

**HELLO
WORLD**



Trustees' Annual Report 2020/2021



Summary of activity 2020/21

Following our largest year of growth to date in 2019/20 Hello World entered 2020/21 in a strong operational and financial position. This put us in good stead to weather the storm of uncertainty brought on by COVID-19. While no reflection on the year can be complete without a discussion of COVID and its inevitable impact on our work, 2020/21 has, in many ways, made the case for Hello World even more powerfully. We ended the year reputationally, operationally and financially better off and looking forward to new Hub builds, beginning in April 2021..

2020/21 saw significant public facing campaigns, including a [BBC Radio 4 Charity appeal](#), voiced by actor, author and broadcaster Stephen Fry, along with several print media pieces that also generated income from new donors. Significantly, Hello World was also approved by **DFID** (now the FCDO) for a Small Charities Challenge Fund Grant, to help build new Hubs in Nepal - a significant vote of confidence.

While Hub building was made impossible by global lockdowns for much of the year, Hello World continued to have a life changing - and indeed life saving - impact. As lockdown in Uganda created food shortages in the country, we organised a successful [Emergency Hunger Campaign](#), raising enough money to deliver over 15,000 meals. Our 'lockdown-proof' [Hub Heroes](#) project also allowed children to continue to learn while schools were closed, and we worked with communities to deliver local training, including with [Women In Tech Uganda](#) (Witu), teaching tech and life skills to women and girls.

COVID-19

Despite a squeeze on available funding, Hello World has addressed the COVID crisis head on. In many ways, 2020 has been the year that proved our model. Everyone, from UNICEF to Michelle Obama, has been talking about the injustice of the digital divide. Approximately 40% of the world's population do not have access to the internet leaving them unable to learn during school closures. Digital inequality has proved a problem the world over and shown us that internet connections should not be considered a luxury - rather they are essential to bridging the education gap. We have heard impressive stories from our Hubs - students continuing their coursework and research, businesses starting, savings and loans groups starting up and people teaching themselves how to make soap to help protect their village. Above all the ability to stay informed and up to date in a crisis can quite literally save lives.



Within the squeezed funding environment and the restrictions on movement and border crossings we have been unable to build as planned. We have stayed with our Hub communities and learned a great deal about them, and how our projects work. In April, much of Uganda locked down. As a result the world food programme cut provision to many refugee settlements including Nakivale where we have several Hubs. Our Food Campaign provided essential support to Hub Communities in Nakivale, Fort Portal and Kampala where no food was provided at all, despite livelihoods being lost overnight. In addition Hubs have been made compliant with local COVID regulations, all having been fitted with soap and water stations to facilitate handwashing.

HELLO WORLD IN THE NEWS

On the 3rd of May 2020 Hello World's appeal was broadcast to the nation on **BBC Radio 4**, with Stephen Fry telling the story of Hello Hub user Jackline and her family. You can listen to the appeal [here](#) and hear Stephen Fry talk about why he supports Hello World [here](#). The appeal raised £30,741, almost entirely from new donors, several of whom continue to support Hello World on a monthly basis. Personal thank you cards were distributed to donors who had shared their contact information with the BBC.

We have also had press in several national and international publications many of which have garnered new donors.

[The Hindu](#)

[Four Goods](#)

[BBC Radio 4](#)

[Global {M}](#)

[Purposely Podcast](#)

[Aftenposten Innsikt](#)

[Kehitys Utveckling](#)

We also published several profiles of work being carried out at Hello Hubs, as well as thought pieces by Founder and CEO Katrin McMillan, Project Coordinator Anna Sutton, and Friends of Hello World.

[Refugee Week 15th June - 21st June 2020](#) by Osama Qashoo

[Black Lives Matter - Silence is not Solidarity](#)

[Fulfilling the Promise of the Internet](#) by Katrin McMillan

[How to Be a more Effective Philanthropist](#) by Katrin McMillan

[The Hub, a Place to Escape](#) by Anna Sutton

[Opening New Doors with Web Development Training](#) by Bob Martin Karugaba



[Creating Village Newsrooms](#) by Bernard Kahwa, CEO and Co-founder Media 4
Community empowerment

[Life Skills and Computer Literacy. Training the Trainer with WiTU](#)

[A lesson in Creativity - learning photography at a Hello Hub](#) - Nigel; Hello World
supporter

HELLO WORLD UGANDA

Our growing network of Hub locations across Uganda can be seen here.

