



a little

**A Little Charitable Trust
Annual Report 2012/2013**

September 2013

Executive Summary

'Not trying to save the world, just make a little difference' remains the mission of **a little charitable trust**. We have been running for over two years now and this year we're very proud to have seen growth in our organisation and our beneficiary project. Thanks to the help of donors and volunteers we are making a difference in the lives of at least 23 young people in Bolivia. In this report we outline the successes, challenges and future plans for **a little charitable trust**.

This year we have:

Raised a net total of NZ\$8,698 to support children and families in Bolivia.

Provided 100% funding for performing arts classes (run by Performing Life) for children in Quillacollo, Cochabamba, Bolivia.

Maintained regular monthly calls with the donor organisation's Director, John Connell.



Set up a bank account in the UK and applied for charitable status.

Increased our regular donor base.

Seen substantial growth in the class in Quillacollo.

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Organisation

Purpose

A Little Charitable Trust's mission is to support children and families in Cochabamba, Bolivia. In this, our second annual report, we continue to draw on the foundation of the organisation, when we (New Zealand founders, Sarah Sinnott and Bevan Kay) spent a year volunteering in Cochabamba. We are also drawing on the lessons learned from two years managing the charity from London, where we currently live and work. During our time spent living in Cochabamba, we frequently encountered children working as window washers, store clerks, and bus assistants—some attending school at the same time and others foregoing an education in order to make ends meet for their families. In 2013, our work continues to be focussed in Quillacollo, an area which epitomises life in a low-income country. Situated on the outskirts of Cochabamba, Bolivia's fourth-largest city, it is characterised by rapid growth due largely to an influx of migrants from rural areas in search of work. The infrastructure cannot keep up with the population growth, leaving many homes without access to regular electricity or running water. While government figures show an overall decline in extreme poverty and an increase in GDP per capita over recent years, 50% of Bolivia's population still lives below the poverty line, and the country faces numerous challenges in achieving a higher standard of living for its citizens (<http://data.worldbank.org/country/bolivia>). Many Bolivian young people work in and outside of the home in order to support their families, and many do not complete primary school. This clearly limits their future opportunities as well as burdening them with adult responsibilities at a young age. These pressures cement a cycle of poverty which is difficult to break.

A little charitable trust continues to fund one performing arts class in Quillacollo. The class is managed by Performing Life, a project which aims to support at-risk youth and their families by fostering creativity and learning through performing arts such as acrobatic, artistic, and performance skills. Circus Arts workshops as well as specialty classes in subjects including radio, theatre, music, and film build confidence and encourage freedom of expression. These proficiencies reduce social exclusion and create a safe atmosphere for participants in the programme.

A little charitable trust is dedicated to providing financial support for Performing Life's operational costs (see Beneficiaries section for more detailed information). We are privileged and grateful to have built a small but loyal donor base over the last two years and look forward to growing this group of great people giving to us (both financial and pro-bono support) on a regular basis. Our intention is to ensure the sustainability of the Quillacollo class by enabling Performing Life to rely on our financial commitments. It is this reliance and committed relationship that enables Performing Life to do what they do best - giving at-risk youth a chance.

Continuing Volunteering

In the coming year, **a little charitable trust** plans to expand its impact and potential reach by promoting the concept of 'continuing volunteering' to other like-minded volunteers. Volunteering in developing countries, from internships to gap years, is becoming increasingly popular. This work need not finish when volunteers return to their home country. The experience of these volunteers can be beneficial to local charitable organisations at home and the populations they serve, and becoming involved in these local organisations can be of great benefit to the volunteering individual. We want to help volunteers continue to help out in their local communities, whether it is by creating their own organisation or finding the connections in their local community to keep their volunteering spirit alive and kicking. We hope to inspire and encourage volunteers to continue to actively support projects in a sustainable way. We will aim to help individuals forge a connection between daily life in their home country and the time they spent abroad.

Management

Strategy: To engage and inspire skilled professionals to volunteer on bespoke projects that will: (1) raise USD10,000 for at-risk youth and families in Bolivia, (2) raise awareness of poverty in Bolivia and the ability of every person to make a small difference and (3) promote the concept of 'continuing volunteering' with international development volunteers.

