



# TRUSTEES' ANNUAL REPORT

7th April 2012 -  
30th November 2012

*The charity behind*



## 1. Dedication to Education: An introduction to our charity

Pass It On Africa, formerly Passing It On, is a Brighton-based charity run by volunteers. We carry out fundraising activities in the UK, including our flagship events the HEROES RUNs, to raise money to support education for children and young people in Africa. Our passions are education and active living, so most of our events are fun, friendly sport and fitness challenges, often in partnership with local British schools and universities.

We pass on as much of the money you raise as possible as grants to education projects in Africa usually through locally run Non-Governmental Organisations. We do our best to seek out communities with teachers who are passionate about helping their children and young people, but who need help to improve their educational environment. In the longer term, our priority is to link teachers and schools to the national Education Ministry in that country.

The charity began in September 2004, when the founders James MacDonald and Matt Lambert decided to run the Dublin City Marathon, dressed as Batman and Robin, to raise money to buy shoes for 150 Kenyan orphans. Shortly after, they carried a rowing machine to the top of Mount Snowdon, Scafell Pike and Ben Nevis – all in 36 hours – rowing the height of each mountain while on the summit. Since then the charity has grown rapidly, starting with the HEROES RUN events in Brighton. Thousands of runners dressed as superheroes have supported us, and in 2009 we briefly held the Guinness World Record for the largest number of superheroes in one place. In 2011-12 there were HEROES RUNs in London, Brighton, Southampton and Poole.

Nearly eight years on, buying shoes has evolved into supporting passionate teachers in Kenya, Ghana and The Gambia, helping them to build schools and improve education for their communities. We are incredibly grateful to those who supported our events, including black tie dinners, art auctions, breezeblock carrying competitions, the Batman vs. Robin rugby match, sponsored cycle rides and thirteen HEROES RUNs. Numerous businesses, schools, and private individuals have given their time and money too. Your incredible generosity means that since we started we have raised close to **£370,000**, and **60%** of that has been given out as grants to support education in Africa – or is still available in our cash reserve.



September 2012: The children of the Dreamlands school, Ghana right where they belong - in the classroom



## 2. Pass It On Africa Summary Of Activities

As of 1st June 2012 we have pledged that 100% of fundraising is protected and reserved for grants to support education in Africa. Our annual costs are broken down into two distinct categories:

### 1. Core Running Costs **£4,000**

These include phone bill, insurance, promotional literature, website and Just Giving membership.

### 2. HEROES RUN Event Costs **£11,000 - £12,000**

These include all of the costs involved with hosting our annual Superhero themed family fun run. e.g. race medals, event advertising, race marshals etc.

### Total Annual Expenses: **£15,000 - £16,000**

The goal is for this annual expense to be covered by the following HEROES RUN revenue streams:

HEROES RUN race entry fees  
HEROES RUN corporate sponsorship  
HEROES RUN merchandise

All of these represent a purchase of a product (T-shirt, hoodie, cape etc.) or service (race entry, corporate advertising in the form of event sponsorship).

Therefore, every penny raised by fundraising activities (runners' sponsorship, direct donations, monthly supporters, other fundraising events) will be used to support education in Africa. If revenue from the HEROES RUN exceeds our annual expenses these extra funds will be invested back into the race to ensure this iconic Brighton event improves year on year, ensuring superheroes continue to fund-raise not only for Pass It On Africa but also for all of our charity partners who raise money via their own charity runners.

## Putting theory into practice: 7th April 2012 - 30th November 2012

This report covers a shortened period, from April 2012 to November 2012. We have changed our financial reporting year to make it easier to account for the May HEROES RUN, and all the summer events, in one report – an April tax year made this much harder!

|  |                     |
|--|---------------------|
| Total income for this period                     | <b>£51,730</b>      |
| Total expenses for this period                   | <b>£19,201</b>      |
| <br>Total revenue from HEROES RUN in this period | <br><b>£13,119*</b> |

\*Includes partial income for HEROES RUN 2011 and HEROES RUN 2012.

As these figures show, **84%** of fundraising is available for grants to our projects. In order to achieve **100%** from 1st June 2012 onwards, we have taken the following steps:

1. Ceased paying a small salary to a charity manager (which accounts for £2,799 in this period). The charity will continue to be run effectively on a voluntary basis with new streamlined procedures so that the time of those involved is optimised.
2. Reduced our core running cost.
3. Reduced our annual HEROES RUN budget. This has been possible because a large amount of kit has been purchased in the past 12 months that will last for several years. Race medals and our own race gantry are good examples of such resources. We have also secured new event partners who will be providing essential services pro-bono.

