



DEDICATION TO EDUCATION

REGISTERED CHARITY 1112250

*The charity behind*



# TRUSTEES' ANNUAL REPORT

Financial year ending  
6th April 2012

## 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 seven 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. Countless fundraisers have answered the call: 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 twelve HEROES RUNs. Many held their own event and sent us the proceeds. 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 £300,000, and 60% of that has been given out as grants to support education in Africa – or is still available in our cash reserve.

### 2011-12 has been our best year yet!

In the financial year from April 2011 - April 2012 our income was **£93,037**, notably through the HEROES RUNs in London and Brighton, and a host of other activities including sponsored marathon places, some immense cycle rides, a volleyball-a-thon and a rubber duck sea rescue! This allowed us to give grants totalling **£28,540** to our three chosen schools: Tenderfoot School in Nairobi, Kenya; Dreamlands School, Ghana and; The Fresh Start Skills Centre in The Gambia. The major grant financed Phase 2 of the Fresh Start Foundation Skills Centre near The Gambia's capital city, Banjul. Across the three projects, hundreds of young people benefit from your efforts each year. THANK YOU! We hope you will continue to support us in 2012-13!



## 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, Chairman  Trustee	Chairman from 6 April 2010 to 21 August 2011. Remained Trustee from 21 August 2011 onwards.
Mark Beaument	Trustee Chairman	Trustee until 21 August 2011. Chairman from 21 August 2011.
Matthew Lambert	Co-founder, Trustee	Trustee throughout.
Niki May Young	Trustee	Stepped down on 21 August 2011.
John Sander	Trustee	Trustee throughout.

### 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 **£93,037** in the financial year 2011-12. We gave **£28,540** as grants to the following organisations:

**£5,660** to the Dreamlands School in Akumadan, Ghana, to construct a toilet block and progress other aspects of the school construction project.

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)

**£8,000** to the Tenderfoot School, Nairobi, Kenya. This grant paid for the planning permission application and completion for the extension of the school, and then building materials and construction including: boundary walls; drainage; a septic tank; and the necessary sand, cement and other vital supplies.

Please see our website for full details of this grant and overall project progress:

[www.pioafrica.org.uk/content/tenderfoot-school-nairobi-kenya](http://www.pioafrica.org.uk/content/tenderfoot-school-nairobi-kenya)

**£14,880** to the Fresh Start Foundation (UK Registered Charity Number 1118109) for Phase 2 of the Community Skills Centre in Kwinella, The Gambia. This involved completing the centre up to roof level, including windows, doors, flooring, and repairs to the ceiling and roof.

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 2011

Our flagship fundraising event, the HEROES RUN Brighton, took place on 17th May 2011. Smaller HEROES RUN events also took place on Southampton and Poole on 1st and 2nd October 2011. Our income from race entry and merchandise sales, and corporate sponsorship was **£24,364**. The event cost **£11,713.86** to put on. The races therefore made an operating profit of **£12,650.14**. The heroic runners taking part in the race raised **£9,245.56** in fundraising.

**Note:** The Brighton race revenue and expenses are divided over our April year end. In financial year ending April 2012 the total revenue from the event was **£16,304.28** and the expenses **£10,063.85**.



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





## HEROES RUN London 2012

This year we also expanded the HEROES RUN race series, to Clapham Common in London on 1st April 2012. We felt that the charity should do something great to join in the excitement of the London Olympics! Our income from race entry and merchandise sales, and corporate sponsorship was **£9,380.16**. The event cost **£10,578** to put on. The race therefore made an operating loss of **£1,197.84**. The legendary runners taking part in the race raised **£3,053.99** in fundraising. Although there was a slight loss on the event, this does not give a true picture. This year has been a big investment for the charity and the London budget included the purchase of event infrastructure that will last for years to come. We purchased 2 years worth of event medals, our own race gantry, dozens of metres of re-useable event banners with our new branding on and invested in printed fundraising literature that was used and is still being used for all fundraising events since London 2012. The 2012 Brighton event in the May following London was our biggest ever field thanks in large part to the influx of London runners who took part in the event in April and subsequently signed up for the May run.



## Other fundraising events

Throughout the rest of the financial year, we spent **£1,859.25** supporting at least fifteen other events. These events, and general donation to the charity, raised a total of **£48,129.38** - a net profit of **£46,270.13**. This is where one can really see the true value of the HEROES RUN. A high percentage of the supporters who go on to organise their own fundraising event do so having being introduced to the charity through their experience of our trademark superhero run.

The charity's running costs are explained in more detail in Section 5.

Details of some of our fundraising events, and the fundraising income from each, are set out below:

### Repton School fundraising

Incredibly generous and well-supported activities at the school raised **£19,227.50**. Here is how they have done it:

**March 2011** - 60 Repton students put on 4 nights of cabaret and raised **£17,200** in ticket sales. The money will be spent on the Dreamlands School Junior School building.

**July 2011** - Repton School master and PIOA team member Tim Whiteman spends a month volunteering at The Dreamland School, Ghana. His official report lead to improvements at the school and for the charity.

**November 2011** - Repton parent Charles Wollaston, who first heard about Pass It On Africa's work at the Cabaret nights, puts on a magic show fundraiser event. The event is a huge success and raised **£2,027.50** for the Fresh Start Foundation skills centre in the Gambia.



Images: Repton School

[www.pioafrica.org.uk/content/repton](http://www.pioafrica.org.uk/content/repton)



**The Three Amigos Le Jog – £4,732.95** raised by James Macdonald, Ollie Vernon-Harcourt and Tom Naylor cycled the 1000 miles between Lands End and John O’Groats.

