



**IndiaDirect**

Every penny directly changing lives



# Our Annual Report

April 2016 – March 2017

## Our Charity - India Direct

India Direct has been a registered charity since the end of January 2004.

The charity is run by the five trustees assisted by several other volunteers, many of whom live in East Cheshire.

Money raised in the UK is sent to India where it is administered by Love and Care Charitable Trust, an Indian charity based in Chennai in Southern India. Their Trustees are Pastor Martin, Mrs A Martin and Mr V Omega.

The trust looks after 150 children housed in two children's homes and provides support for 40 widows in the community.

## Our Objectives

India Direct is a small, registered charity with the following goals:

- To alleviate poverty and suffering in Southern India by the provision of financial and practical assistance to locally run projects supporting children and communities
- To provide a means for such projects to become self-supporting
- To provide those in need with education and training

## Our Registered Charity Details

Charity Name: India Direct

Charity Number: 1101839

Registered Address: Mottram House, Kerridge End, Rainow, Cheshire, SK10 5TF

Governing Document: Declaration of Trust

Trustees: Alex Crawford

Jenny Crawford (Chair)

Mark Johnson

Helen Milligan (Secretary)

Martin Raymond (Treasurer)

## Our 2016-17 Strategy

At the start of this financial year the trustees spent time reviewing India Direct's finances, organisation and strategy. This was primarily due to a continued reduction in regular support, whilst the backlog of historical gift aid claims were nearly cleared. Significant pressures on time available for the fully voluntary team of trustees and supporters also caused concern.

They agreed that improving future chances for the children in the care of the homes in Southern India had to be the number one priority for India Direct. Ensuring that the children have a good education and are able to leave the homes with skills able to support themselves and their families will be the main purpose of India Direct's work.

At an organisation level the trustees agreed a list of minimum tasks required and a realistic fundraising target per annum, given current volunteers.

Source of Income	Amount (estimate)	Spent on:
Regular Giving	£2,500 per month	Home
Golf Day	£4,000 per annum	Education costs
Christmas Direct	£3,000 per annum	Christmas Celebrations
2 Curry Nights	£1,000 per annum	Home
100 Club	£1,000 per annum	Home
1 other major event	£1,000 per annum	Home

Long term, once the gift aid reclaims are up-to-date, these figures do not equal £4,500, which is the amount currently sent to LCCT each month.

The team of trustees continues to discuss resolutions to this funding gap with LCCT, as reducing the monthly support and the number of children in the homes does not reflect the fixed costs of running the homes. Income generating projects have been discussed for some time but India Direct would find it difficult to support the financial costs to set-up a new project without a dramatic reduction in monthly support or alternative income streams.

Fortunately a generous donation during this year has been made specifically for the purchase of sewing machines to start a textile project.

At the start of the year all trustees committed to the work of India Direct for another 12-18 months and the visit from Pastor Martin in June reinforced how dedicated Martin and Annie are to continue their work with disadvantaged children in Southern India.

In August 2016, Love and Care Charitable Trust's licence to receive money from abroad was renewed for a further three years.



# Achievements & Performance

## In India

In India there were 150 children resident in the homes and 40 widows supported in the community. When Martin visited the UK in June, he talked warmly about the family atmosphere in the homes. The children are regularly praised at school for their achievements and this results in good grades at the end of each school year.

A key focus in India has been the building of the new Bethel Home following a recent government ruling that boys and girls must be housed separately. A generous donation was made to build three buildings on a new site, and work has progressed well throughout the year.

The need for support in India remains great. LCCT are often under pressure to take in more children from disadvantaged backgrounds due to their reputation in the area and particularly the size of the building at Joy. This is an added pressure given the current funding concerns. Additionally banking issues losing or delaying monthly payments from the UK to India have been difficult to deal with, and the withdrawal, at short notice, of the 500 and 1,000 rupee notes paused building work for a while as it was difficult to find cash to pay the builders.

## Visits

Pastor Martin from LCCT came to the UK in June 2016. He visited all the local supporting churches, Holy Trinity Hurdsfield, Holy Trinity Rainow, St Michael's Macclesfield, Poynton Christian Fellowship and St Oswald's Bollington, to give updates from India and speak about how India Direct and LCCT make a difference to the supported children. He also spent time with the trustees discussing the future strategy and considering practical ways to send more news to our supporters.

In August 2016, Helen Milligan, one of our trustees, visited India, and spent two days with Martin, Annie and Omega to look at progress on the new buildings at Bethel and to visit some families who have benefited from the support of India Direct.

Helen reported back that the second building on the new site is beautiful, and that the design of the third has been changed to single storey so that it could be used for a wide range of activities during the day. We hope that the planned building work is completed soon to enable the children to move in time for the next school year.

She also visited the families of some of the children in the homes, witnessing their difficult family situations first-hand. These visits, including visiting alumni from the

homes, enabled her to record both videos and stories for our supporters to see the excellent work that India Direct and LCCT do.