Financial Year 2013 (FY13) reporting:

In FY13 we have:

- successfully engaged professional support for web design, graphic design and event promotion;
- set up a charitable trust in the UK and welcomed a new UK trustee, Anna Sinnott
- used the expertise of an international development Masters student, Lily Young, who has on-the-ground experience working with Performing Life and volunteering in Bolivia;
- set up a HSBC UK bank account and applied for UK 'small charity' status with HMRC (awaiting outcome);
- worked with our Board of Advisors who challenge us and provide guidance on decision making;
- failed to implement a system for recording of man-hours.

FY13 reporting: Our sole beneficiary project, Performing Life, has continued to manage the afternoon Quillacollo Performing Arts class, which **a little charitable trust** funds, to benefit youth and families in the deprived suburb of Quillacollo. Through funding streams Performing Life have also been able to set up a morning Performing Arts class. We are very encouraged to see this growth, which has been enabled by the assets shared from our afternoon class.

We remain very happy with the relationship developed with Performing Life, its Director John Connell, and the new Director of Administration, Pablo Cerezal. We maintain regular contact and are routinely impressed with the transparent information received via monthly calls, monthly Spanish reports and quarterly English reports.

Given the effective street outreach work of the Performing Life teacher (Adalid Coca Ardaya) and the new office base in Quillacollo where parents can come for advice, we will no longer prioritise the funding of a social worker salary and will instead prioritise the funding of a Tertiary Qualification Grant over the coming year. We will then aim to fully fund both Quillacollo classes in FY15. We have updated the three year beneficiary goals as follows:

GOALS

Financial Year 2014 (FY14) goals:

In FY14 we plan to:

- *implement a tracking system for all non-financial giving eg. volunteer and pro-bono hours, in-kind donations.*
- *finalise and manage UK charitable status*
- *manage NZ charitable status*
- *plan and implement activities to undertake our new strategic goal (3 above) to promote the concept of 'continuing volunteering'.*

Beneficiaries

Strategy: **a little charitable trust** continues to be committed to international development initiatives that achieve positive change for children and families in Bolivia. The beneficiary funding plan set out in our original business plan noted the following goals:

GOALS

FY12: To fund a new Quillacollo-based Performing Arts class [achieved]

FY13: To fund the Quillacollo-based Performing Arts class [achieved], and the salary of a Social Worker [not achieved]

FY14: To fund a new Quillacollo-based Performing Arts class, the salary of a Social Worker salary, and a Tertiary Qualification Grant.

GOALS

FY14: To fund one Quillacollo-based Performing Arts class and a Tertiary Qualification Grant; to provide pro-bono support to at least one organisation interested in the 'continuing volunteering' concept.

FY15: To fund two (morning and afternoon) Quillacollo-based Performing Arts classes; to provide pro-bono and capacity building support to at least three organisations interested in the 'continuing volunteering' concept; to fund a Tertiary Qualification Grant.

FY16: To fund two (morning and afternoon) Quillacollo-based Performing Arts classes; to provide pro-bono and capacity building support to at least five organisations interested in the 'continuing volunteering' concept; to fund a Tertiary Qualification Grant; to fund the salary of a Social Worker.

Marketing

Strategy: The marketing goals of a little charitable trust are aligned with our three management goals, that is, to: (1) raise USD10,000 for at-risk youth and families in Bolivia, (2) raise awareness of poverty in Bolivia and the ability of every person to make a small difference and (3) promote the concept of 'continuing volunteering' with international development volunteers (keystone concept of **a little charitable trust**). We continue to seek donors who can 'give a little for a long time' and we are committed to regularly communicating with them via postcards, events, the website, newsletters, blogs, Facebook updates and Twitter. Our messages continue to focus on the positive activities enabled by our funding, the concept that small actions can create positive change in the world and the concept of 'continuing volunteering'.

FY13 reporting: During FY13 we maintained the profile of **a little charitable trust** via our website, blog, newsletters, events, Facebook and Twitter. We successfully ran three pub quizzes that raised 21% of our income this year. We also supported our new UK trustee, Anna Sinnott, to fundraise over £500 for us through her marathon. We looked at the feasibility of creating a mobile application. Unfortunately, this was deemed unworkable given the time and expertise required.