**Yellowwave’s Annual Volleyathons** – Brighton seafront’s premier beach volleyball centre host their annual Volleyathon, a marathon first to 500 points match in aid of Pass It On Africa. In November 2011 the event raised **£1,977.53**.

**Brighton Half and Brighton marathon teams** – 44 brilliant people ran for us in these races, raising **£13,303.78**. Thank you all! The team behind the two races also helped us hugely with our own HEROES RUN organisation.

**New York and Paris marathon teams** – 2 brave souls went overseas to raise money for Pass It On Africa, raising a fantastic in total **£1,477.23**.

**Santa Dash** – each year the Brighton Santa Dash supports us, and those who chose to raise money for Pass It On Africa while sporting a fine white beard raised **£1,415.25!**

**Duck rescue** – Brighton Surf Lifeguards challenged all comers in a sea swimming relay to rescue hundreds of rubber ducks floating offshore! The event (and the excellent night in the bar afterwards) raised **£628.88**.



The three Amigos



Brighton Santa Dash 2011



Duck rescue team



## Numerous individual fundraising events including quizzes, parties and the folk and blues night

- Raised a vital **£6,037.59** between them. Particular thanks go to our great supporters at The Western Front pub in Brighton, Riptide Fitness Centre, Drink In Brighton and Studio 57 Clinic.

**General note:** some events took place in the previous year, or will happen in the coming financial year, but we have received donations during this Charity Commission reporting year and so are obliged to report and account for them.

## 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 2011-12

#### 1. To recruit a part time Charity Manager, and to set clear targets that ensure:

a. A minimum of 60% of gross income is available for grants to Africa

We achieved this target. Our analysis showed that we could only afford to do this and meet our own targets if we paid the charity manager around the minimum wage. At the time of recruitment, £20-24,000 was a typical salary for small charity managers, or fundraising managers for larger charities (a broadly similar role). We took advice from the Charity Commission about paying one of our trustees to run the charity full time. In line with their guidance (found [here](#)) we were able to proceed, paying the candidate some £13,000 annually. To ensure transparency: the job was advertised on our website for a reasonable length of time; the candidate did not draw unfair benefit from the arrangement (in fact he left a better paying job to take this one); and the terms offered were beneficial to the charity (undercutting the market value by some £10,000 per annum), and; there was no conflict of interest (the candidate stepped down as Chairman upon taking up the role and was not present in the meeting to decide the appointment, and did not cast a vote during this or any other meetings related to this subject).

b. The charity's gross income increases by at least double the salary paid, on top of a starting target of £50,000

We achieved this target. Before recruiting a full time charity manager, our annual income was £56,828 (2010-11). The candidate worked part time from April 2011 until August, and then worked full time, increasing the income during the 2011-12 period to £93,037. This represents an increase of £36,209 – three times the basic salary paid out to the manager.

#### 2. To professionalise and expand the HEROES RUN event.

We achieved this target. The HEROES RUN series expanded into London for the first time, and behind the scenes we made significant improvements to the way the events are planned and delivered. In particular, we: improved our relationships with local councils; negotiated improved contracts with suppliers; updated our risk management and safety planning to cope with larger events, and; expanded the number of businesses and other charities contributing to the HEROES RUN. A full list of these follows at sections 7 and 8.

### **3. To improve the websites and the logos, design and illustration services, while paying under the market rate.**

We contracted a design agency run by one of the other trustees to do key rebranding work, also after checking with the Charity Commission, and paid a total of £2,750 for 177 hours of work – a 72.8% discount on the market rate for professional design services at the time. No other local agency could match this price and level of pro bono assistance.

### **4. To strengthen the relationship, and reporting, between the charity and our schools in Africa**

We made strides here, particularly in Ghana, because of the annual Repton School trip to visit Dreamlands School. We increased the level of scrutiny of the projects in Kenya and The Gambia. We concluded that we were not in a position to be in direct control of any trips or visits to Africa, other than for immediate charity staff, following advice from our insurance company and other NGOs operating overseas.

### **5. To widen the number of charity members, and Trustees, to mentor more of the charity business, increase our profile and secure corporate sponsors**

We have identified a number of candidates and invited them to be Charity Members, and so available to vote on future trustee appointments and stand for the key positions. To protect trustees, we introduced Trustees' Indemnity Insurance up to £1,000,000, paid for by the charity in line with Charity Commission guidelines found here. A number of potential candidates expressed willingness to stand only when the charity became a charitable company limited by guarantee.

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

We have made a number of decisions as a board of trustees that mean significant changes in the next three years. These are set out below:

#### **We will return to a fully voluntary status by 1st June 2012**

Our time with a full time charity manager was a success. But it is 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 have decided not to pursue expansion any further. Payments to both the charity manager and the design agency will cease on 1st June 2012.

#### **We will aim to make 100% of funds raised by our supporters available as grants**

We are moving to a business model where 100% of our operating costs are met from race ticket sales, merchandise, and corporate sponsorship. This is manageable once we have no staffing costs. This will allow us to pledge that we will do our utmost to make 100% of the income raised by our fundraisers is available for grants to support education in Africa. We will not use it for any other purpose, except in unforeseen circumstances, and we will communicate this to fundraisers if we break that pledge.

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

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 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.



## 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.



Registered Charity 284934



Registered Charity 219099



Registered charity 1123385



Registered Charity 288527



Registered Charity 1118109



Registered Charity 298398

## Charity Partners continued...



Registered Charity 1086575



Registered Charity 1083024



Registered Charity 1011672



Registered charity 1112404



Registered charity 1065846



Registered charity 280852



Registered charity 1126392



Registered charity 1123385



Registered charity 1018759



Registered Charity 209603



Registered Charity 1085407



Registered Charity 216227



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 £30,000 or more in the operating account.

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 Beaument

Mark Beaument  
Chairman  
26th January 2013



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