<https://www.google.com/maps/d/u/0/edit?mid=1qYAt6gR4OBnYNz7P5moF7naWK9LOIHG4&ll=0.1425445711575466%2C30.732665915016355&z=7>

Following the building of 14 Hubs in Uganda in 2019/20, we spent this year adding value to existing Hubs whilst adapting to the challenges of COVID, both within our team and at the Hubs. We ensured that Hubs were safe spaces to be with hand-washing facilities, health information and social distancing. We worked with Hub communities to design projects that would improve their experience at the Hub. In addition to the programmes mentioned below we piloted many small projects to understand what worked at the Hubs including media training, a photography course and savings groups.

We invested in impact measurement, conducting UWEZO educational testing at Hubs in Kampala and 60 Decibels phone surveys across all of the Hubs.

In this time we also began work on myhellohub.org. Our Ugandan Lead Engineer is in the process of designing a website for Hub communities which would work as a community noticeboard and resource bank for Hub users.

We also spent time refining and documenting our build process, making improvements to equipment, designs and instructions. We worked with communities to maintain their Hubs, at the same time learning how to improve the design so that the equipment would be more durable.

In preparation for scale, we established a wider network of community support officers as we learnt that their increased presence at the Hubs improved usage.

Hello World Uganda continued partnerships with local expert organisations;

- Roke Telkom: our Internet Service Provider (ISP) providing pro-bono internet connectivity and wifi signal to every Hello Hub in Uganda.
- Imagine Her: our implementing partner in Uganda



- Partnership with each beneficiary community to provide land/space where the Hello Hub is built as well as contributing locally available building materials such as bricks, sand, stones and cement.

During COVID, Hubs became a lifeline for many families. Parents were downloading school materials for the children at the Hub where they could not afford WiFi and university students who had been sent home because of the pandemic were able to attend university lectures online. Once COVID restrictions were lifted, community support officers began new sessions to support their communities at the Hubs including a new programme called Hub Skills.

UGANDAN TV ADVERT WITH ROKE

In partnership with Roke Telkom, our ISP, we broadcast a [television advert](#) on NBSTV, a mainstream television channel in Uganda. This was an opportunity both for the communities in which we work to display their Hello Hubs to the rest of the country, but also stimulated interest amongst Ugandan industry specialists.

HUB HEROES

We continued our [Hub Heroes programme](#), delivering onetabs to a further 80 families, totalling 180 families participating in the programme and averaging 900 children with access to a onetab. You can read stories from some of the participants [here](#).

Hub Heroes is designed to improve literacy and numeracy in the community and encourage women to participate and make use of their local Hello Hubs. Encouragingly, we have also seen Women's groups grow at the hubs. This is in part attributable to the success of Hub Heroes. Mothers who are responsible for the tablets need to charge the devices and more often than not this is done at a hub where free and fast charging is easy and affordable. Women have started savings and loans groups through the networks they have formed at the hubs and have learned how to use the internet to teach themselves as well as their children. These women's meetings have taken on a life of their own. Women who were not in the original cohort have now joined the weekly meetings to learn different skills each month. By researching on the Hello World tablets, they plan to teach themselves English, craft and business skills. Maureen is one of the Hib Heroes. You can hear part of her speech about the hubs in this video [here](#).



WOMEN IN TECH

In October we sent two Hub Heroes for some intensive training with [Women in Technology Uganda](#) in Kampala. We also bought the curriculum that WiTU offered in life skills and computer literacy. We then advertised a training course to the daughters of our Hub Heroes, all of whom were out of school. We asked them to commit to a 6-week training course, coming to the Hub three mornings a week.

