



Trustees' report and financial
statements for the year to 31 March
2022

Charity No. 1138282

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ServeDirect

Trustees' report

The Trustees present their report and accounts for the year ended 31 March 2022.

Trustees

Neil Kirkland
Paul Ibbott (Chairman)
Sarah Gay (Treasurer)
Jerry Dugdale

The existing trustees appoint new trustees who are fully briefed on their role and responsibilities. Trustees regularly review the risks to which the charity may be exposed.

ServeDirect was constituted by a Declaration of Trust on 15th September 2010 and was registered as a charity on 6th October 2010.

Serve Direct Uganda Ltd (SDU), a charitable company registered in Uganda, is the current main beneficiary of the funds raised by ServeDirect in the UK. The directors of the company are Jerry Dugdale and Phil Ball (previously a trustee of ServeDirect), who are responsible for the management of the charitable activities. SDU has no employees and neither of the directors benefit financially from their work for the charitable company. SDU holds the title to the land and buildings used by the three key projects in Lukomera, as well as a legally binding Memorandum of Understanding for the project in Gulu.

Jerry & Elspeth Dugdale returned to the UK in March 2020 due to the Covid-19 restrictions and all schools being closed in Uganda until the start of 2022. Dan & Jody Unterrheiner of READ for Life continued to help oversee Connect Education Centre Gulu.

Bankers

HSBC Plc, 55 Above Bar Street, Southampton, SO14 7DZ

Objectives

ServeDirect's objective is the prevention or relief of poverty and or hardship anywhere in the world by providing or assisting in the provision of education, training, healthcare projects and all the necessary support designed to enable individuals to generate a sustainable income, be self-sufficient and the opportunity to reach their potential.

In planning our activities for the period, we have been mindful of the Charity Commission's general guidance on public benefit and prevention and relief of poverty for the public benefit. The trustees ensure that ServeDirect's activities are in line with our charitable objectives.

How we work

ServeDirect

ServeDirect is a Christian charitable trust. Our Christian values are the foundation for all our work though the beneficiaries of our activities include children and families of different faiths and those who have no faith.

ServeDirect looks to support local people who are working hard to change their communities for the better. As a trust we come alongside individuals to support them in their vision. In delivering support we ensure that funds are spent with the local community to utilise local skills and materials, thereby creating employment and increasing wealth in the communities we work in as well as ensuring that projects can be delivered economically and efficiently. Identifying projects that are sustainable and that can become self-funding in the future is also key.

Activities and achievements

ServeDirect continues to support and raise funds for four key projects, Wobulenzi Town Academy (WTA), Connect Education Centre Lukomera (CEC L), The Rock Health Centre and the Connect Education Centre Gulu (CEC G).

During the period, the world continued to be hit by the Covid-19 pandemic. This resulted in WTA and the Connect Education Centres closing in March 2020 due to the national lockdown restrictions. Schools were allowed to reopen late 2021 for candidate classes (end of Primary, O & A level) to do their exams but then closed again until January 2022. The lockdown hit many people hard as their sources of income effectively stopped or was reduced drastically – leading to widespread hardship and hunger. ServeDirect and our supporters continued to help support the projects financially as their income dropped to avoid crucial staff being laid off.

ServeDirect continued to help the communities we work within, with basic food support. This took the form of family food packages that were officially sanctioned by local government – as all unofficial distributions were against the law.

In the Lukomera area, ServeDirect supported food distributions via the LC1 Chairman's office which were handed out physically by Maranatha Church and the LC1 staff. We also supported distributions via the Church of Uganda within the local parishes. These distributions were phased out as the lockdown was lifted, but still took place during the financially hardest months of the year, June & July. Basic food packages to the value of over 18m UGX (approximately £4,000) were funded and handed out, again supporting many hundreds of families and vulnerable people in the area.

For 2022, after discussion with our Uganda partners, ServeDirect offered bursaries to all students at WTA to help the students and their families to afford secondary education. The bursaries effectively discounted the normal school fees by 1/3 to allow as many students as possible to return to school. The bursaries proved very successful with student numbers immediately returning to and then exceeding previous enrollment. The bursary scheme will be phased out during the 2022 calendar year so that these financial resources can once again be used for facility improvements.

