



**Be Kind Movement
Trustees Report and Accounts for
Year Ended 31 August 2019**

Charitable Incorporated Organisation

**Registered Charity Number
1161876**

Table of Contents

Charity Information	3
Trustees Report	4
Objectives and Activities.....	5
Challenges.....	7
Financial Review	8
Plans for Future	9

Charity Information

Address 199 St Ann's Hill
London SW18 2RX

Bankers Barclays Bank
376 Garratt Lane
Earlsfield
London SW18 4HP

Trustees Report

The Trustees present their report and financial statement for the year ending 31st August 2019. This report and accounts have been prepared by reference to Accounting by Charities - Statement of Recommended Practice 2005, Financial Reporting Standards for Smaller Enterprises 2015 and Charities Act 2011.

The Charity is a Charitable Incorporated Organisation (CIO) and is an independent charity established on 30th May 2015. The CIO's annual report is published on the Charity Commission Website.

Statement of Trustees' responsibilities

The Charities Act 2011 requires the trustees to prepare financial statements for each financial 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.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Organisation

The Trustees are:-

Mrs Premila Puri (chair)

Mr Shavy Makh

Mr R.M.Puri

The Members of the CIO are individuals who undertake to act in good faith to further the purposes of the CIO. The affairs of the CIO are managed by the Charity Trustees of which there are three as per the requirements. Decisions are made by simple majority of votes at a meeting of Trustees or by resolution made in writing or in electronic form and agreed by all Trustees. Induction of Trustees is overseen by the Chair. Day to day management of the Charity's affairs, strategy and fundraising is assigned to the Chair, Mrs Premila Puri. Shavy Makh's primary role within the organisation is namely Child Safeguarding Lead and as Complaints Executive.

Objectives and activities

Objectives

Be Kind Movement's purpose is to empower women and children with education by providing them with knowledge, resources and skills. By providing financial and other non-material support we aim to achieve a sustainable change so that every woman and child can lead a dignified and fulfilling life.

Be Kind Movement's purpose is underpinned by the ethos that Kindness underlies any and all charitable and philanthropy activity. It is a powerful motivator that can inspire people to donate, volunteer and perform small random acts of kindness in their daily lives.

Activities

In 2017-18, Be Kind Productions (formerly Ariana Ventures Ltd), a film production company produced ITSY, a 12 minutes short film on Kindness, on behalf of the charity. In exercising their duty, the Charity Trustees reviewed that all of their activities had due regard to public benefit guidance published by the Commission.

The goals identified in 2018-19 have been delivered as follows:

1. Ebay shop set up in July 2018 which has produced net sales of £700 within a year;
2. Delivering on our mission to provide knowledge, resources and skills has met with some success when the charity offered the opportunity to work on the film set as a runner to a young disadvantaged girl, called Ruvimbo. In 2018, this led to other film opportunities for Ruvimbo (as production assistant on a feature film called NINE NIGHTS). Ruvimbo's confidence and self-esteem has grown considerably since being coached by the chair, Premila Puri. However due to some personal challenges in her life, Ruvimbo returned to Liverpool to be with her family. Unfortunately this meant that she was not able to accept the offer of working on set with a reputable London based film production company;
3. Continued to grow our digital audiences albeit at a small pace. In order to create a bigger impact, we need a dedicated digital resource to promote the work of Be Kind Movement. Nonetheless, we've increased followers on all platforms - from 960 to 1050 on facebook, 167 to 225 on Twitter and 124 to 175 on Instagram;

4. Recruited a volunteer in September 2019 with a view to Mrs Haffenden assuming Trustee duties at the end of her voluntary trial period in February 2020. She would have replaced the current Trusteeship held by R.M.Puri. However in February 2020, Mrs Haffenden informed us of her pregnancy and that she would not be intending to accept the Trustee role;
5. Focused on organising and planning its annual fundraising screening of ITSY to take place on 2nd October 2019 at the Curzon Theatre in London. Multiple screening events planned from January 2020 to raise funds for their Kindness in School Programme.
6. Based on the advice from Be Kind Productions, ITSY was entered into several film festivals and we are proud to announce that ITSY screened at 20 film festivals worldwide and garnered six film awards. This will certainly work in the charity's favour when generating a buzz on social media amongst its donor and supporter base and appealing to the wider community.
7. Sample of quotes from the press for ITSY:
 - 'ITSY Tells You How An Act Of Kindness Can Set A Soul Free' - Indie Shorts Magazine'.
 - 'We're honoured to recognise these change-making, gripping films that illuminate the challenges of our time...(and) continue to spread a global message of positivity and hope' - A Show for a Change Film Festival
 - 'Brilliantly carried off by Boswell's highly engaging lead performance, this is a spiritually underpinned morality tale that shows acts of kindness – no matter how itsy-bitsy – can be powerful' - Close up Culture
 - 'ITSY is a statement on the power of kindness for ALL beings. Your story is original and also profound. Hard to imagine that opening one's heart to a spider could be life changing and affect so many' - Cleveland International Film Festival

