

ROBERTSON OUTDOOR BURSARY (R.O.B)



ANNUAL REPORT 2013/2014

Registered Charity Number 1156739

1. INTRODUCTION & WELCOME

The trustees present their first report for the charity since its inception on 13th October 2013 to 31st December 2014.

It's been an amazing journey for R.O.B since it was founded and we are delighted and proud to reach this stage when we can present our first annual report and share our achievements.

What is most important to us is what we have achieved has only been possible with the commitment, enthusiasm and support of our donors, corporate partners and sponsors. We are realising R.O.B's vision to make a difference to peoples' lives in Tanzania and other developing countries by giving grants to enable them to gain qualifications in the outdoor industry and also by collecting technical kit for distribution.

Key for us has been our successful application to the UK Charity Commission to become a registered charity, this gives our donors, patrons and supporters the assurance that we are spending all our for the benefit of our awardees.

We stand by our pledge that every penny donated will be spent to support our awardees. We continue to collaborate with our corporate sponsors, partners and volunteers to minimise administration costs through ways of working that harness their expertise and resources as we develop and grow.

We have already helped 23 people working in the outdoor industry in Tanzania gain qualifications that will help them improve their careers and through this the lives of themselves and their families.

Our journey, which is only just beginning is one of listening and learning so that we can find the best ways to help those who need our support. We thank you for walking this journey with us.

Yvonne Robertson
Founding Trustee

'As long as there is a purpose there is no failure'
Swahili proverb

2. ACTIVITIES AND ACHIEVEMENTS

Since the founding of ROB on 13 October 2013 our first year of operations have focused on setting up our operating business, establishing partnerships in Africa and the United Kingdom, building our regular donors and fundraising that has enabled us to make two rounds of bursary awards.

2.1 Key Milestones

This first period of operations was marked by the following key milestones:

- **December 2013:** Building partnership with the African Walking Company in Tanzania
- **February 2014:** Making awards to the value of £1,961 to six employees of the African Walking Company to fund their attendance on the Wilderness First Response Course
- **April 2014:** Successful application to the Charities Commission to become a registered Charity
- **May 2014:** Successful application to HMRC to enable gift aid to be claimed on all UK donations
All of our first awardees successfully complete their course
- **June 14:** Development and soft launch of website and social networking (Twitter & Facebook)
- **September 14:**
Successful application for affiliation with Cotswold Outdoors giving Friends of ROB a 15% discount at their stores and online
- **October 14:** First Anniversary and official Charity launch on 13 October
- **December 14:** Developing partnership with Brunel University Student University

2.2 Kit Collections



We have also organised a series of technical walking kit collections and delivered this to porters and guides working with the African Walking Company. We thank all those who have helped us transport this to Africa free of charge. Establishing better logistics for this is a key priority for us next year.

2.3 Fund Raising



Throughout the first period we have held three main fundraising events, which have helped to generate individual donations and regular monthly subscriptions via our Friends of ROB scheme.

- Launch Party 13 October 2014
- Wine Tasting 18 December 2014
- Santa Cham Charity Ski Event 25 December 2014

3. AWARDS & AWARDEES

We have agreed an annual process with the African Walking Company to identify the type of development programmes we will fund and the nomination of candidates for these awards. In 2014 we made awards to six employees to fund their attendance on the 'Wilderness First Responder' programme.



Ewald Minja



Abraham Kipokola



Jacob Tata



Justin Thomas



Raphael Bynite



Peter Nandi

4. CORPORATE PARTNERS

Building the relationship with the African Walking Company enables us to understand the needs of the outdoor industry in Tanzania, in terms of priorities for developing their employees and also identifying suitable talent to be nominated for our awards. This has been a critical success factor in targeting our bursaries to those individuals in greatest need and the potential to grow.

The development of other partnerships with UK tour operators and business operating within the outdoor industry in the UK, Europe and United States of America have also been significant achievements.

We now have strong working relationships established with the following:

- Swank Healthcare (USA)
- Cotswold Outdoor (UK)
- Exodus Travel (UK)
- Trek and Mountain Magazine (UK)
- 8th Day Adventure (UK)
- Namaste Sport (Argentiere France)
- You Inspire (UK)

We also thank other companies who have supported our events with donations of catering and equipment:

- Chairs and Coffee (UK)
- Marks and Spencer stores (UK)
- Sainsbury stores (UK)
- Waitrose Stores (UK)

We also are delighted to announce and welcome our newest partner Brunel University Students Union and thank them for their fundraising and kit collection event.

Continuing our work with our partners will be a priority for further development over the next year.

5. FINANCES

During the period we received total donations including gift aid of £7,943. We are currently receiving regular donations of £1,800 per annum.

Our total income for the period was £8,273 and after deducting grants made and other expenditure totaling £2,710 we had a healthy excess of income of £5,563. We would however anticipate more grants being made as the charity becomes more established. (Appendix 1 financial report)

We pledge that all money donated to us will be spent on our educational awards and will not be spent on administrative expenses. Of our total costs, £1,961 was spent on grants. We spent £510 on our Launch Party, £173 on Virgin Money collection fees (which included a one-off initial fee of £120) and £66 on leaflets and charity cards. However, all of these additional costs were more than covered by a corporate donation of £500 to pay for the Launch Party and raffle proceeds at the party.

6. LOOKING FORWARD

Without doubt it has been a great start for our charity and the journey is just beginning. Our priority is to increase donations of kit and money so we can continue to support and impact on peoples' lives working in the outdoor industry in Tanzania and other developing countries.

In the year ahead our focus will be to:

- Increase the number of regular monthly donors and the amount donated via the Friends of R.O.B scheme.
- Recruit a figure head patron for the charity.
- Grow our corporate sponsors and partners.
- Establish regular kit collections and means of transporting it to Tanzania.
- Run a series of awareness and fundraising and kit collection events.

- Identify and build new partnerships within Tanzania and at least one other developing country.
- Develop our website, streamline our administrative processes as far as possible and grow our social networking presence.

We are looking forward to a successful second year of our charity.

www.robertsonoutdoorbursary.org

7. ANNUAL ACCOUNTS 2013/14

ROBERTSON OUTDOOR BURSARY

Income & Expenditure Account for the Period 13th October 2013 to 31st December 2014

| Incoming Resources | £ | £ |
|--|-------|-------|
| Initial donation establishing charity including Gift Aid | | 6,255 |
| Other donations | | 1,534 |
| Gift Aid on these donations | | 154 |
| Raffle at Launch Party | | 326 |
| Bank Interest | | 4 |
| Total Income Receivable | | 8,273 |
| Resources Expended | | |
| Grants made for charitable purposes | 1,961 | |
| Virgin Moneygiving collection fees | 173 | |
| Launch Party costs | 510 | |
| Other costs | 66 | |
| | 2,710 | |
| Net income for period | | 5,563 |

ROBERTSON OUTDOOR BURSARY
BALANCE SHEET AS AT 31ST DECEMBER 2014

| Current Assets | £ |
|--|--------------------|
| Cash at bank | 5,431 |
| Debtor - Virgin Moneygiving | 132 |
| | <hr/> |
| Total Assets | 5,563 |
| Represented by: | |
| Accumulated Funds: Net income for period | <hr/> 5,563 |

The Income and Expenditure Account and Balance Sheet were approved by the trustees on

Yvonne Robertson
Founding Trustee

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Steve Smith
Treasurer & Trustee

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Sally Batley
Trustee

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