



**Be Kind Movement
Trustees Report and Accounts for
Year Ended 31 August 2020**

Charitable Incorporated Organisation

**Registered Charity Number
1161876**

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Charity Information

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Trustees Report

The Trustees present their report and financial statement for the year ending 31st August 2020. This report and accounts have been prepared by reference to Accounting by Charities - Statement of Recommended Practice 2005, Financial Reporting Standards for Smaller Enterprises 2015 and Charities Act 2011.

The Charity is a Charitable Incorporated Organisation (CIO) and is an independent charity established on 30th May 2015. The CIO's annual report is published on the Charity Commission Website.

Statement of Trustees' responsibilities

The Charities Act 2011 requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Organisation

The Trustees are:-

Mrs Premila Puri (chair)

Mr Shavy Makh

Mr Jitendra Patel

The Members of the CIO are individuals who undertake to act in good faith to further the purposes of the CIO. The affairs of the CIO are managed by the Charity Trustees of which there are three as per the requirements. Decisions are made by simple majority of votes at a meeting of Trustees or by resolution made in writing or in electronic form and agreed by all Trustees. Induction of Trustees is overseen by the Chair. Day to day management of the Charity's affairs, strategy and fundraising is assigned to the Chair, Mrs Premila Puri. Shavy Makh's primary role within the organisation is namely Child Safeguarding Lead and as Complaints Executive.

Charitable Objective

Be Kind Movement's purpose has been previously to empower women and children with education by providing them with knowledge, resources and skills. By providing financial and other non-material support we have sought to achieve a sustainable change so that every woman and child can lead a dignified and fulfilling life.

Be Kind Movement's purpose has always been underpinned by the ethos that Kindness underlies any and all charitable and philanthropy activity. It is a powerful motivator that can inspire people to donate, volunteer and perform small random acts of kindness in their daily lives.

As a small charity we have struggled to raise funds for women and children in what is a very competitive field when swimming in the same pool as some of the larger charities who also deal with women as beneficiaries. As a small charity, it is important for us to establish a niche and we feel this is still in the education space however the focus will be on kindness that equips the current generation with emotional skills for life. It is this intent that led us to name our charity Be KIND Movement when we first registered.

Therefore In Q1 2020, the Trustees conducted an internal review of the charity's charitable aims and successfully changed the charity's constitution in May 2020 to the following:

To promote physical, mental and moral development of children and young people in the UK or overseas, including development of emotional intelligence skills.

Whilst we are amending our objects to children and young people, we will still continue to benefit girls and young women who are part of the 'children and young people' category.

Challenges

We started the financial year in September 2019 on course to There are multiple challenges that a micro charity faces in the Third Sector and Be Kind Movement is no different in continuing to encounter and deal with the three key ones listed below:

1. Capacity - as a 100% volunteer driven organisation, we are considerably stretched when it comes to dedicating time to run of the mill or specialist activities such as policy overview, grant writing, stewardship, strategic review, training & development, engaging donor community, finance amongst many others. The challenge remains to continue delivering on our charitable aims whilst sustaining ourselves with low operating costs;
2. Finances - we have traditionally raised funds from hosting events that we then have allocated to projects such as sponsoring education of the Girl Child in Indian slums. As a result of our change in constitution, we now focus on providing services to our beneficiaries, rather than providing funds to third party organisations. This means that we will now be more involved as a grassroots organisation for the benefit of children and young people. We've been able to identify some grant funding that may help and are awaiting a decision on a few of these. However there remain funds that we do not qualify for as our turnover is below a certain threshold. The Small Charities Coalition have been doing a wonderful job representing many small charities that face similar issues and perhaps there will be an amendment to this criteria in the future;
3. Core funding - the biggest challenge is funding that will pay for part time staff especially those with specialist skills such as social media management, finance manager, grant writing, marketing, website redesign, legal and HR. Without steady income that covers operating costs and allows for organisational development, planning for the long term needs and the stability of the organisation is critical.
4. Covid19 - The pandemic has been a blessing and equally a challenge, as it has been for the charity, public and corporate sectors overall. We had delivered a successful ITSY premiere in October 2019 and were planning to host multiple ITSY screening events across 2020 with various partners and venues to raise funds. When the pandemic struck and we went into lockdown, the charity had to quickly pivot and re-evaluate its focus and strategy for the year ahead. This is further elaborated on pages 8-10.