Wobulenzi Town Academy

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ServeDirect was initially set up to support the work of Wobulenzi Town Academy Orphanage. WTA is a secondary school providing affordable, quality secondary education in Uganda to vulnerable children of both sexes. WTA is based in Lukomera, which is north of Kampala, an area that few NGOs are working or investing in. Most of the children are boarders and have travelled some distance to access low cost education. About 44% (2020 34%) of the children are day scholars from the local area. Just under half of the students at WTA are girls, which is just above the Ugandan average of 47%.

During the year the school only opened when the official lockdown was lifted. Notably O level and A level candidate classes were able to sit their delayed 2020 exams in April/May 2021, otherwise the rest of the classes were hardly able to attend until the start of the new academic year in January 2022. No 2021 'O' or 'A' level exams were set – resulting in an official 'dead year'.

Many secondary schools did not reopen in 2022 due to financial problems following the Covid-19 pandemic. In addition, many schools reported an almost zero turn up due to the economic situation and a lack of teaching staff. We are pleased to report that WTA had a very different situation as it was immediately over subscribed and had to turn away many new students. This success was the result of both the student bursary scheme and the improved reputation of the school as many families witnessed how the school continued to support its staff and premises during the lockdown. Enrollment rocketed to 816 students in term 1 (598 in 2020) including 361 day students (231 in 2020). The higher day student numbers reflect the high reputation of the school locally – in part helped by the effective work of the Connect Education Centre with the local primary schools over the years.

A new secondary school curriculum was introduced nationally for the lower secondary classes. ServeDirect has been able to help with teacher training and assessments, as the new curriculum is more interactive and aligned to the current system in the UK & Europe.

The new curriculum requires the use of technology and multi-media in the classrooms. This brought forward a complete update of the school computer lab as well as an investment in laptops and projectors for the classrooms. The updated computer lab now boasts 54 internet connected workstations for students as well as 4 stations for teacher use. One of the limiting factors is the relatively high cost of data (equivalent to 40p/GB), but it is hoped that this will reduce over time as demand increases nationally.

During the year, ServeDirect completed the levelling and planting of the new sports area which should provide a huge benefit to the school and local community once established. Lack of normal rainfall has delayed the full opening of these facilities until 2023.

In addition, once the schools were able to reopen, a long list of delayed maintenance works was undertaken, including improving rainwater drainage across the site.

ServeDirect continued to fund a nutritious Sunday lunch for the pupils, during the weeks that the school was able to operate.

Connect Education Centres (CEC)

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The first Connect Education Centre (formerly known as The Bridge Primary Resource Centre) opened in February 2013 in Lukomera, after a successful pilot. Although Uganda has been successful at enrolling more than 90% of children in primary school only just over a quarter of young people remain in secondary school (Ugandan Bureau of Statistics 2015).

At present to register for secondary education, pupils must pass an official Primary Leaving Exam (PLE), but poor primary education prevents students achieving this. To help close this gap the CEC was set up to allow local schools access to additional teaching resources, a library and provide pupils with free booster lessons in English and Maths. Later computer facilities were added due to the demand on such resources locally. These sessions have also been attended by local children outside of school hours, keen to join in the activities. Qualified primary school teachers encourage local children to read and enjoy learning using the library resources, educational toys and planned activities.

During 2021, CEC Lukomera remained closed to local schools due to the Covid-19 lockdown. However, after permission was granted, teachers were able to hold small neighborhood classes, concentrating on literacy for number of local children. The Centre was then able to reopen fully in January 2022 when the lockdown was lifted.

ServeDirect opened the new CEC in Gulu in February 2018. This facility is a much larger regional centre as it is designed to offer additional nursery sessions as well as providing a base for READ for Life, a NGO that provides teacher training in approximately 100 Primary and Nursery schools within the Gulu municipality. Normally, the CEC is active 7 days per week as it also provides a base for a weekend Nursery teacher training college. CEC Gulu was effectively closed to schools in 2021, however permission was granted for smaller groups of local children to be able to attend library and literacy sessions during times of school lockdown. In addition, teachers were able to hold local neighborhood classes similar to CEC Lukomera. CEC Gulu reopened fully in January 2022.

CEC Gulu supported literacy and mathematic radio lessons in 2021, broadcast on the local radio by READ for Life. This was an exciting new initiative and it is estimated that up to 500,000 children at a time listened to these highly effective lessons.

Student attendance data has not been reported this year due to the school closures.

The Rock Health Centre

In response to local needs, ServeDirect funded the building and running of a health centre adjacent to the WTA site. As well as treating students at WTA it also serves the local community which has a growing population of approximately 18,000. Previously the nearest similar health facility was 7km away.