## Fundraising

During this year, we were delighted to welcome Ewan Dennis as our Fundraising Coordinator. He has been an active supporter of and fundraiser for India Direct for over 12 years, so was the perfect choice! He led a fundraising group, along with Helen Milligan, organising a number of events during the year.

We wish to thank everyone who helped to organise or took part in India Direct's fundraising events in the last 12 months.

## Timeline of our Fundraising Activities 2016-17



April	Katie Leadbetter ran an Extreme Obstacle Course raising £340 plus gift aid. Thanks Katie!
May	Ewan Dennis organised a curry night at the Doubletree, Adlington raising £430.
June	An afternoon tea celebrating 20 years of India Direct was held during Martin's visit at Rainow Church Hall.
July	Seven supporters ran the 5km Colour Run in Manchester raising a total of £711 for their efforts!
August	



September

The 6<sup>th</sup> annual golf day raised an incredible £4,600. Thanks to all who helped organise the day and all who took part.

November

Ewan organised the second curry night of the year at Gurkha Dining, Macclesfield raising £460.

December

The Christmas Direct Appeal sending cards to the children in India and selling home-made cards raised £2,267.

January

The generous donation of Bethel Bear to enable us to run a silent auction raised £100.

February

March

The 100 club raised £1,185 throughout this financial year. Thanks to Helen for running this and to all its members.

## Child Sponsorship Programme

In October 2016, the trustees were pleased to welcome Naomi Bullivant to the team as Sponsorship Secretary. Naomi's key role is to liaise with Annie to stay up-to-date with leavers and newcomers to the homes and to ensure that the mailing lists for letters from India are up-to-date.

In March 2017, 30 children were directly linked to a sponsor. We encourage sponsors to send Christmas cards direct to their sponsored children and in return the children write back about how they are getting on at school and in the homes. These give sponsors direct feedback on the difference their support is making. One such letter in the last year said "I scored best marks in my studies....I have new friends...I am comfortable here in the home".

Increasing the number of regular supporters, in the role of 'sponsors' has been made a key aim to India Direct's strategy for the year ahead.

## Poynton High School Scholarship Fund

We are very grateful for Poynton High School's continued links with India Direct. They continued fundraising for their Scholarship Fund this year.

The fund gives £1200 per year supports older children in the Homes by enabling some of them to go on to Higher education. Since 2014 the fund has enabled more than 20 young people to participate in vocational and undergraduate courses.

Pastor Martin reported back to the school in June that the fund is making a real difference, both to those students receiving further education as a result of the fund and in the older children's behaviour as they want to benefit from the fund in the future.



## Promotion of India Direct

We accepted an invitation to speak to the Rotary Club in May 2016 and shared the history of the charity and some examples of how India Direct makes a difference.

We were also invited to speak at Holy Trinity, Hurdsfield on Mothering Sunday in March 2017, where we spoke about an inspiring mother of one of the children in Bethel who, despite her own poverty, assists her community wherever possible.

## India Direct Online

The website continues to be one of the main methods of communication with our supporters. This year saw over 9000 unique website visitors, with over 17,000 web page views. During the year we shared our first videos of interviews with alumni from our children's homes, explaining first-hand the difference living at Bethel or Joy has made to their lives.

We continue to make active use of a grant from Google, for their AdWords platform. Over the financial year, we received free advertising worth \$8,500 which generated over 5,700 clicks through to our website and/or online shop. Our most viewed adverts were for sponsorship gifts in our online shop.

India Direct's Facebook page is a great tool for quickly sharing news. By the end of March 2017 we had over 388 likes, allowing us to reach thousands of Facebook users with our news, posts and fundraising events.

We published two electronic newsletters, as well as one printed copy this year, sharing news and stories from India as well as updates on fundraising events.

## Financial Review 2016-17

### Income

Regular Donations	£35,677
Fundraising/ One off Donations	£24,490
Gift Aid Reclaim 13/14	£6,900 (Claimed April 2016)
Gift Aid Reclaim 14/15	£7,040 (Claimed November 2016)
100 Club	£2,155
Interest	£18
<b>Total</b>	<b>£76,281</b>

### Expenditure

Monthly payments to LCCT	£49,500
Education	£3,500 (May 2016)
Christmas	£3,100 (November 2016)
Sewing Start-up Costs	£2,000
Other	£4,471
<b>Total</b>	<b>£62,571</b>

The regular donations from standing orders increased this year by 8% following 5 years of falling regular donations. In this financial year, two historic gift aid reclaims were made, further bolstering income. With carefully controlled spending, we finished with a balance of £13,710 (meeting our reserve target of 3 months support).

Spending focussed on the monthly £4,500 sent to support the running of the homes. Additional spending was ring-fenced for education needs and a generous donation enabled the purchase of sewing machines for a new revenue-generating project.

