



**Be Kind Movement
Trustees Report and Accounts for
Year Ended 31 August 2018**

Charitable Incorporated Organisation

**Registered Charity Number
1161876**

Table of Contents

Charity Information3

Trustees Report 4

Objectives and Activities5

Financial Review8

Plans for Future9

Charity Information

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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 2018. 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 is assigned to the Chair, Mrs Premila Puri.

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. If everyone can step up in their own way, small or big, within their families, communities and countries, we have the potential to start a powerful movement - of transformation and impact - that in time could make the world more balanced - financially and resource wise - for the vulnerable and disadvantaged.

Activities

In 2015-16, the charity had undertaken two fund-raising events within the fashion sector and successfully raised funds for women and children in the UK and India. In 2017-18, the charity worked with Ariana Ventures Ltd, a film production company who provided their services pro bono, to commission a 12 minutes short film on Kindness as an innovative way to generate funds for women and children. In exercising their duty, the Charity Trustees reviewed that all of their activities had due regard to public benefit guidance published by the Commission.

Education and skills building plays a vital role in transforming people's future. The charity was keen to ensure that the film project set the right example for promoting the gender narrative for women. Opportunity to work on the film set as a runner was given to a young disadvantaged (formerly homeless) girl, called Ruvimbo Munodawafa, who was keen to enter the film industry.

This led to other film opportunities for Ruvimbo whose confidence and skills have grown since being coached by the chair, Premila Puri, and which is an ongoing voluntary activity.

Funds raised from multiple screenings of the short film would be ploughed back into the charity to benefit women and children in the areas of education. It is also hoped that the charity will be able to widen and grow its audience base in embracing a new sector.

In order to be self-generating as a charity, The Board have decided to set up an Ebay charity shop from July 2018 which will sell pre-loved donated items to audiences in the UK and globally including Europe. This is again part of the charity's focus to remain innovative when it comes to generating revenue for its goals.

Events Strategy

The strategy for 2017-18 has been to intentionally take a temporary hiatus from multiple event hosting as funding remains challenging and mounting events is costly and labour intensive.

Moving forward, the charity's goal for the short film is to raise funds and awareness from holding monthly ticketed screenings in 2019-2020 alongside a ticketed charity screening gala with a Q&A panel that will discuss the charity's plans for education. Ariana Ventures Ltd will look to secure distribution for the charity film through it's contacts, where possible, to ensure the film's revenue and awareness is maximised as much as possible. In addition to funding, the goal is to:

- widen and engage our private donor community;
- promote the work of Be Kind Movement;
- attract volunteers;
- attract financial support directly from the community of supporters and well-wishers.

Community Services

The charity is not resourced to operate a manned service nor is it an advisory based organisation. It however actively employs the internet and other means to research and pass on key information or practical assistance when specific queries are requested.

The charity maintains an up-to-date website, live Facebook and and other interested parties are kept informed about relevant news Twitter (Instagram from 2018 onwards) social media pages that

inform visitors about activities and causes. Members, supporters, and daily articles on positive human behaviour, social impact and Kindness. Visitors can register via the mailing list on the website.

Digital Audiences

Social media presence especially on facebook has been very effective due to regular updates and sharing of engaging and relevant posts. The website went live in July 2015 and had an audience of 694 in 2017 and is currently at 960 (2019 data). Twitter presence was at 89 followers in 2017 and is currently at 167 (2019 data) with Instagram followers at 124. The charity also now has an ITSY website (www.itsyfilm.com), built pro-bono by We Are Solution Ltd, that is also raising awareness of the charity and a mailing list that has attracted c50 supporters to date.

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 £792.76, with incoming resources of £345.83, the deficit was (£446.93) which together with the previous year's funds £2,799.99, ploughed back into the charity, gave the charity net current asset of £2,353.06.