During the period The Rock proved to be vital to the local community, especially during times of severe lockdown and at times when the Covid-19 virus was spreading through the community.

ServeDirect

The Rock remained busy even though the WTA school community was vastly reduced due to school closure. In the year a total of 2,757 patients were treated at The Rock (2021 1,915 patients). Only 17% of patients were WTA students (2021 21%) due to the school closure. The dental outpatient service continued during to do well during the year, resulting in 166 patients being treated (2021 265 patients). 1,121 patients (2021 1,399) benefitted from free testing under the initiative to reach out to the most vulnerable people within the local community – ie children under 5 years old and the elderly. Both initiatives have been welcomed by the local community and continue to provide an invaluable service.

The Rock continued to carry out health talks, health checks and inspections at WTA, when the school was open, in a drive to improve hygiene and general health amongst the students.

The Rock continues to provide maternity services with 19 births during the year (2021 30 births) in the year and Antenatal visits have continued to increase. It was proposed that the current education room be converted into additional bed space, to ease the pressure during busy periods – this conversion work is due to be completed in the next financial year.

Financial Review

During the year £76,612 was raised in the UK. There were no team trips due to the ongoing effects of the pandemic. £80,873 was paid to SDU to support the projects in Uganda during the year. UK costs remain minimal and the trustees have agreed that reserves should be held equivalent to 3 months of costs. General reserves at the end of the year are higher than this at £40,764.

Partnerships and volunteer support

ServeDirect has built partnerships with local businesses, churches and schools in Hampshire, connecting local people with the struggles of those living in Uganda. More latterly ServeDirect built partnerships with several charities and churches in The Netherlands. These partnerships have been a great source of financial support with many fundraising activities being organised as well as providing people with an insight into the problems of the developing world.

An important part of ServeDirect's work is to organise teams to visit and work at their projects. There are many testimonials of the life changing experiences that people have had from visiting Uganda on our website www.servedirect.org. Volunteers get involved in building and maintenance projects and also in providing educational, sporting and cultural activities for the children, which they would otherwise not be able to access. Often volunteers bring skills in education, health and business that contribute greatly to the planning of projects and in developing the aspirations of the pupils at WTA as well as at the other local projects. Unfortunately, during the year no volunteers were able to visit due to the Covid crisis along with the travel restrictions. We hope to be able to continue with these in the future.

The Future

ServeDirect

The Covid-19 global pandemic continued to temporarily shift the focus of Serve Direct Uganda from Education & Health to more Health & basic food/poverty support. SD had to adapt quickly to the changes within the communities we work with.

In January 2022, ServeDirect was able to refocus activities on Education and Health as schools were allowed to reopen. The student bursary scheme proved highly effective in helping families to afford sending their children back to school – especially for families based in the more rural areas where finances were very tight. This scheme will be phased out during 2022 allowing SD to return to invest in improving facilities.

However, rapidly increasing food and fuel costs during 2022 have brought another difficult challenge for the projects. These price rises hit the poorest in society hardest, which include most families that send their children to WTA. Currently all available areas for growing food are being exploited at the school to help offset these rising costs, but there is real concern that many students may drop out once the 2022 student bursaries are phased out. This situation is being closely monitored, but WTA needs to be financially self-sustainability (covering the basic school running costs) to remain strong & viable for the future.

The onset of the Covid-19 pandemic effectively put on hold discussions to extend the facilities of the current Connect Education Centre Gulu and a new regional CEC in Luwero. We still look forward to pursuing both opportunities in the future.

This report provides a summary of our activities and achievements but please review our website at www.servedirect.org to read stories about the children and families that have benefitted from our support.

Independent examiner's report

I report on the financial statements of the trust for the year ended 31 March 2021, which are set out on pages 8 to 13.

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 Trust's accounts carried out under section 145 of the 2011 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 which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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.