Delivery of Goals 2019 - 2020

The goals identified in 2019-2020 have been delivered as follows:

Charity Goals

1. Recruited a Trustee to replace current Trusteeship held by R.M.Puri;
2. Approached volunteering platforms such as Do-it.org to build volunteering capability;
3. Conducted a marketing review of the charity's website and marketing strategy;

Fundraising Goals

4. Raised funds from ITSY's Premiere event in October 2019 that helped to deliver pilot workshop on kindness;
5. Screened ITSY at multiple screening events to raise funds for Kindness workshops;
6. Conducted fundraising strategy and built expertise specifically within grant writing and community (digital) fundraising;
7. Secured contribution towards core funding through successful grant funding and community fundraising.

Education Goals:

8. Delivered pilot Kindness workshop to Swaffield primary school in January 2020;

Digital Goals

10. Continued building and saw a significant increase in digital audiences across all social media platforms.

Charity Activities

The Charity Trustees reviewed that all of their activities had due regard to public benefit guidance published by the Commission.

Be Kind Movement Overview

The charity was already keen to recruit volunteers to plug key gaps in skills set however once lockdown started and employers started furloughing, the charity experienced a surge in volunteer applications. Headcount increased from two pre-pandemic to almost thirty at our peak of volunteer hires. As a result, we not only experienced considerable growth in all key departments of the organisation (fundraising, social media and education) but we went over and above in setting and reaching new goals which are detailed below.

Simultaneously, Premila Puri, one of the trustees established the Kindness in School Programme (KISP) and constructed a model for children and young people that encompasses the Kindness Framework that consists of the 3Es:

- Entertaining children and young people with films;
- Educating children and young people with kindness;
- Empowering children and young people with emotional intelligence skills.

We deliver our mission of educating children and young people through the medium of short films using the power of kindness. We have started to build a library of short films from filmmakers who are remunerated with a small fee, every time we use their short films in our kindness workshops.

We have also trademarked both KISP and ITSY.

ITSYTM

KISPTM

In order to manage and efficiently run the organisation during the current pandemic, our founder and Trustee has assumed the role of Interim CEO 5 days a week during the pandemic. This is a temporary position as it is hoped that core funding can be raised that will enable the organisation to recruit a replacement in 2021.

Fundraising Activities:

Megan Buchanan joined BKM as Head of Fundraising volunteer in April 2020 and has been instrumental in leading the fundraising function. We have grown the team from zero headcount to a team of four. In response to Covid-19 and the restrictions on in-person events, the decision was taken in April 2020 to direct fundraising efforts towards online campaigns, events and grants. BKM's fundraising ask was reframed to centre around the impact Covid-19 was having on the mental and social well-being of children and young people and how BKM was working to address this through Kindness Workshops.

From September 2019 – August 2020 BKM ran three fundraising campaigns and two digital events which raised a total of £3616.24 including gift aid. The breakdown can be seen in the table below:

| Income Source: | Date: | Total Raised: |
|---|-----------|---------------|
| ITSY Premiere | Oct 2019 | £2500 |
| Campaign - 2.6 Challenge | May 2020 | £650.00 |
| Gift Aid | May 2020 | £15.00 |
| Campaign - #GivingTuesdayNow | June 2020 | £50.00 |
| Event – ITSY screening with Calmer | June 2020 | £160.00 |
| Event – ITSY & Only the Lonely film screening | July 2020 | £214.99 |
| Gift Aid | July 2020 | £26.25 |
| | | |
| | Total: | £3,616.24 |

Digital Marketing and Social Media Activities:

Laura May joined as Head of Social Media and Marketing in a voluntary capacity in March 2020 and transformed what was previously a virtually non-existent department into a team of five volunteers, a mix of university students seeking placement experience and young graduates.