Our cohort consisted of a group of 25 girls, aged between 14 and 20 years old. The trainers took them through the curriculum about self-esteem, communication skills, relationships and more in the life skills section of the training. On the computer side they covered using the tablets as the majority of girls had never used one, creating word documents and powerpoints and how to use the internet tactically.

We are so encouraged by the feedback from the girls and also their parents that we will be rolling out further WiTU training in all other Hubs in Uganda in 2021.





HELLO WORLD NEPAL

Because of strict government restrictions, most Hello Hubs had to temporarily close down in Nepal. Hubs re-opened in September 2020.

February 2021 saw the culmination of an extraordinary examination of Hello World's operational capacity, as well as our safeguarding and financial management policies by FCDO. This hefty due diligence resulted in the approval of funding as a part of the Small Charities Challenge Fund (SCCF) programme, meaning that Hello World is now funded by UK Aid, the first government money that we have received.

The project, to deliver 5 Hello Hubs as well as technical and vocational training based in Hub communities, was only part funded with the remaining balance sought from charitable trusts and foundations with the Peter Stebbings Memorial Charity, The Allan & Nesta Ferguson Trust and the Jephcott Charitable Trust supporting Hello World for the first time. Repeat funding from the Southall Trust and the Souter Charitable Trust also contributed to the match.

The grant also meant a significant overhaul of our Nepal operations. Tech 4 All, the charitable arm of Nepali Internet Service Provider Everest Link, was officially certified and a new team of engineers is being assembled. With work scheduled for April 2021 (COVID permitting) we end this financial year looking forward to new Hello Hubs being built.





DATA & IMPACT MEASUREMENT

2020 was a year of review, impact measurement & planning for scale. We underwent rigorous self assessment, testing our projects and undergoing a complete external review of every aspect of our work.

In May 2020 we received impact measurement results from 60 Decibels. These results covered all existing Hubs in Uganda and Nepal.

The survey results show that the Hubs are overwhelmingly and significantly improving the lives of those who use them. Among other highlights, we have learned that 90% of users in Uganda and 87% of users in Nepal feel that the Hub has improved their lives and that 47% of Ugandan users and 55% of those in Nepal have already used their hub to learn a new skill. You can view our results summary [here](#).

Impact reports also help us to identify areas where we can get even better,

Notably, the report tells us that more men than women use the Hubs. We have implemented Hub Heroes projects, as well as Women In Tech, community based training courses. We have also increased the number of female CSOs, with the aim to bring more women to the Hello Hubs, and achieve a more equal gender balance.

We were also surprised to find that two of the Hubs in Nakivale were underperforming, achieving worse feedback than the others. Teams were able to travel to the settlement, once lockdowns allowed, and identify issues affecting these Hubs. Problems may have been missed if not for the essential feedback process. This is yet another reason why we have expanded our network of Community Support Officers, keeping direct communication with Hub communities open and effective at all times.

Impact measurement also allowed us to gather qualitative and narrative feedback from Hub users – this one from Bitto Godfrey, a final year computer sciences student at Nyabukara Youth Centre, Fort Portal, Uganda stands out.

“Everyday since the lockdown I’ve been coming here and I’ve benefited for sure. I’ve made my research and I’ve almost completed my research and analysing it”



TEAM

In 2020 Hello World recruited a new COO, Angharad Jones, who has moved from the private sector and 15 years of senior leadership in the retail industry. Her considerable experience in building and developing brands, while managing teams in emerging markets, makes her a perfect fit as Hello World grows to scale. Angharad is passionate about bringing her operational rigour and business acumen to the third sector.

We have also added to our network of CSOs bringing a number of new representatives into the group. We will hire at least one CSO from each new Hub community. This person will communicate regularly with the wider team at Hello World. Each CSO will receive a stipend to support their work.

EDUCATION IS...

Hello World's interview series "Education Is", showcasing the work of individuals and organisations that are championing education and helping marginalised communities to shape their own future, has featured notable supporters and friends of Hello World.

