

RedTribe

Charity # 1129481

Trustees' Report and Accounts

For the year ended

31 December 2024

Trustees' Report

For the year ended 31 December 2024

The trustees are pleased to present their report along with the receipts and payments account and statement of assets and liabilities for the year ended 31 December 2024 and confirm that they have been prepared in accordance with the charity's governing instrument and all applicable statutory requirements.

Constitution

The charity, which is registered with the Charity Commission, was set up under deed of trust on 1st May 2009.

Objects, Structure, Governance and Management

RedTribe is a non-governmental, non-political, faith-based charity seeking to partner with the Maasai communities in Olote, Kenya, with the aim of helping them overcome the effects of poverty and preventable disease, and build a sustainable, economically viable future that conserves the environment.

Our objects, as defined in our trust deed are:

- (i) The promotion of health and relief of financial hardship among the Maasai communities of Kenya, primarily by, but not exclusively, providing such communities with education, training and the provision, improvement and maintenance of infrastructure and micro-finance, enabling members of such communities to establish and grow their own local businesses;
- (ii) To advance the Christian religion in Kenya, for the benefit of the Maasai, through the holding of prayer meetings and lectures, and producing and/or distributing literature on Christianity, to enlighten others about the Christian religion;
- (iii) To promote sustainable development for the benefit of the Maasai by:
 - a. the preservation, conservation and the protection of the environment and the prudent use of resources,
 - b. the relief of poverty and the improvement of the conditions of life in the socially and disadvantaged Maasai communities of Kenya,
 - c. the promotion of sustainable means of achieving economic growth and regeneration;
- (iv) To advance the education of the Maasai in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment and to promote study and research in such subjects, provided that the useful results of such study are disseminated to the public at large. Sustainable development shall mean "development which meets the needs of the present without compromising the ability of future generations to meet their own needs".

The organisation is managed by a minimum of three trustees according to our trust deed. The trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit, when reviewing the charity's aims and objectives and in planning future activities.

Trustees

The existing trustees who served during the year were:

- Revd Mark Melliush – Chair of Trustees
- Vicky Read - Treasurer
- Fadi Barrak
- Ray Guirguis

- Claire Sullivan
- Rev'd Mike Tufnell

New trustees are appointed by the board of trustees, given an induction into the work of the trust and provided with guidance from the Charity Commission to fulfil their roles. Our trustees are unpaid and, whilst eligible to do so, have not incurred any expenses this year in the fulfilment of their duties.

We encourage all of our trustees to develop an active relationship with the team in Kenya and create an opportunity to visit the projects being delivered. All visits to the team in Kenya have been personally funded by the trustees.

How we work

RedTribe was formed to raise funds, manage donations and provide support for operations in Kenya. RedTribe began in 2009, under the name Walking with Maasai (changed in 2014), with the vision of partnering with the rural Maasai communities of the Olorte area of southern Kenya, where about 12,000 people live. The remoteness of this community puts it almost beyond the reach of the World Food Programme and the World Health Organisation, leaving it firmly in the grip of poverty and underdevelopment. Its projects aim to bring assistance in a holistic way that doesn't fundamentally change the Maasai culture. Whilst the people of Olorte are predominantly Maasai, other tribes are also integrated members of the community and RedTribe makes no distinction between them in the projects and services it delivers.

The RedTribe team in Olorte consists of a number of operations managers (mostly Maasai and one non-Kenyan) and several local support staff. Other local community members are employed from time to time according to project or operational needs.

We, the RedTribe trustees, take a continued role to receive donations and sales income in the UK and disperse them to Kenya to fund the projects and operations. In addition, the trustees seek to provide some basic governance around the projects to ensure that the funds deliver the benefits to the Maasai community, in line with the wishes of the donors.

Activities

In general, the activities that RedTribe undertakes can be broadly categorised as follows:

- **Public health** – this includes providing basic healthcare, education on general health matters and nutritional advice;
- **Education for primary school children** – this involves building and operating a new primary school to meet the capacity needs of the community and to improve standards of education;
- **Income generation** – this is mainly through the creation of employment opportunities for the local community members through participation in the various projects;
- **Church leadership development** – this largely involves equipping leaders and members in their roles in the various active local churches in Olorte.