## **2012 has seen progress of truly Olympian and heroic proportions!**

In these exhilarating seven months, our income was **£51,730**, notably from the HEROES RUN Brighton in May 2012. We also benefited from a host of other activities, buoyed by the magnificent Summer Olympics in London, including the Brighton Marathon and Half Marathon, a brand new HEROES RUN hosted by Hurstpierpoint College and a Volleyball fundraiser. This allowed us to give grants totalling **£35,837** to two of our three chosen schools: Dreamlands School in Akumadan, Ghana and The Fresh Start Skills Centre in The Gambia. These grants financed the construction of the Junior school block at Dreamlands school in Ghana (**£26,000**) and the phase four of the Fresh Start Skills Centre build in the Gambia (**£9,837**). Across these two projects, hundreds of young people benefit from your efforts each year. We finished this year with **£15,507** on reserve for future grants to our projects. THANK YOU! We hope you will continue to support us in the years ahead!



Tim Whiteman, Pass It On Africa trustee and teacher, visiting the Dreamlands school this summer to see the progress of the school expansion and also to advise on the school curriculum.

## 2. Reference and administration details

### Charity name:

Pass It On Africa (formerly PASSINGITON, changed at the AGM on 21/8/11).

UK Charity Commission Registration Number: 1112250.

Status: Unincorporated, governed by a Constitution (dated 28th October 2005).

### Charity's registered address:

James MacDonald, co-founder and Charity Manager,  
Pass It On Africa,  
Lower Ground Floor Flat,  
3d Roundhill Crescent,  
Brighton,  
BN2 3FQ.

## Charity governance and organisation

Since 2004, Pass It On Africa has been run entirely by volunteers, apart from a short period in which we employed a Charity Manager on a part time, and briefly on a full time, minimum wage contract. The Chairman and the other trustees choose and oversee the charitable objects and activities. The Trustees are chosen (or reconfirmed) yearly at the AGM from among a group of supporters and interested parties, the charity members. We aim to have seven Trustees, when suitable candidates allow.

| Name            | Office   | Dates active if not whole year                               |
|-----------------|--|--|
| James MacDonald | Co – founder, Trustee<br>Focus: Event Management       | Trustee throughout.  |
| Mark Beaument   | Chairman , Trustee<br>Focus: Leadership and Oversight  | Chairman since 21 August 2011.<br>Trustee since August 2010. |
| Matthew Lambert | Co-founder, Trustee<br>Focus: Branding and Fundraising | Trustee throughout.  |
| Tim Whiteman    | Trustee<br>Focus: Audit of Grants to Africa            | Elected on 19th August 2012                                  |
| John Sander     | Trustee  | Trustee throughout.  |

The Board of Trustees meets formally once a year, for the Annual General Meeting, normally held in the late summer. This will move to December in 2013, because of the change of financial reporting year from April to November. A December meeting will allow the team to discuss the previous year's activity, approve the draft Annual Report and Accounts, and determine improvements in good time to inform the following summer's HEROES RUN and other fundraising activities. Trustees meet informally throughout the year to address charity priorities and support events.

### 3. Our Charitable Objects

Pass It On Africa exists for:

“The advancement of education among children and young people in Africa by the provision of such financial or material assistance to either individuals or schools as the trustees shall from time to time determine”.

These are our Charitable Objects, registered with the UK Charity Commission.

#### Summary of the main activities in relation to these objectives

To achieve our charitable objectives, Pass It On Africa:

Makes grants to organisations working to advance education in Africa, based either in the UK or in Africa.

Organises fundraising activities in the UK, supports other organisations to undertake their own fundraising for Pass It On Africa, or, receives donations from private fundraising activities.

These activities are registered with the UK Charity Commission.