[Lord Jim Knight](#)

[Sugata Mitra](#)

[Patient Bakara](#)

[Angela Mirembe Semwogerere](#)

[Corrin Varady](#)

[Stephen Dawson](#)

[Robin Millar](#)

[Dave Berry](#)

[Jana Zindell](#)

[Leyla Hussein](#)

HOW TO BUILD A HELLO HUB GUIDE

Plans for an ambitious 'How To' Guide, providing all the information needed to build a Hello Hub were completed in 2020. Fuse continues to produce bespoke animations for use in the guide, while the engineering and project teams are ensuring that the guide has sufficient depth and breadth to help anyone looking to build their own Hello Hub to complete their project.



MYHELLOHUB.ORG

Also in the pipeline is a new website, designed for use by each Hello Hub community. The project is led by Hello World Engineer Dave Mugerwa and will include photos, usage data as well as information about each community and each Community Support Officer.



CARBON OFFSETTING

Hello World is now a carbon neutral organisation. We have partnered with the Swiss not-for-profit [On A Mission](#) who establish forestry projects across the globe. Emissions created by the manufacture of Hub parts, local and international travel, as well as the power used by home working and other sources of CO₂ have been totalled, and Hello World has contributed to project costs that will remove an equivalent amount of carbon from the atmosphere.

Hello World has also worked to reduce emissions, minimising international travel by employing capable, local teams and engaging communities in the maintenance and upkeep of each Hub.

Hello World

Independent Examiner's Report to the Trustees of Hello World

For the year ended 31 March 2021

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2021.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent Examiner's Statement

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

- 1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- 2) the accounts do not accord with those records; or
- 3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
- 4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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.



Ian Matthews FCA
Moore Kingston Smith LLP

Chartered Accountants

Betchworth House
57 - 65 Station Road
Redhill
Surrey
RH1 1DL

Date: 26 January 2022



Financial Results for the Year ended 31 March 2021

| (£) | Twelve Months Ending 31 Mar 2020 | | | Twelve Months Ending 31 Mar 2021 | | |
|---|----------------------------------|---------------|----------------|----------------------------------|---------------|----------------|
| | unrestrict | restricted | TOTAL | unrestrict | restricted | TOTAL |
| Receipts and Payments | | | | | | |
| Incoming resources: | | | | | | |
| Personal Giving | 58,275 | | 58,275 | 63,747 | | 63,747 |
| Institutional Giving | 112,878 | 117,376 | 230,254 | 95,974 | 187,014 | 282,987 |
| Government | | | | | 50,000 | 50,000 |
| Events | 10,719 | | 10,719 | 38,929 | 500 | 39,429 |
| Hello World Donations | 181,872 | 117,376 | 299,248 | 198,650 | 237,514 | 436,163 |
| Other, Fees | -351 | | -351 | -243 | | -243 |
| Sponsorship Income | | | | | | |
| | 181,521 | 117,376 | 298,897 | 198,406 | 237,514 | 435,920 |
| Spending on Charitable activities: | | | | | | |
| <i>Hello Hubs - Global</i> | | | 77,974 | | | 57,186 |
| <i>Uganda Operations</i> | | | | | | |
| <i>Equipment</i> | | | 91,679 | | | 8,059 |
| <i>Labor</i> | | | 31,716 | | | 43,757 |
| <i>Misc</i> | | | 32,119 | | | 32,307 |
| <i>Nepal Operations</i> | | | | | | |
| <i>Equipment</i> | | | 41,965 | | | 16,054 |
| <i>Labor</i> | | | 513 | | | 4,000 |
| <i>Misc</i> | | | 8,030 | | | 5,462 |
| <i>Other Projects</i> | | | 4,111 | | | 6,309 |
| | 163,577 | 124,529 | 288,106 | - | 172,448 | 172,448 |
| Cost of generating voluntary inc: | | | | | | |
| Web development & design | 9,993 | | 9,993 | 4,660 | | 4,660 |
| Fund Raising & communications | 18,304 | | 18,304 | 2,100 | | 2,100 |
| Governance costs | | | | | | |
| Other Admin | 81,587 | | 81,587 | 109,365 | 12,041 | 121,406 |
| | 109,884 | - | 109,884 | 116,365 | 12,041 | 128,166 |
| Net incoming/outgoing resources | -91,939 | -7,153 | -99,093 | 82,281 | 53,025 | 135,306 |