There are no staff salaries or office costs however the Charity has annual operating costs of c£400.00 which are mainly subscriptions, IT, postage and stationary. Additional costs related to ITSY were kept minimal and 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 whilst generating additional long term funding whilst seeking innovative ways to generate revenue. The Trustees believe this budget will cover the low maintenance operations of the charity for 2018-2020.

Plans for Future

Strategy

The last two years for the charity has been an exciting year as Be Kind Movement has stepped out of its comfort zone with regards to its strategy. The Trustees have spent time reviewing the strategic mission of the charity to ensure it remains fit-for-purpose and is able to deliver its mission successfully and meaningfully.

As a result, a revised constitution was submitted to the Charity Commission which was accepted. The two key changes involve no longer focusing on Poverty and a move away from being a grant-making organisation to other NGOs. Instead the charity will solely focus on Education and empowering women and children with knowledge, skills and training. We will provide small bursaries directly to individuals that the charity is coaching or through our pipeline of contacts who deal in mentoring.

There remain challenges to deal with for any charity of our size and limited financial resources. In addition, as the charity were not satisfied with the final cut of the short film, we incurred a small cost in re-shooting few scenes over one day even though the costs for this were kept as minimal as possible. It nonetheless caused a small delay in kickstarting the film strategy and therefore its screening which is now planned for in 2019.

The goals for 2018-19 are as follows:

1. Recruit a Trustee to replace current Trusteeship held by R.M.Puri;
2. Set up an Ebay shop and build revenue from pre-sales items;
3. Build strategy to screen ITSY at multiple screening events to raise funds for Educational projects;
4. Continue coaching Ruvimbo Munodawafa;
5. Continue building digital audience for charity.

The years since we set up Be Kind Movement in 2015 have been rewarding, satisfying as well as a learning experience. We hope to continue with the same vigour and dedication towards addressing the challenges facing women and children in the area of Education.

Premila Puri - Chair of Trustees June 2018



BE KIND MOVEMENT
Accounts for the Year Ended
31 August 2018

Trustees Accounting Report

As Be Kind Movement's income is under £25,000 as per the Charity Commission regulations, we are not instructed to carry out an audit or an independent examination of the accounts.

Be Kind Movement is reporting on the accounts for the year ended 31 August 2018 from the accounting records we have held on file in an adequate manner and the accounts that we have prepared that give a true and fair view of the assets, liabilities, financial position and income and expenditure of Be Kind Movement.

Be Kind Movement

Income and Expenditure Account

for the Year Ended 31 August 2018

2018
£

INCOME

Events and Sales	00.00
Donations	307.83
Bank Interest and Compensation	38.00

345.83

EXPENDITURE

Marketing	307.84
Film Commissioned Marketing	99.49
Travel Expenses	56.00
Refreshments	90.24
Dues and Subscriptions	199.10
Postage and Stationery	40.09
Accountancy Fees	00.00

792.76

Surplus / (Deficit) for the year

(446.93)

CARRIED FORWARD

Financial y/e 2017

2,799.99

2,799.99

Surplus / (Deficit) for the year

2,353.06

=====

No income is restricted

Be Kind Movement

Balance Sheet as at 31 August 2018

		2017 £
CURRENT ASSETS		
Balance at Bank	2,353.06	
	<hr/>	2,353.06
CREDITORS		
Amounts falling due within one year	0	
	<hr/>	0
		<hr/>
NET CURRENT ASSETS		2,353.06
TOTAL ASSETS LESS LIABILITIES		
		<hr/>
		2,353.06
		=====
REPRESENTED BY		
Surplus of Funds at 1 September 2016		-
Surplus/ (Deficit) for the Year		2,353.06
TOTAL CHARITY FUNDS		
		<hr/>
		2,353.06
		=====

Be Kind Movement
Notes to the Accounts
for the Year Ended 31 August 2018

1. Accounting Convention

The accounts, as per the accounts of year ended 31 August 2018 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

	2017
Accruals	0
Other creditors (unclaimed expenses)	0
	<hr/> 0.00 <hr/> <hr/>