GOALS *FY14 goals: In FY14 we have committed to the marketing objectives below. We plan to run four events this year: one movie screening, two pub quizzes and one games tournament. We are also planning promoting the concept of 'continuing volunteering'.*

Organisational Challenges

FY12 challenges:

1. Time constraints as we are a volunteer-run organisation
2. Volunteers and board live in different countries around the world

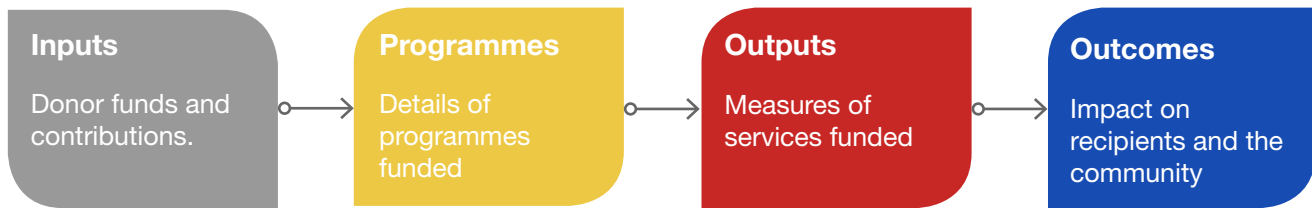
FY13 reporting: The key challenge we have faced over the last 12 months continues to be the fact that we are a volunteer-run organisation. We have managed the geographically dispersed nature of volunteers this year with more regular Skype calls to the Board of Advisors and the beneficiary project, Performing Life.

GOALS *FY14 goals: In FY14 we aim to more clearly define tasks and jobs for all volunteers working for us and to more accurately track these using Trello.com.*

Table 1: Marketing KPI's

FY13 Objectives	FY13 Achievement	FY14 Objectives
250 Facebook likes	130 likes	250 likes
52 (4 x Facebook updates per month)	35 posts	40 posts; Average reach of 70
150 database contacts	120	150
Email open rate	62%	65%
4 x emails per year	2 emails	4 x emails per year
1 x blog per month (12)	7 blogs	1 x blog per month
200 tweets, 100 followers, 20 re tweets	136 tweets, 96 followers, 7 re tweets	200 tweets, 130 followers, 20 re tweets
4 x events (London and NZ)	3 pub quizzes	4 x events
1 x iPhone app plus launch event	No longer feasible	N/A
Provide fundraising support to volunteer fundraisers completing sports events in the name of a little charitable trust	1 marathon	Continue to provide fundraising support to volunteer fundraisers completing sports events in the name of a little.

Programmes



A little charitable trust currently funds one beneficiary project in Quillacollo, Cochabamba, Bolivia that is administered by Performing Life. Details of this specific project are outlined below.