These activities generated a gross income of **£51,730** in the financial year 6th April 2012 - 30th November 2012. We gave **£35,837** as grants to the following organisations:

**£26,000** to the Dreamlands School in Akumadan, Ghana, to build the Junior School block next to the existing Infant school block. Please see our website for full details of this grant and overall project progress:

[www.pioafrica.org.uk/content/dreamlands-school-akumadan-ghana](http://www.pioafrica.org.uk/content/dreamlands-school-akumadan-ghana)

**£9,837** to the Fresh Start Foundation (UK Registered Charity Number 1118109) for Phase 3 of the Community Skills Centre in Kwinella, The Gambia. This involved completing centres roofing, making the building water tight before the rainy season (see photo below). Please see our website for full details of this grant and overall project progress:

[www.pioafrica.org.uk/content/fresh-start-skills-busumbala-gambia](http://www.pioafrica.org.uk/content/fresh-start-skills-busumbala-gambia)





## 4. Pass It On Africa's fundraising activities

### HEROES RUN 2012

Our flagship fundraising event, the HEROES RUN Brighton, took place on 18th May 2012. Our income from race entry and merchandise sales, and corporate sponsorship was **£29,140**. The event cost **£12,377** to put on. The races therefore made an operating profit of **£16,762**. The heroic runners taking part in the race raised **£16,520** in fundraising for Pass It On Africa. Thousands of pounds were also raised for 7 other charities who had runners taking part in the event.

**Note:** The Brighton race revenue and expenses are divided over our April year beginning. These figures represent to total for the event but the costs / revenues were incurred / earned across the previous financial year as well as this one.



Images copyright Victoria Dawe  
[www.heroesrun.org.uk](http://www.heroesrun.org.uk)



## Other fundraising events

Fundraising events besides HEROES RUN raised **£13,237**. Below are a few highlights of this activity:

### Repton School fundraising

The school kindly held a fundraising auction for us at Garden House and raised **£2,000**.

### Brighton Marathon

5 brilliant people ran for us in these races, raising **£2,252**. Thank you all! The team behind the two races also helped us hugely with our own HEROES RUN organisation.

### Wolf Run

A ten strong team took part in this endurance event and raised **£2,031**. Thank you all! The team behind the two races also helped us hugely with our own HEROES RUN organisation.

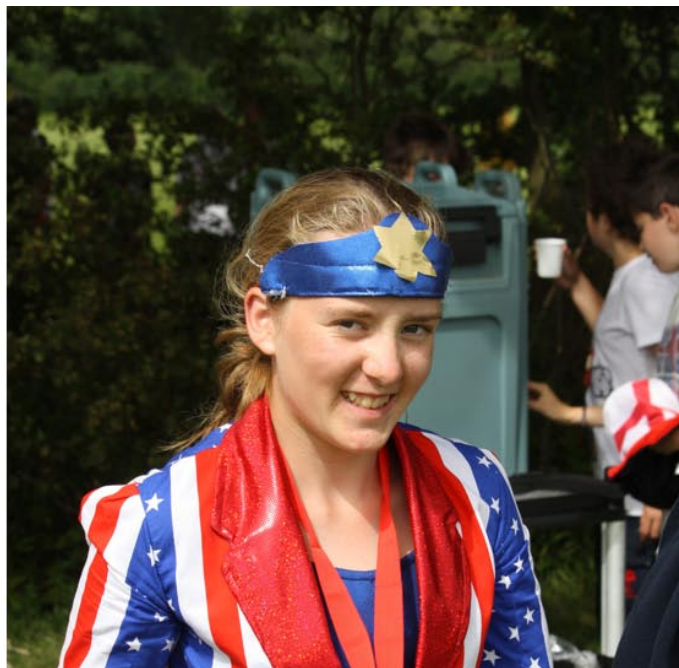


The Pass It On Africa Wolf pack!



## HEROES RUN Hurstpierpoint college

For the first time ever Hurstpierpoint school hosting an inter-school HEROES RUN on behalf of Pass It On Africa. Over 150 children took part in the race and raised a staggering **£5,131**! This was completely unexpected and very welcomed. The school enjoyed the event so much that they intend to make it an annual event.



Images copyright  
Hurstpierpoint  
School



## 5. Assessment of last year's charity objectives

The charity costs **£4,000** a year to keep open at a basic level. This includes the various websites, advertising, storage, insurance and business costs. We will continue to rationalise these as best we can. Last year we agreed to look at the impact of professionalising elements of the charity and set ourselves the targets listed below. Our progress against each one is also explained.