Balance Sheet


| | unrestrict | restricted | 31-Mar-20 | unrestrict | restricted | 31-Mar-21 |
|------------------------|------------|------------|-----------|------------|------------|-----------|
| Assets | | | | | | |
| Cash in bank | 1,050 | | 1,050 | 54,597 | 45,836 | 100,433 |
| Cash in Uganda | | | | 1,056 | | 1,056 |
| Cash in Nepal | | | | 24,044 | | 24,044 |
| Cash in hand | -876 | | -876 | 0 | | 0 |
| Accruals & Prepayments | 1,264 | | 1,264 | 17,222 | | 17,222 |
| Gift Aid, expected | 130 | | 130 | 1,556 | | 1,556 |
| | 1,568 | | 1,568 | 98,474 | 45,836 | 144,310 |
| Liabilities | | | | | | |
| Accrued expenses | | | | 7,436 | | 7,436 |
| Loan | | | | | | |
| | 0 | | 0 | 7,436 | 0 | 7,436 |
| Net Worth | | | | | | |
| | 1,568 | | 1,568 | 91,036 | 45,836 | 136,874 |

Cash Flow Statement

| | | | | | | |
|--------------------------------|---------|--------|---------|---------|--------|---------|
| Starting Cash | 103,449 | -35 | 103,414 | 7,362 | -7,188 | 174 |
| Net in (out) from operations | -91,939 | -7,153 | -99,093 | 82,281 | 53,025 | 135,306 |
| Gift Aid: (expected) received | -101 | | -101 | -1,426 | | -1,426 |
| Assets accrued | 1,926 | | 1,926 | -17,172 | | -15,958 |
| Liabilities accrued (paid out) | -5,972 | | -5,972 | 8,402 | | 7,436 |
| Ending Cash | 7,362 | -7,188 | 174 | 79,447 | 45,837 | 125,532 |

Approved by the Board of Trustees of Hello World on 1/26/2022 and signed on behalf of the charity's trustees by:

Signature:

DocuSigned by:

 901D936BD883481...

Hello World

Notes to the financial statements for the Annual Period ended 31 March 2021

Note 1 Reporting entity

Hello World, a charitable trust based in London, is dedicated to closing the global education deficit in developing countries and crisis areas with sustainable community-sponsored solutions, leveraging internet technology and self-organized learning to supplement or fill in for traditional classroom approaches. Hello World follows principles of community-led development and respect in addressing critical needs in the developing world.

Hello World was registered (#1148596) on 16 Aug 2012 under the name Africa Community Trust with the Charity Commission, regulator of charities in England and Wales, operating after 2013 as Projects For All. The charity changed its name to Hello World in 2018, reflecting a decision to focus on the Hello World hub project.

KATRIN MCMILLAN
28 Digby Crescent
London N4 2HR
UK
<https://www.projecthelloworld.org/>

Note 2 Date of authorization

The financial statements of Hello World for the twelve month period ended 31 March 2021 were authorised for issue by the trustees on 1/26/2022, and signed off on by independent examiner Moore Kingston Smith on 1/26/2022. The fee for the independent examination and associated advice was £3,600.

Note 3 Statement of accounting policies

Statement of compliance and basis of preparation

3.1 These accounts have been prepared in accordance with: (i) Accounting and Reporting by Charities - Statement of Recommended Practice (SORP 2019); (ii) the Financial Reporting Standard (FRS 102); and (iii) the Charities Act.

3.2 They are presented in GBP rounded to the nearest pound. Although each number presented is accurate to the nearest pound, this rounding results in an occasional apparent minor discrepancy in a sum.

Significant accounting policies

3.3 Transactions in foreign currencies are recognized at the actual exchange rate realized, or, if that is not applicable, the posted rate of exchange at the date of the transaction.

Incoming Resources

3.4 Incoming resources are recognized in the Statement of Financial Activities (SoFA) once (i) Hello World becomes entitled to the resources, (ii) the trustees are virtually certain they will receive the resources, and (iii) the monetary value can be measured reliably.