These activities fall into two categories:

- **Projects** – which have a finite life and deliver a specific end result, such as a building, and
- **Operations** – which are steady state day-to-day activities that typically deliver a service, such as healthcare or education.

The year 2024 marked another significant chapter in RedTribe's mission to empower and transform the Maasai communities of the Loita Hills, Kenya. Our work this year combined the continuation of long-term community development programmes with the introduction of new initiatives designed to promote sustainable transformation. The projects described below demonstrate tangible outcomes in education, healthcare, water access, economic empowerment, and organisational growth.

1. Education

Maasai Academy

RedTribe's Maasai Academy achieved a major milestone in 2024, being awarded the Education Cup in the Loita Hills, securing first place among all local schools. This achievement reflects years of dedication to delivering quality education in a remote and underserved area. The Government of Kenya officially approved the Academy's transition into a Junior Secondary School, adding an additional year group. Over 140 children are currently enrolled, many of whom are boarding in temporary facilities. Construction of permanent dormitories is ongoing to accommodate the growing number of students.

Further Education Scholarship Programme

In 2024, RedTribe launched a Scholarship Programme to support bright but marginalised students in accessing higher education. For 2025, five scholarships have been awarded to exceptional young people who completed secondary school through RedTribe's support. These students are now pursuing degrees in Engineering, Medicine, IT, and Community Development, demonstrating RedTribe's commitment to nurturing future leaders from within the community.

2. Economic Empowerment

RedTribe Beadwork

The RedTribe Beadwork enterprise continued to expand in 2024, introducing new jewellery collections and piloting innovative sales events. Sales grew steadily throughout the year, nearing pre-pandemic levels. The initiative continues to provide sustainable income for Maasai women, preserving cultural artistry while supporting household livelihoods.

3. Healthcare

Clinic and Healthcare Services

RedTribe Clinic strengthened and broadened its healthcare provision in 2024. A new Antenatal Programme was introduced under the leadership of a Clinical Officer, resulting in increased maternal health services and several successful deliveries within the facility. Weekly outreach clinics continued in remote villages, focusing on antenatal care, child immunisations, and health education. A significant partnership was established with Mission Aviation Fellowship (MAF) Kenya, enabling medical flights for urgent cases. The first of these flights took place in 2024, providing life-saving transport for a young boy with cancer. This collaboration represents a crucial step in improving emergency medical access for isolated communities.

4. Water Projects

RedTribe maintained and serviced 12 community water projects, providing clean water to approximately 3,500 people. A new water project at the Girls' Secondary School was completed successfully, and several neighbouring schools have requested inclusion in future expansion. In addition, RedTribe launched a Water Bucket Filtration Programme to supply safe drinking water to villages without piped systems, furthering our mission to ensure clean water access for all.

5. Farming and Food Security

In response to food insecurity among vulnerable households, RedTribe cultivated 150 acres of maize and beans in 2024. The produce supported families affected by drought and poverty. A fundraising campaign was launched to purchase a tractor, enabling the farming project to scale and serve more community members in 2025.

6. Organisational Growth and Governance

Staff and Systems

April 2024 saw the recruitment of a Qualified Accountant to strengthen financial governance and reporting. A Starlink satellite system was installed at the RedTribe Compound, enhancing communication between the Kenya and UK teams and enabling full digital integration via Microsoft Teams. RedTribe now employs 36 permanent staff across its projects, along with approximately 15 casual construction workers. All permanent staff receive medical and social insurance, reflecting our commitment to staff welfare and long-term development.

Volunteer Engagement

Throughout 2024, RedTribe hosted volunteer teams from the UK, Denmark, Sweden, Holland, and Ireland. These teams played a vital role in supporting RedTribe's community projects, sharing skills, and providing encouragement to local staff and community members. Their involvement continues to strengthen cross-cultural partnerships and mutual learning.

7. Looking Forward

The Government of Kenya's land demarcation programme—which allocates private parcels of land to Maasai families—represents a significant cultural and economic shift. RedTribe is monitoring this development closely, recognising its potential impact on food security, livelihoods, and community dynamics.

