getting blood donors from the ethnic community is proving a hard nut to crack-they are seriously underrepresented. Both charities were pleased that they managed to give out leaflets and advice at the event. Unfortunately the NHSBT were not able to give blood tests as this has to be done in controlled conditions so they took email addresses of interested parties but the take up was not encouraging. However more people now know of the important work both charities are doing and hopefully this event will be added to in 2019.

CNF had an AGM in November where it was decided to have a party called 'Flow' to promote both fundraising and volunteering for charity. The trustees worked on different areas: I supplied graphics for the event and also liaised with Hazel Arnold in setting the interior of the venue.

Moving forward into 2019 I would like to see the next 'Flow' party being held, and also to add some volunteering work in Thailand with the aim of promoting one or two charities within the CNF format.

Trustee report of Hazel Arnold

for the reporting period 5th April 2018 - 5th April 2019

During this period CNF attempted an awareness party called Flow which was proposed and presented to my partner Ian to be held at his shop of which he gave the go ahead.

Our focus now turned toward getting approval from the sound engineers Marvin Connor and Brian Jacobbs along with Keegan Duncan who volunteered to help with security. They thought it would be a great place to have a party and the date was set for the 15th December 2018.

Although the event itself was very well put together, it was not as successful as we would have liked it to be because of the numbers in attendance. This was a fault of our own making as we did not properly inform the public that we had access to on a regular basis about when it would be, however, it did prove we can establish the event as a very good fundraiser and awareness event in the future. This is something we do intend on pursuing.

During this period we had been in communication with The FEI Federation Equestrian International who contacted CNF about The Italian Horse Protection (IHP) to enquire on what IHP did with their horses as FEI wanted to introduce them to their 'FEI Solidarity Programme' to help youths get into riding.

The aim of the FEI Solidarity Programme is to provide their Members (National Federations member of the FEI) with the tools to develop equestrian sport in their own country in a sustainable, structured, progressive and professional manner. Their programme is structured in 4 pillars: The National Federation, The Athlete, the Coach, The Values. Under the VALUES pillar, FEI Solidarity finances Sports of All programmes for underprivileged children or adults, social integration programmes for vulnerable kids, etc. For this, they need horses. They questioned what IHP did with all these neglected Italian horses and wondered if among these horses, some of them could be involved in "social programmes"

Jacqueline Braissant, director of the FEI Solidarity Programme mentioned that there are so many children or teenagers who could be reinserted in the society via horse riding or via working around horses (horsemanship). She then informed us that they are helping programmes in Haiti, Slovenia, Tunisia, South Africa, Singapore, etc. and stated that horses do not like doing nothing! They can change lives!

Between FEI and IHP, the two schools of thought are very far removed from each other, FEI are an international body who advocates all equestrian sports. IHP has the complete opposite view and believes in non coercion of horses in any way.

Jonathan tried to bring them together by contacting other charities that may have been able to provide horses for the FEI CSR needs. Although both parties eventually came to a workable compromise the conclusion was that IHP was not able to provide horses suitable for riding which is what the FEI wanted to get children into.

We wanted to feature about six charities over the year, one of which we visited at the beginning of June called SADS. This charity was close to Ian's heart (our Charities Liaisons Officer and my partner) as he lost his best friend Matt to the SADS condition which stands for Sads Sudden Arrhythmic Death Syndrome. We visited the head office in July 2018 where we met Ann Jolly the founder along with her team. They explained to us what they did within the charity. We came away with valuable information so an article could be written. Jonathan put this out around September 2018.

You can read the article at this address: charityneeds.com/feature/sadsuk.org.uk/a-life-saving-mandate, you can also Google it by its title [**A Life Saving Mandate**](#)

Ian and I took our next trip to Croatia on the motorbike, again, we wanted to visit a charity on our way down through eastern Europe. We contacted a charity called the Budapest Bike Mafia. Their aim is to help the homeless which is a problem that has grown nationwide. We met Lidi, a woman who volunteers for the charity after work and weekends to help with the many projects they run. We went out on the walking route to give out sandwiches as well as find out why the people we encountered had ended up living on the streets. We produced an article about this situation and you can find it at this address:

charityneeds.com/feature/bbm.hu/the-budapest-street-sleepers, you can also Google it by its title [The Budapest Street Sleepers](#)

Just as the New Year arrived Sonny, president of the Italian Horse Protection, informed us of the deaths of several horses in their care. The IHP had recently moved to new premises which promised better grazing so this was a real blow to them. Jonathan did an updated article to raise awareness of this. The articles covering this story are: [IHP On The Move](#) and [Sudden Death of Horses](#)

It wasn't long after Sonny was affected by more deaths of horses in his care and to this date there have been no answers. We wrote an updated article about this event of deaths which took the toll to 13. The article is called, [Sudden Death of Horses Update 2](#), you can also read [Sudden Death of Horses Update 1](#) to understand the back story.