3.5 Incoming resources with related expenditure are both reported gross in the SoFA.

3.6 Tax reclaims are included in the SoFA at the same time as the gift to which they relate.

3.7 The value of voluntary help is not included in these accounts.

3.8 Donations totaling £237,514 were restricted in use.

Assets and Liabilities

3.9 Cash consists of checking and savings accounts at Metro Bank and HSBC and amounts held in-country on our behalf by partners in Uganda and Nepal.

3.10 Liabilities are recognized as soon as there is a legal or constructive obligation committing Hello World to pay out resources

Note 4 Incoming resources

Incoming resources during this period have been voluntary donations and grants received on-line or directly by wire transfer into the charity's bank account, including a grant of £7,500 from "The Peter Stebbings Memorial Charity" and an "accountable grant arrangement" of up to £50,000 from the Foreign, Commonwealth & Development Office of the UK government, for building five Hello World hubs in Nepal.

Note 5 Trustees' expenses and related party transactions

Although trustees are not paid for their work and there were no trustee personal expenses reimbursed during this period, one former trustee, Katrin McMillan, was a paid employee. Two trustees during the period are related to Katrin McMillan: Ceinwen McMillan and Tom Adams.

Note 6 Restricted funds

The movements in restricted funds during the year were:

| RESTRICTED FUNDS AS OF 31 MARCH 2021 | | | | |
|--------------------------------------|---------------------|-------------------------|----------|-------------------|
| | Starting Balance | Receipts (less fees) | Payments | Ending Balance |
| Hello Hubs | -£7,189 | £237,514 | £184,489 | £45,836 |

Beginning restricted funds were negative, reflecting anticipatory spending of pledged funds which were subsequently received after fiscal year end. Restricted receipts for building hubs included 174,014 for Uganda and 63,500 for Nepal. Restricted spending on hubs included 161,406 for Uganda and 23,083 for Nepal.

Note 7 Operations outside England and Wales

Hello World operated in three countries outside England and Wales during the fiscal year: Nepal, Nigeria and Uganda. Local spending by the charity in those countries totaled £89,780 or 30% of total spending; funds were transferred using the regulated banking system (94%), cash (3%) and money service businesses (3%).

Note 8 Staff Costs

Hello World staff includes three paid employees. Total payroll expense was £116,572 or 39% of total spending. Employer's national insurance costs and pension costs accounted for 12% of payroll expense.

Note 9 Other Developments

On 23 June 2020 the U.S. Internal Revenue Service granted exemption from federal income tax under Section 501(c)(3) to Project Hello World Inc., a New York State corporation organized to raise funds for charitable projects. It is expected that this entity will contribute funding to Hello World in the future.

Hello World contributed €540 to ON A MISSION, a Swiss non-profit organization, for sustainable reforestation projects to offset carbon emissions from fiscal 2021 operations.

Note 10 Going Concern and Future Prospects

The trustees of Hello World consider the organization a viable going concern. Net worth was £136,874 as of 31 March 2021. On 5 July 2021, abrdn plc announced a partnership with Hello World including a £1 million donation to build 64 Hello Hubs in Uganda.

Discussion of Results

Annual Fiscal Period Ending 31 March 2020

Incoming resources were primarily donations from 33 private donors totaling £58,275, one crowdfunding campaign for £10,719, and 8 corporate donors totaling £230,254. The total of £299,247, including £1,220 of tax gift aid, was a 30% increase from prior year. Two institutional donors accounted for 66% of donations.

Expenditures totaled £397,989, an increase from prior year of nearly two and a half times, reflecting the build of 5 hubs in Nepal and 14 in Uganda.

Net Worth declined from £100,661 to £1,568, as all available funds were expended on Hello Hub builds and the initial roll-out of the Hub Mothers program in Uganda. Significant pledged donations were anticipated and received shortly after fiscal year-end.