In 2025 and beyond, RedTribe will continue to focus on:

- Long-term food security
- Quality education and scholarships
- Accessible healthcare
- Income generation opportunities
- Leadership and capacity building

All of RedTribe's initiatives are underpinned by a Christian ethos of servant leadership, promoting dignity, integrity, and hope within the Maasai community. Our vision remains steadfast: to see families flourish in their God-given potential, free from poverty and disease, and empowered to build a sustainable future.

Financial review

We began this year with funds of £110,302 from previous donations.

This year we received a total of £166,395; £112,840 as donations from individuals, churches, companies and other charitable trusts. £25,981 came from the sale of beadwork which has increased by 35% over 2023 and is close to our pre-pandemic sales. We also received £27,574 for fundraising activities which included trips to see the projects in Kenya.

We spent £121,819 on our projects in Kenya, including £80,488 of direct grant funding to RedTribe Kenya and £19,412 to Bridge the Gap Africa for completion of the bridge project. A further £2,067 was spent on projects costs in the UK, mostly beadwork materials. We spent £4,122 on fundraising/selling costs mostly relating to beadwork sales costs, marketing and fundraising. Governance costs include fees for the preparation of the accounts and annual report and accounting software charges.

We therefore end the year with funds of £146,491.

The details of our financial performance are set out in our accounts on the following pages.

Reserves policy

RedTribe's reserves policy is to follow the Charity Commission guidelines of holding six months' operational costs in reserve as funds.

Advisors

To help us with our work this year we have been grateful for the contribution of the following professional advisors:

Solicitor: Sweetman Burke and Sinker, 158-160 The Broadway, London W13 0TL
 Banker: Barclays Bank PLC, 52 The Broadway, London W5 5JT
 Examiner: Graham Bonds FCA, Buchanan Bonds Ltd Chartered Accountants, 39 Braehead Crescent, Aberdeenshire AB39 2PP

Registered office

The registered address of RedTribe is:

c/o St Paul's Church

Ridley Avenue

London

W13 9XW

T: 020 8579 9444

W: www.redtribe.org

This report is approved by the Trustees on ...25 October 2025 and signed on their behalf by:



Rev'd Mark Melliush



Vicky Read

Independent Examiner's Report to the Trustees' of RedTribe

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2024, which are set out on pages 8 to 11.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent Examiner's Statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act;
or
2. the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Graham Bonds FCA

Buchanan Bonds Ltd.
Chartered Accountants

39 Braehead Crescent
Stonehaven
Aberdeenshire AB39 2PP

Date: 27 October 2025

RedTribe

Receipts and Payments Account

For the year ended 31 December 2024

	Unrestrict ed funds £	Restricted funds £	2024 total funds £	2023 total funds £
Receipts				
Voluntary Receipts				
Donations from individuals	18,397	16,369	34,767	26,772
Donations from churches	16,241	9,337	25,578	34,746
Grants from trusts/foundations/companies	1,480	50,968	52,448	21,377
Gift Aid received	48	-	48	4,281
Receipts from generated funds				
Sales income	25,981	-	25,981	19,262
Receipts from fundraising activities	27,574	-	27,574	12,217
Other Receipts	-	-	-	1,102
Total Receipts	89,721	76,674	166,395	119,757
Payments				
Charitable Activities				
Payments to Redtribe (Kenya) and costs incurred in Kenya				
Salaries and staff expenses	(34,926)	(50,394)	(85,320)	(43,686)
Administrative, Educational and compliance costs	(4,164)	(5,539)	(9,703)	(6,652)
Project materials	(4,398)	(4,579)	(8,977)	(18,799)
Food Security	(6,460)	(5,612)	(12,072)	(26,640)
Buildings and vehicle Repairs and maintenance	(4,797)	(951)	(5,748)	(5,729)
Sub-total	(54,745)	(67,075)	(121,819)	(101,506)
Project costs incurred in UK	(2,067)	-	(2,067)	(3,874)
Fundraising/selling costs	(4,122)	-	(4,122)	(2,307)
Governance Costs				
Bank and transaction charges	(255)	-	(255)	(495)
Other Admin costs	(723)	-	(723)	(922)
Accounting costs	(1,156)	(63)	(1,220)	(601)
Sub-total	(2,134)	(63)	(2,198)	(2,017)
Total Payments	(63,067)	(67,138)	(130,205)	(109,705)
Net Receipts/(Payments)	26,653	9,536	36,190	10,052
Transfers between funds	(7,290)	7,290	-	-
Cash and Bank Balances at 1 January 2024	65,794	44,508	110,302	100,250
Cash and Bank Balances at 31 December 2024	85,157	61,334	146,491	110,302

Notes 1 to 2, on page 10-11, form part of these accounts.