Challenges

There are multiple challenges that a small charity like ours continues to face however the three key ones are listed below:

1. Capacity - as a volunteer driven organisation, we are considerably stretched when it comes to dedicating time to specialist activities such as grant writing, stewardship, strategic review, training & development, engaging donor community amongst many others;
2. Finances - we have traditionally raised funds from hosting events that have then been allocated to projects such as sponsoring education of the Girl Child in Indian slums. We've been able to identify some grant funding that may help however the challenge is that we do not qualify for many of these as our turnover is below a certain threshold. The Small Charities Coalition have been doing a wonderful job representing many small charities that face similar issues;
3. Core funding - We are in urgent need of core funding to attract part time staff especially with specialist skills such as social media management, grant writing, marketing, website re-design, legal and HR and educational research;

Financial review

The results for the year and financial position are set out in the Statement of Financial Activities and the Balance Sheet. Resources expended were £1609.68, with incoming resources of £4916.81, the surplus was £3,307.13. The latter combined with the previous year's unrestricted funds of £2,627.80 gave the charity net current asset of £5,934.93. Of the £4916.81 funds raised, £2,500.00 was sponsorship funding to cover event costs of ITSY film premiere taking place in October 2019.

The charity has no staff salaries or office costs except an annual operating cost of c£1600.00, made up of subscriptions, IT, postage, training, Ebay fees, stationary, travel and meetings. Accounting costs were nil as the charity was able to secure pro bono assistance in the preparation of the accounts.

The intention is to continue maintaining low costs in 2019-20 whilst seeking to generate long term funding that will cover its core funding.

Plans for Future

The goals for 2019-2020 are as follows:

1. Deliver pilot Kindness workshop to primary school in January 2020 as part of its Kindness in School Programme;
2. Raise funds from ITSY's fundraising Premiere event in October 2020;
3. Build strategy and implementation plan to screen ITSY at multiple screening events to raise funds for Kindness in School programme;
4. Recruit a Trustee to replace current Trusteeship held by R.M.Puri;
5. Approach volunteering platforms such as Media Trust and do-it.org to build volunteering capability;
6. Conduct a marketing review of the charity's website and marketing strategy;
7. Conduct fundraising strategy and build expertise specifically within grant writing and community (digital) fundraising;
8. Continue building digital audience for charity;
9. Secure assistance towards core funding either through successful grants, corporate sponsorship and/or partnerships;
10. Collaborate with third party education company to building educational content for kindness workshops.

2019-20 will be an exciting year as the charity embarks on delivering its first pilot Kindness workshop, as part of its kindness in school programme, of which ITSY is an integral part of. We would like to thank all our supporters, friends, partners and well wishers in supporting us with remarkable dedication and passion.

Premila Puri - Chair of Trustees June 2019



BE KIND MOVEMENT

Accounts for the Year Ended

31 August 2019



Income and Expenditure
Account for the Year Ended 31
August 2019

2019
£

INCOME



Donations	3,227.52	
Events and Sales	1,219.29	
Gift aid	400.00	
Bank Interest and Compensation	70	
		4,916.81
EXPENDITURE		
Business Licence and Permits	30.00	
Donations made	458.37	
Dues and Subscriptions	148.66	
Event Marketing	195.86	
Insurance	46.61	
miscellaneous	144.43	
Postage and Stationery	97.85	
Refreshments	2.90	
Training	125.00	
Travel expenses	310.00	
Ebay fees	50.00	
		1,609.68
Surplus / (Deficit) for the year		3,307.13
CARRIED FORWARD		
Financial y/e 2018	2,627.80	
		2,627.80
Surplus / (Deficit) for the year		5,934.93



No income is restricted



Balance Sheet as at 31 August 2019

		2019 £
Current assets		
Balance at bank	5,688.35	
PayPal balance	85.30	
Prepayments	309.45	
		6083.10
Creditors		
Amount falling in one year	245.62	
		245.62
Net Current Assets		5,837.48
Total Assets Less Liabilities		<u>5,837.48</u>
REPRESENTED BY		
Surplus of Funds at 1 September 2018		-
Surplus/ (Deficit) for the Year		5,837.48
TOTAL CHARITY FUNDS		5,837.48



Notes to the Accounts
for the Year Ended 31 August 2019

1. Accounting Convention

The accounts have been prepared under the historic cost convention and by reference to:
Accounting by Charities - Statement of Recommended Practice 2005
Financial Reporting Standards for Smaller Enterprises 2015
Charities Act 2011

2. Income and Expenditure

Income is recognised on a receivable basis
Expenditure is recognised on an accruals basis.

3. Creditors

	2016
Accruals	62.87
Other creditors (unclaimed expenses)	182.75
	<hr/>
	<u>245.62</u>