Annual Fiscal Period Ending 31 March 2021

Incoming resources were primarily donations from 13 corporate donors totaling £282,987; over 70 private donors totaling £63,747; a grant from the Foreign, Commonwealth & Development Office of the UK government; and fund-raising campaigns, principally one with BBC Radio Four, for £39,429. The total of £436,163, including £3,620 of tax gift aid, was a 46% increase from prior year. Four institutional donors accounted for 64% of donations.

Expenditures totaled £300,614, a 24.5% decrease from prior year, reflecting a pause in the building of hubs.

Net Worth increased from £1,568 to £136,874, including funds donated for hub builds in Uganda and Nepal.

Additional Information

Trustees' Annual Report for the period 1 April 2020 through 31 March 2021

Section A Reference and Administration Details

Charity name: Hello World

Other names charity is known by: Projects For All, The Africa Community Trust (prior names)

Registered charity number: 1148596

Principal address: 28 Digby Crescent
London N4 2HR34
United Kingdom

Trustees:

- 1 Thomas Adams
- 2 Frances Baawuah
- 3 Marcus Exall
- 4 Laura Harnett
- 5 Andrew Kimball
- 6 Ceinwen McMillan
- 7 Rob Schulze [resigned effective 16 June 2021]
- 8 Jonathan Stadlen

Advisers:

| | |
|-------------------|-----------------------|
| Sugata Mitra | Education Technology |
| Lane Merrifield | Education Technology |
| Surina Marula MBE | Charitable Operations |
| Anna Southgate | Development |

Officers:

| | |
|-----------------|-------------------------|
| Katrin McMillan | Chief Executive Officer |
| Angharad Jones | Chief Operating Officer |
| Andrew Kimball | Treasurer |

Section B Structure, Governance and Management

Description of the charity's trusts:

- Type of governing document: Trust Deed dated 20 February 2012, as amended on 10 Jan 2013 and 6 Feb 2019
- How the charity is constituted: Charitable Trust
- Trustee selection methods: appointed by Trustees

Section C Objectives and Activities

Summary of the objectives of the charity set out in its governing document:

Hello World initiates and supports projects that provide sustainable development, capacity building, and prevention of relief or poverty. Hello World follows principles of community-led development and respect in addressing critical needs in the developing world.

Summary of the main activities undertaken for the public benefit in relation to these objectives:

- Sustainable development, i.e., "development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (Trust Deed).
- To promote sustainable development for the benefit of the public 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 socially and economically disadvantaged communities; (c) the promotion of sustainable means of achieving economic growth and regeneration.
- Capacity building. To develop the capacity and skills of the members of the socially and economically disadvantaged communities of Africa in such a way that they are better able to identify, and help meet, their needs and to participate more fully in society.
- Prevention or relief of poverty for the public benefit. The prevention or relief of poverty [or financial 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 and be self-sufficient.

In setting our objectives and planning our activities, our trustees have given careful consideration to the Charity Commission's guidance on public benefit.

Culture and Protections:

We are an equal opportunity organisation and are committed to a working environment that is free from any form of discrimination on the grounds of colour, race, ethnicity, religion, sex, sexual orientation or disability. We will make reasonable adjustments to meet the needs of staff or pupils who are or become disabled.

Section D Achievements and Performance

The main achievements during the report period are discussed in the text above.

Section E Financial Review

See the complete financial statements and accompanying notes elsewhere in this report.

Policy on reserves:

In order to ensure ability to meet financial obligations when due, Hello World: (i) strives to hold a target cash reserve currently set at £40,000, subject to change upon approval by the Board, (ii) maintains a multi-year forward budget, tracked in real time, and (iii) regularly runs a "shut down scenario" to assess ability to meet all future financial commitments with known available resources.

Section F Other Optional Information

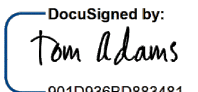
There was a significant slow-down in expansion of new hubs during fiscal 2021 due to restrictions related to the COVID-19 epidemic. A new chief operating officer, Angharad Jones, was hired in October, 2020.

Section G Declaration

The trustees declare that they have approved the Trustees' Annual Report above.

Signed on behalf of the charity's trustees

Signature:

DocuSigned by:

901D936BD883481...
Tom Adams