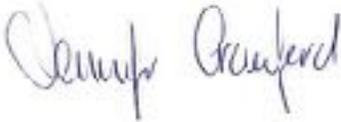
In the previous financial year the trustees had to make the difficult decision to reduce the regular payments sent to LCCT, as we were not able to raise sufficient funds to meet our commitments. As planned, from April 2016 the payments were reduced from £4800 to £4500, and it was intended to further reduce the payments to £3800 from January 2017.

In January 2017, following a successful year of fund-raising, we were able to agree to send £4000, and review the situation in June. However, changing the monthly payments at this time of year was problematic for LCCT, as it is part way through their academic year. As a consequence, we decided to delay the reduction until June 2017, but that the maximum we could then afford to send would be £3800. We planned for

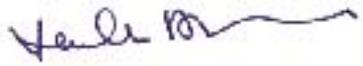
one of our trustees, Mark, to discuss this situation with Annie, Martin and Omega in April 2017 (the next financial year).

In addition, \$56,500 was donated to India Direct specifically towards the building work at Bethel and \$6,000 for maintenance on current buildings. The building works are due to be completed in Summer 2017.

Signed:

A handwritten signature in blue ink that reads "Jennifer Crawford". The letters are cursive and somewhat stylized.

Jennifer Crawford  
Chairman

A handwritten signature in blue ink that reads "Helen Milligan". The signature is more fluid and less legible than the one to its left.

Helen Milligan  
Secretary

16 Brynton Close,

Macclesfield

Cheshire

SK10 3AG

Our ref AJM/A

Mr. Ewan Dennis  
Treasurer,  
India Direct,  
Mottram house,  
Kerridge End,  
Rainow,  
Cheshire  
SK10 5TF

25<sup>th</sup> January 2018

Dear Mr. Dennis,

**India Direct Charity No. 1001839**

We wish to confirm that we have carried out an independent examiners investigation on the above Charity for the period 1<sup>st</sup> April 2016 to 31st March 2017 and can confirm that we have given an unqualified report as to its contents based on the accounting records provided and explanations given.

If you require any further assistance please do not hesitate to contact us.

Yours faithfully

Andrew Melville

For AAA Accountancy (North West) Ltd

Date Range	Regular Support	Other Payts to India	Other Expenditure (inc. charges)	Comments	TOTAL EXPENDITURE	Dollars	total dollars	Comments
01/04/16 - 30/06/16	13500.00	3500.00		Education		18600		Building works
			243	100 club prizes				
			100.00	2016 Golf Day deposit				
			18.00	Charges acc 2		97.35		charges
			51.00	Charges acc 1				
					<b>17412.00</b>		<b>18697.35</b>	
01/07/16 - 30/09/16	9000.00					6000		July regular maintenance
			324.00	100 club prizes				
			18.00	Charges acc 2		25200		building works
			34.00	Charges acc 1		88.85		charges
					<b>9376.00</b>		<b>31288.85</b>	
01/10/16 - 31/12/16	13500.00	3100.00		Christmas		12700		Building works
		2000.00		Bevan		62.08		charges
			2328.00	2016 Golf Day balance				
			0.01	Go Cardless test				
			179.75	100 club prizes & licence renewal				
			266.00	Reimbursements for stamps JC				
			18.00	Charges acc 2				
			51.00	Charges acc 1				
					<b>21442.76</b>		<b>12762.08</b>	
01/01/17 - 31/03/17	13500.00					700		travel costs HJM
						40.07		(donated for the purpose)
			13.40	Reimbursement of expenses HJM				charges
			470.00	Payment for golf day prizes				
			288.00	100 club prizes				
			18.00	Charges acc 2				
			51.00	Charges acc 1				
					<b>14340.40</b>		<b>740.07</b>	
<b>TOTALS</b>	<b>49500.00</b>	<b>8600.00</b>	<b>4471.16</b>				<b>\$63,488.35</b>	
TOTAL SENT TO INDIA		<b>58100.00</b>						
<b>TOTAL EXPENDITURE</b>					<b>62571.16</b>			

<b>Date Range</b>	<b>Monthly SO Revenue HSBC acct 1</b>	<b>Misc. Donations HSBC acct 1</b>	<b>Tax Refund from HMRC HSBC acct 2</b>	<b>100 Club Revenue</b>	<b>Interest Barclays</b>	<b>TOTAL REVENUE</b>	
01/04/16- 30/06/16	8860	3696.82	6900.97	540	6.05	20003.84	<b>25000</b>
01/07/16- 30/09/16	8950	12090.72		535	6.06	21581.78	25000
01/10/16-31/12/16	9086	4978.03	7040.07	540	6.01	21650.11	
01/01/17-31/03/17	8781	3724.50		540	0.29	13045.79	\$15,000
<b>TOTAL</b>	<b>35677</b>	<b>24490.07</b>	<b>13941.04</b>	<b>2155</b>	<b>18.41</b>	<b>76281.52</b>	<b>\$65,000</b>