### Our priorities for 2012 were:

#### **1. To return to a fully voluntary status by 1st June 2012.**

Completed. Our time with a full time charity manager was a success. But it was not possible to expand the charity significantly with only one member of staff, either in terms of income or the number of our flagship HEROES RUN races. As we cannot afford a further salary without a significant sponsor, or unless we spend a greater proportion of fundraising on support costs, we decided not to pursue expansion any further at this time. The charity manager and the design agency ceased paid work on 1st June 2012, as planned.

#### **2. To make 100% of funds raised by our supporters available as grants.**

Achieved, since 1st June 2012. Starting with HEROES RUN Brighton 2013, 100% of our charity operating costs (the Core Costs and all of our HEROES RUN costs) will be met from race ticket sales, merchandise, and corporate sponsorship.

This means that 100% of the fundraising donated by your supporters will be either given as grants to our education projects, or kept in a financial reserve to be used as grants in the future. We will not use this reserve for any other purpose, except in completely unforeseen circumstances. If this is required we will communicate this publicly and clearly.

#### **3. We will seek to improve our delivery in Africa**

Achieved, ongoing. Our three school projects are moving towards natural end points, at which they will be self-sustaining, or well supported by other donors. We will plan this transition accurately.

We will continue to seek expertise, advice and guidance from organisations with more experience in delivering education projects in Africa and see what we can learn from them to enhance the effectiveness of our own grant process, and our oversight of it.

We may consider entering into a charity partnership if we can find an organisation with a proven delivery record that will not use our fundraising to meet their operating costs.

During this reporting period we have met twice with experts from other larger charities and exchanged ideas and advice focused on improving our effectiveness.



## 6. Future Plans: 2012-13 and beyond

We agreed the following priorities at our AGM, and throughout the year.

1. To complete the project with The Fresh Start Foundation in The Gambia.
2. To complete the project with Dreamlands School in Ghana.
3. To secure professional pro bono accountancy and legal support.
4. To revalidate our charity ethos and strategy, before selecting new projects to support.
5. To widen the number of charity members, and Trustees, to mentor more of the charity business, increase our profile and secure corporate sponsors.

## 7. Event and corporate partners

We are incredibly grateful to all of the event and corporate partners who have supported us this year. Our particular thanks go to:



Studio57cliniC



fitnessillustrated.co.uk



Do you provide event services? Would you like to sponsor part or all of our charity? If you would like to become an event supporter contact Matt: [matt@pioafrica.org.uk](mailto:matt@pioafrica.org.uk)

## 8. Charity Partners

We are thrilled to show our appreciation to all the charities who bought tickets to our HEROES RUN events and brought their own fundraisers along – you enhance our event and we thank you all! Across our two 2012 HEROES RUN event our charity partners raised over £15,000 for their fantastic causes.



Whoopsadaisy



Registered Charity 288527



Registered Charity 1118109



Registered Charity 298398



Registered charity 1126392



Registered charity 1123385



Registered charity 1018759



Registered Charity 299717



Registered Charity 1878297



Registered Charity 1062559



Registered Charity 207544



Registered Charity 1127497



Registered Charity 1114727



## Charity Partners continued...



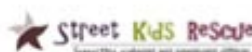
Registered Charity 1093624



Registered Charity 1137652



Registered Charity 1080243



If you'd like to become a charity partner with the HEROES RUN then contact James:

[James@pioafrica.org.uk](mailto:James@pioafrica.org.uk)

## 9. Financial review

Pass It On Africa has no formal reserves policy mandated by the governing documents. However, on the advice of our accountant and Trustees, we seek to finish each financial year with £15,000 or more in the operating account to fund one year's Core Costs and one HEROES RUN. In line with our objectives, this £15,000 should be raised entirely as profit from HEROES RUN income, not from fundraising.

Further, we will aim to build up a reserve of £25,000 from operating profits and gift aid that we do not touch. In the event of an emergency, this gives us the flexibility to continue operating, by covering the annual core costs, a minimum of one HEROES RUN, and a small reserve to cover emergencies at the schools in Africa. Any surplus will be returned to the grant account for disbursement to Africa.

## 10. Declaration

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

Signed electronically on behalf of the Pass It On Africa Trustees:

Mark Beautelement  
Chairman  
28th September 2013



[heroesrun.org.uk](http://heroesrun.org.uk)  
[pioafrica.org.uk](http://pioafrica.org.uk)