Inputs

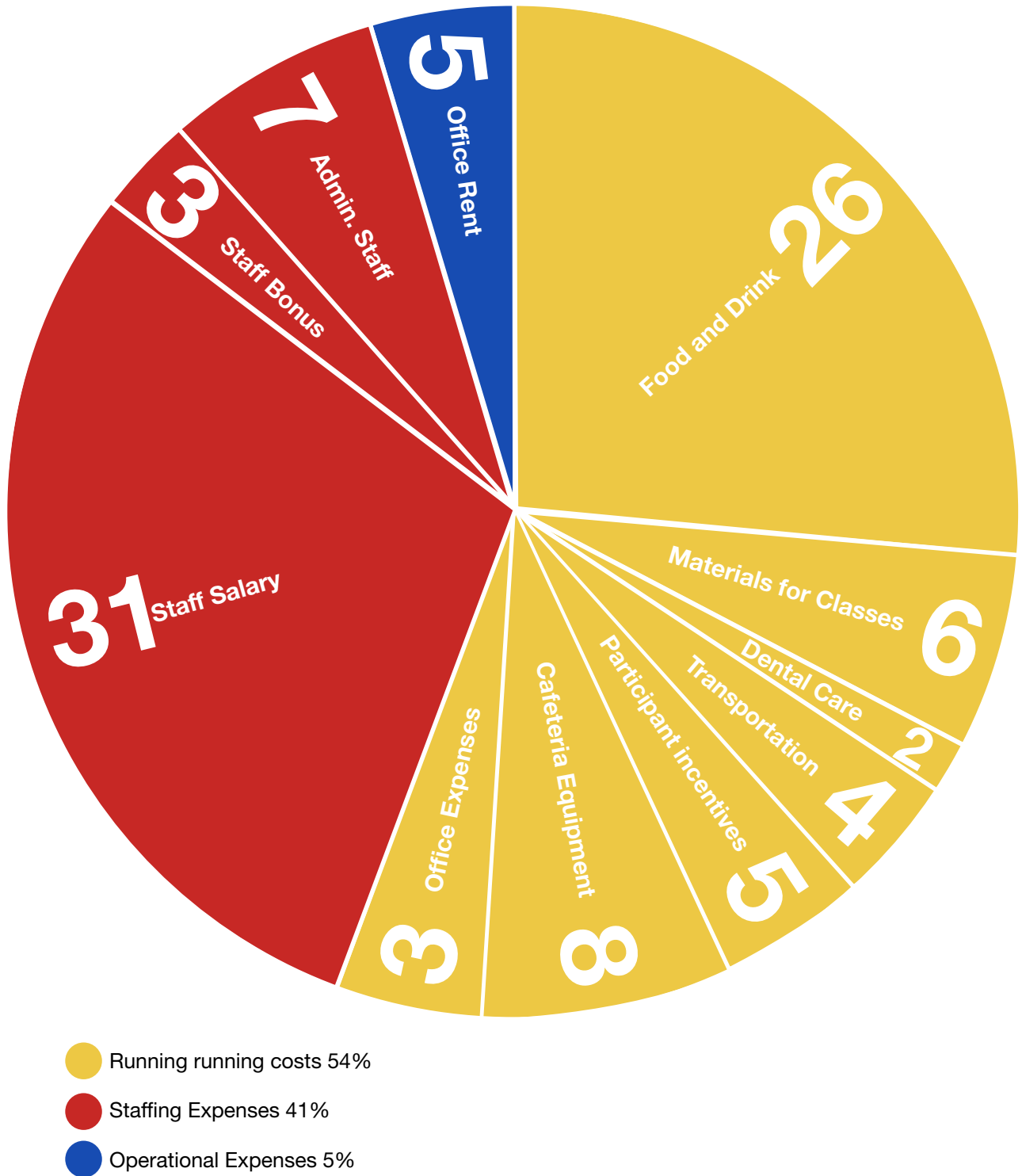
FY2012/2013 funds donated to Performing Life Quillacollo project: \$NZD 8698.00 (\$USD 7420.65). This has been a very positive step forward for the Trust. It has met its fundraising targets and diversified the fundraising streams. Notably, the total number of donors has increased and one-off events have increased in the last year.

As in the previous year, this money has been used for salary, meals, rent of office space, equipment, transport for participants and the cost of birthday cakes. The chart on page 8 illustrates the breakdown of how this money was spent.

Time spent working on the charity is an important measure for this project as we are committed to demonstrating value from volunteering. The recording of these man-hours requires further development. However, we estimate that the approximate time spent by individuals on activities in the last year is as follows:

- Sarah Sinnott (150 hrs);
- Bevan Kay (90 hrs);
- Lily Young (30 hours)
- Trustee and Lawyer: Claire Paterson (10 hours);
- UK Trustee: Anna Sinnott (12 hours)
- Director of Performing Life: John Connell (60 hours with a little charitable directed tasks);
- Board of Advisors: Josephine Gallagher (3 hours), James Chang (34 hours), Nicholas Falconer (10 hours);
- Graphic design: Lloyd Solly (10 hours);
- Website design: Gavin Manson (10 hours);
- Guest Bloggers: Gavin Lloyd, Duncan Grieve, Lauren Butler, Lily Young: 12 hours
- Application developed: Brody Nelson (5 hours)
- Event organisation: Kerry-Anne Nelson (10 hours)

Where the money goes (%)



Programmes

In 2011 Performing Life began the new Quillacollo Performing Arts afternoon class that we are funding. Since the inception of this class, it has grown and become a significant feature on the Quillacollo community. Notably, by having set up the afternoon classes through the funding of **a little charitable trust**, Performing Life has this year been able to secure office space and enabled it to expand to also have a morning class. We are proud to have provided the base investment to enable this additional growth. While at present we are only funding the afternoon class, we hope to be able to fund both morning and afternoon classes in the coming year.