RedTribe

Statement of Assets and Liabilities

As at 31 December 2024

	Unrestricted funds £	Restricted funds £	2024 total funds £	2023 total funds £
Cash Funds				
Bank and Cash Balances:				
Bank Account	85,157	61,334	146,491	110,302
Other Monetary Assets				
Gift Aid to be claimed	4,882	-	4,882	2,320
Liabilities - current				
Independent Examiner's fees	(480)	-	(480)	(480)

These accounts were approved by the Trustees on ...25 October 2025 and signed on their behalf.



Rev'd Mark Melliush (Chairman)



Vicky Read (Treasurer)

RedTribe

Notes to the Accounts

1. Basis of accounting

A receipts and payments account and a statement of assets and liabilities has been produced in accordance with the Charities Act 2011 and the Charity (Accounts Reports) Regulations 2008.

2. Funds	As at 01/01/2024 £	Receipts £	Payments £	Transfers between funds £	As at 31/12/2024 £
Unrestricted					
General:					
General	36,692	37,641	(33,297)	(1,186)	39,850
Fundraising trips	2,143	26,099	(16,590)		11,652
Designated:					
Beadwork	15,911	25,981	(13,181)	(6,103)	22,608
Academy	10,000	-	-	(10,000)	-
Food security	-			10,000	10,000
Staff Training	1,057	-	-		1,057
	<u>65,794</u>	<u>89,721</u>	<u>(63,067)</u>	<u>(7,290)</u>	<u>85,157</u>
Restricted					
Maasai Academy	-	11,733	(17,837)	6,103	-
Academy Building	5,045	-	(5,562)	517	0
Academy Sponsorship	1,322	5,503	(4,296)	483	3,012
Airstrip	-	1,541	(171)		1,370
Clinic	25,667	10,640	(8,064)		28,244
Clinic Building	847	617	(32)		1,432
Clinic Water	413	-	(364)		50
FGM	170	-	-		170
Food Security	341	9,869	(50)		10,160
Bridge	342	24,000	(22,486)		1,856
Further/Higher Education scholarship	7,032	8,696	(7,603)		8,125
Water Projects	2,697	4,000	(163)		6,534
Logburner	350	-	-		350
Landrover	250	75	(511)	186	-
Carpentry	33	-	-		33
	<u>44,508</u>	<u>76,674</u>	<u>(67,138)</u>	<u>7,290</u>	<u>61,334</u>
Total	<u>110,302</u>	<u>166,395</u>	<u>(130,205)</u>	<u>-</u>	<u>146,491</u>

Maasai Academy – funding for supporting the costs of the Maasai Academy.

Academy Building – funds given for construction of new buildings and associated facilities, e.g. classrooms, dormitories.

Academy Sponsorship – funds given to cover school fees for specific children.

Airstrip – funds given to support maintenance and enhancement of facilities at Enairebuk airstrip

Clinic – funds given towards costs of Maasai clinic and community healthcare.

Clinic Building – funds given for construction and enhancing current clinic buildings.

Clinic Water – funds given for enhancing water supply to current clinic buildings

FGM – funds given towards FGM initiatives in the community.

Food Security – funds given for projects to improve food security including plans to buy a tractor, trailer and plough, providing meals to those in school and purchasing malnutrition treatment packs.

Bridge – funds given towards construction of a river crossing

Further/Higher education – funds given to provide scholarships for further and higher education courses

Water Projects – funds given for provision of water supplies in the community

Log burner – funds given towards to purchase of a log burner

Landrover – funds given to support maintenance of the Landrover

Carpentry – funds given for carpentry tools and material.