I emailed professionals in the toxicology field worldwide to try and get help for IHP and got a positive response from Karyn Bishcoff Senior Extension Associate of Cornell University College of Veterinary Medicine, and Diagnostic Toxicologist, New York State Animal Health Diagnostic Center, but this runs into our next reporting year so it will be continued there.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 2018 April 05
Period start date

To 2019 April 05
Period end date

Charity name: Charity Needs Foundation

Charity registration number: 1168917

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<i>1) To promote the voluntary sector for the benefit of the public by:</i>

		<p><i>a) liaising between charities and voluntary organisations, including government agencies where needed;</i></p> <p><i>b) identifying needs in the voluntary sector and establishing projects or policies to address them;</i></p> <p><i>c) assisting in the administration of funding programmes to charities and voluntary organisations that are just starting up and need support, including those already established that could utilise the same administration systems that CNF itself benefits from;</i></p> <p><i>d) providing information to the press and the public on the operation of, or problems encountered by, the voluntary sector;</i></p> <p><i>e) providing advice and information on fundraising techniques appropriate for voluntary organisations and charities;</i></p> <p><i>f) act as a representative of the voluntary sector in relation to government policies and legislation;</i></p> <p><i>g) advising businesses on charitable giving and encouraging employees to participate in voluntary work; providing advice and information to the public and to existing organisations on</i></p>
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		<p><i>how to establish charities and voluntary organisations.</i></p> <p><i>‘The Voluntary Sector’ means charities and voluntary organisations</i></p> <p><i>Charities</i> are organisations, which are established for exclusively charitable purposes in accordance with the law of England and Wales.</p> <p><i>Voluntary organisations</i> are independent organisations, which are established for purposes that add value to the community as a whole, or a significant section of the community, and which are not permitted by their constitution to make a profit for private distribution. Voluntary organisations do not include local government or other statutory authorities.</p> <p>2) <i>The relief of financial need and suffering among victims of natural or other kinds of disaster in the form of money (or other means deemed suitable) for persons, bodies, organisations and / or countries affected.</i></p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p>CNF concentrated on four aspects of its purposes in the financial period April 2018 - April 2019 which were those of 1.a, 1.b, 1.c and 1.d.</p> <p>We listed a number of charities on our website through our campaign gallery to promote those organisations and their campaigns whilst the site is still in live construction.</p> <p>We featured these charities during the period: FASS (Family Autistic Spectrum Support) SADS UK Budapest Bike Maffia</p>

		Italian Horse Protection Association (IHP) NHSBT Sickle Cell Society
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	We will not be accepting grant applications until the interactive website is completed which has been extended to mid 2020, however, we will consider those who do write in for such when we are fully ready for this stage.
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SORP reference	
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Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>We made positive introductions with the NHSBT and Sickle Cell Society to help the NHS Blood and Transplant unit find more black, asian and ethnic minority groups who can give blood or become an organ donor.</p> <p>We have brought wide publicity and awareness to IHP through our articles and real-world press releases.</p> <p>The same can be said for the following charities:</p> <p>FASS (Family Autistic Spectrum Support)</p> <p>SADS UK</p> <p>Budapest Bike Mafia</p>
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	CNF did not do any fundraising in this period because we concentrated on establishing our feature articles as well as our web applications
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	We only hold enough reserves in the bank to ensure the charity can pay for basic administration essentials
Amount of reserves held	Para 1.22	489
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	No concerns

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Governing Document
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Only the charity trustees are allowed to appoint a new trustee by quorum, if a quorum is not met Jonathan Fleming is the trustee allowed to appoint one trustee to establish a quorum

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Charity Needs Foundation
Other name the charity uses	CNF, Charity Needs
Registered charity number	1168917
Charity's principal address	9b Chatham Place, Brighton, East Sussex BN1 3TP

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Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Jonathan Fleming	chair		Jonathan Fleming
2	Andrea Arnold			
3	Hazel Arnold			
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Corporate trustees – names of the directors at the date the report was approved

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	None
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information


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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Jonathan Fleming Andrea Arnold Hazel Arnold	
Position (eg Secretary, Chair, etc)	Jonathan Fleming (chair)	
Date	30/01/2020	

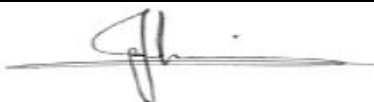
 CHARITY COMMISSION FOR ENGLAND AND WALES	Charity Name		No (if any)		CC16a
	Charity Needs Foundation				
	Receipts and payments accounts				
	For the period from	Period start date 5th April 2018	To	Period end date 5th April 2019	

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
	982	-	-	982	120
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total(Gross income	982	-	-	982	120

<i>for AR)</i>					
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
<i>Sub total</i>	-	-	-	-	-
<i>Total receipts</i>	982	-	-	982	120
A3 Payments					
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<i>Sub total</i>	-	-	-	-	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
<i>Sub total</i>	-	-	-	-	
<i>Total payments</i>	-	-	-	-	-
<i>Net of receipts/(payments)</i>	982	-	-	982	120
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
<i>Cash funds this year end</i>	982	-	-	982	120

[illegible]

			-	-
			-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval
		Jonathan Fleming		30th January 2020