Performing Arts class structure

The specific class that is being funded by **a little charitable trust** has had an average attendance of 19 youth. The majority of the participants have progressed over the course of this year in terms of their circus skills, confidence and schooling. We are also very excited that 12 of the participants are developing both the skills and confidence to perform publicly. This is a success for the class and the project as a whole.

The classes continue to run as initially designed: four days a week (Monday to Thursday) teaching performing arts skills. The youth attend the performing arts class after they have been to school and are provided with a nutritious meal after every class attended. To be part of the class the youth must be attending school and must be living in a stable environment (family home or youth home).

The classes continue to be taught by Adalid Coca Ardaya but volunteers and other Cochabamba based NGOs (notably Proyecto Horizonte) have also supported him. We note that he will not be indefinitely acting as the instructor of this class due to his own desire to grow and develop. Succession planning is presently in place to develop youth leaders within the project to take on this responsibility once he has departed in the coming 6-12 months.

Key tasks involved in facilitating the classes are as follows:

- Teaching the youth performing arts skills
- Juggling balls, rings and torches
- Diabolo
- Poi
- Meteor
- Fire staff and double staff
- Fire manipulation (breathing and eating)
- Hula Hula
- Tightrope
- Unicycle
- Acrobatics
- Working with the youth in a social work capacity to ensure they are attending school and living in a safe and stable home environment;
- Conducting outreach work with street youth in the Quillacollo area by working with at-risk youth on the street



Activities that have been carried out by volunteers involved in the classes have included:

- Creative make-up
- Trapeze
- Self expression
- Silk acrobatics
- Field trip to Incachaca
- Tutoring program (helping youth with homework)
- Body language and emotional intelligence
- Working Youth rights and ID card workshops
- Life skills and sexual education
- Leadership and values

The food served after each class is:

- Cooked onsite at the office in our very own cafeteria and eaten together with all youth and their teacher
- Traditional Bolivian food
- A large healthy hot meal
- Sustainable as it is now self-contained within the project - the service is provided by a local family, securing that family additional income



Outputs

In the past year Performing Life has engaged with **a little charitable trust** in the set format of monthly Skype meetings and scheduled reporting. As in the first year, Performing Life has exceeded expectations in terms of its reporting to us, and has been adaptable and responsive to new reporting needs as and when we have required them. All required reports have been sent in on time and all scheduled Skype meetings have been attended.

From those reports it has been confirmed that a total of 23 regular youth participants have come through the programme in the last year. On average, there have been 19 youth attending the class at all times.

Attendance

In total 26 youth have attended the afternoon Quillacollo performing arts class. Of these youth:

- 23 attended classes regularly
- 3 attended the class for a short time, or attended irregularly
- In May there was a drop to 17 participants in the class (due to changes in the school timetable)

These numbers are another positive development for the project in the last year. The numbers record a class of almost twice the size of the class from the previous year. In addition to this, the retention of youth in the classes has significantly improved. In the last annual report there were only 12 regular youth, while 7 dropped out or attended only infrequently. In summary, there has been a 91% increase in class numbers and a 51% drop in infrequent or dropping-out youth.

Who are the youth?

Of the 23 youth who attended classes:

- the age range is between 9 and 15 years
- there is an even split between girls and boys
- none of the youth are currently living on the street
- 17 youth are living with their family; 6 in youth homes
- 9 youth are presently working. Eg. two girls in the class work selling food at a small market stand and one boy makes bricks and mans the oven they are baked in three nights a week.

A portrait of a young girl with dark hair tied back, wearing a pink long-sleeved shirt, standing in front of a textured, reddish-brown wall. The image has rounded corners.

To evidence our outcomes we have used a case study of Gabriela, a 12 year old participant that has been in the programme for a year and a half.