Joel Kirkland

Statement of financial activities for the year ended 31 March 2022

	Note			2022	2021
Incoming resources	1	Unrestricted funds	Restricted income funds	Total	Total
		£	£	£	£
Fundraising income					
Volunteer teams			-		0
Other		0	0	0	0
				0	
Donations and gifts					
Individuals		47,928	742	48,670	61,071
Other entities		27,942		27,942	36,000
Tax reclaimable			-		0
Total incoming resources		75,870	742	76,612	91,252
Resources expended					
Fundraising costs		0	-	0	0
Charitable activities	4	78,430	2,443	80,873	86,610
Bank charges		28			306
Travel expenses		7		287	0
Total expenditure		78,717	2,443	81,160	86,916
Net movement in funds				(4,548)	4,336

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		(2,847)	(1,70 1)		
Total funds brought forward		43,611	1,701	45,312	40,976
					—
Total funds carried forward	7	40,764	0	40,764	45,312

Balance sheet at 31 March 2022

	Note 2			2022	2021
		Unrestrict ed funds	Restrict ed income funds	Total	Total
		£	£	£	£
Current assets					
Debtors	5	439		439	1,139
Cash at bank		40,325		40,325	44,173
					—
Total current assets		40,764		40,764	45,312

ServeDirect**Creditors:
amounts
falling due
within one
year**

6

0

-

0

0

**Total
current
assets less
current
liabilities**

40,764

40,764

45,3
12**Funds of
the charity**

7

Restricted
income funds

0

01,7
01Unrestricted
funds40,76
4

40,764

43,6
11**Total Funds**40,76
4

0

40,764

45,3
12

The financial statements were approved by the trustees on and
were signed on their behalf by



Sarah Gay
Treasurer

Notes (forming part of the financial statements)

ServeDirect

1. Accounting policies

The accounts presents a true and fair view and the following accounting policies have been applied consistently in dealing with items that are considered material in relation to the financial statements of ServeDirect.

- **Basis of preparation**

These accounts have been prepared under the historical cost convention with items recognized at cost or transaction value and on a going concern basis. The accounts have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014, (FRS 102 SORP) and with FRS 102 and with the Charities Act 2011.

- **Recognition of incoming resources**

These are included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources; the Trustees are virtually certain they will receive the resources and the monetary value can be measured with sufficient reliability.

- **Grants and donations**

Grants and donations are only included in the SoFA when the general income recognition criteria are met.

In the case of performance related grants, income must only be recognized to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met.

- **Offsetting**

There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the FRS 102 SORP or FRS 102

- **Tax reclaimable on gifts and donations**

Gift aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

- **Donated services and facilities**

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These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

- **Volunteer help**

The value of any voluntary help received is not included in the financial statements but is described in the trustees' report.

- **Governance and support costs**

ServeDirect incurs no governance nor support costs.

- **Liability recognition**

Liabilities are recognised as soon as it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources.

2. Trustees' remuneration and expenses

There were no payments in the year for trustee flights.

3. Independent examiner's remuneration

The independent examiner has waived his remuneration for the examination of these financial statements.

	2022	2021
4. Charitable activities	£	£
ServeDirect Uganda Ltd	80,240	86,000
READ for LIFE		0

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Flights/Team trip expenses

Project guardians

DBS Checks

Other

0

0

633

0

0

0

610

80,873

53,57

1

5 Debtors

.

202**2****£**

2021

£

Tax receivable

439

1,139

Other debtors

0

0

439

1,139**6. Creditors****2022****£**

2021

£

Accruals

0

0

7. Charity funds**Funds held and movement during the *current* reporting period**

ServeDirect

Fund names	Fund balances brought forward	Income	Expenditure	Fund balances carried forward
	£	£	£	£
WTA	0			-
Connect Education Centres (formerly The Bridge)	-	0	(0)	-
Rock Health Centre	-	0	(0)	-
Project guardians	0	0	(0)	-
Restricted funds	1,701	742	(2,443)	0
Unrestricted funds	43,611	75,870	(78,717)	40,764
Total funds	45,312	76,612	(81,160)	40,764

ServeDirect

Funds held and movement during the *previous* reporting period

Fund names	Fund balances	Income	Expenditure brought forward	Fund balances carried forward
	£	£	£	£
WTA (250) The Bridge	0	250		0
Rock Health Connect (500)	1,701	500		1,701
Project Guardians Unrestricted funds (86,166)	39,275	90,502		43,611
Total funds	40,976	91,252	(89,916)	45,312

	Unrestricted	Restricted	Total
Total B/F 40,976	5,128	35,848	
Restatement	34,147	(34,147)	0
As restated in bold above	39,275	1,701	40,976

The analysis of the restricted and unrestricted funds has been corrected in the year ended 31 March 2022 following the identification of an error in the classification in the prior period. There is no change to the charity's net assets as a result of this restatement.