Gabriela

Outcomes

1. Youth spend less time on the streets

The Quillacollo classes focus on a preventative method to help youth avoid living on the streets. Some of the youth who were living on the streets were helped to move back in with their families, while others were encouraged to go into youth homes as an alternate option. While most youth live with their families, their working and living conditions are considered harsh and they are at risk of making the transition to (or back to) street life. Through the Quillacollo classes, the youth learn performing arts skills that help minimise their time working, increase their income and ultimately mean that they spend less time on the streets.

For example, Gabriela used to spend a lot of time in the streets searching for different work to help her family, and suffering a great number of risks.

2. Positive role models and life skills

The Quillacollo classes teach the children important life skills such as punctuality, respect for one another, and table manners as they must take the time to eat with their peers and their teacher. Through their teacher, Adalid, a former pupil of Performing Life, they are also able to spend time with a positive role model in an environment that is often more stable and positive than their home environments.

For example, Gabriela now has a great sense of responsibility, goes to school consistently and has good grades. She has also begun to learn the skills to be a youth leader and instructor within the class.

3. Building confidence and ambition

The simple act of learning to juggle is one that fills each of the youth in the Quillacollo class with a sense of achievement and pride as they master a skill that not everyone has. For most of these youth, it is the first time they have experienced this sense of achievement. It becomes a source of self-confidence, enabling them to broaden their self-belief and contemplate what else might be possible in their lives.

For example, Gabriela's self confidence has grown really fast and now she leads and manages a group of smaller children. This is very important for her growth and in context of the gender roles that still exist in Bolivia. If we think about the social role of girls in Bolivia, they frequently defer to the opinions of their male counterpart however Gabriela is leading the way and showing that her views and opinions are equally relevant and worthy.

4. Youth outreach and social work

Staff in Quillacollo prioritise children's well-being through social work. This means that families are interviewed and assessed. In practice this means staff will work with the family to ensure the living arrangements and relationships are functioning or partner with youth homes to find appropriate accommodation for those who do not have the option of living with their own family.

For example, Gabriela's family has been visited and it has been confirmed that she lives with her mother and 4 brothers and sisters, where she is happy.

For more information on the impact that **a little charitable trust** has had on participants, see the two case studies produced this year on participants Zaida and Cristian.

Gabriela's Home



Gabriela's Bedroom

Financial Information

a little charitable trust

Funds Summary as at 5 May 2012

Income Statement	FY 2012 USD	FY 2013 USD
<i>Receipts</i>		
Regular donations	1,717	4,123
One-off donations	856	939
Event donations	3,964	2,361
Wedding	3,964	-
Pub Quizes	-	1,536
Anna Marathon	-	824
Total donations	6,537	7,422
Online sales	97	-
Total revenue	97	-
Admin cost reimbursements	78	171
Admin cost third-party payments	271	-
Total admin donations	350	171
Total Receipts	6,984	7,594
<i>Expenses</i>		
Thank you cards	28	-
Business cards	36	-
Bank transfers	78	171
Total regular expenses	142	171
T-shirts	136	-
Launch event	72	-
Total one-off expenses	208	-
Total Expenses	350	171
<i>Funds Available for Distribution</i>		
Net Receipts	6,634	7,422

Balance Sheet

	FY 2012 USD	FY 2013 USD
Beginning Balance	-	2,943
Net receipts	6,634	7,422
Transfers between accounts	-	-
Funds sent to Performing Life	- 3,700	- 7,445
FX impact	9	314
Closing Balance	2,943	2,920



Cristian

Although he can be a bit of a rascal at times, Cristian is a good kid. When he joined us, he was hyperactive and easily distracted but we've noticed improvements in his behaviour and social integration. Cristian tells us his favourite part of class is learning circus tricks and making new friends. In the future, he hopes to graduate from high school, work in construction like his uncle, and save enough to buy some land and build a house for his family. We will watch with interest as his future unfolds and just hope that we can play a little part in helping him achieve his goals.



When Zaida joined our class, she was very shy and didn't really speak to the other kids. Zaida is quickly becoming a star performer and a confident young lady. Now she is able to focus more on her schoolwork, get to bed at a reasonable hour and help her mother to take care of her siblings. We're excited to see where she can get to in the coming year!

Zaida



Here's a photo of the performing arts class, they wanted to send a **big thumbs up** to everyone who has supported them in the last year!



Report published August 2013 by Sarah Sinnott and Bevan Kay – directors of a little charitable trust.