The growth for BKM has been phenomenal. We had 5,831 people visiting our website between March 2020 and August 2020, viewing our pages 14,382 times. The majority of our traffic came from search engines (63 percent).

Our social media presence grew throughout the period March to August 2020. On Facebook, our page was viewed 1,414 times. Our reach totalled 14,460 and our engagement grew from 285 post engagements in April to over 1,000 post engagements by August 2020. We gained 140 new followers on Facebook during this time as well.

On Twitter, people visited our profile over 3,200 times between March and August 2020. We tweeted over 440 times during this period and our tweet impressions grew by over 1000 percent, rising from 1,191 in March to 13,900 in August. Our followers on Twitter grew by 556 percent to 1,038 at the end of August 2020.

Instagram was a new channel for us from May 2020. We grew our followers on this channel from 291 at the end of June 2020 to just shy of 1,000 followers (964) by the end of August 2020, a growth of 231 percent in just 3 months. Our posts on Instagram achieved 11,502 impressions between May and August 2020.

On YouTube, our videos were viewed 163 times between March and August 2020 and we achieved 878 impressions during this period.

For our e-newsletter, we ended August 2020 with 461 subscribers. Our e-newsletters achieved an average open rate of 34 percent during March to August 2020 and our average click through rate during this time was 1.78 percent.

Education Activities:

This is a brand new department headed up by our volunteer Georgia Goodwin and supported ably by another three volunteers.

May 2020 to August 2020 has been a very successful and productive term for the educational research team as we have developed and created multiple resources for children and young people to utilise.

Summary:

- Personal, Social, Health and Economic Education (PSHE) content
- The psychology of bullying on both the offender and victim
- Adverse Childhood Experiences (ACE) information
- Module 1 for KISP (Kindness in School Programme)

- Black History Month: Black Kings and Queens
- Mindfulness Series Workbooks for 7–11-year-olds
- Meditation with Frankie

Having researched the importance of PSHE lessons and the content currently covered within schools, the research team devised an introduction for the website, highlighting the aspects and topics in which we could support schools and delve further into the curriculum which aligns with our values of being kind, empowering students and equipping them with the skills needed to strengthen their emotional intelligence (EI) skills.

Alongside this, the team explored the latest research regarding the psychology of bullying on both the offender and victim and potential causations for bullying. It is hoped that this will shape our work when regarding situations where a student may be facing bullying and help to support the student carrying out the bullying on a deeper emotional level, allowing them to explore their own feelings in greater depth. The lead researcher also carried out a course through her university looking at adverse childhood experiences (ACEs) and the psychological impact on children at present and in the future – a piece was created based on this knowledge to further broaden the teams understanding of some issues our students may be facing when the facilitators are carrying out these workshops.

All knowledge gained ensures that we are creating inclusive, well thought out and inspirational workshops for the students to engage with.

Our KISP work has been the greatest piece of work we have carried out as we thoroughly researched the following topics to ensure we were not only offering insightful and imaginative workshops but that they also followed the latest findings in research on how best to engage with students and how to ensure all workshops are inclusive. These topics included: kindness; compassion; respect; resilience; mindfulness; caring; courage; responsibility; and gratitude. Using short films, we explored these topics with accompanying questions, games and activities, ending with a task for each child to take home with them, offering further space and time for reflection on the workshop and the topic in general. To date, only workshop 1 from module 1 has been carried out and tested in schools – it has received fantastic feedback which is monitored through questionnaires and report writing.

Further side projects for the educational research team have included a Black History Month Kings and Queens PowerPoint presentation which celebrates and highlights the inspirational black people in our communities today and showcases their many achievements.

Other organisations also showed interest in this PowerPoint presentation with Teesside University utilising it and sharing different pages. We also created six Mindfulness Series of Workbooks for 7-11-year-olds to be showcased and used on the Be Kind Movement website for students and families to use at home, at their convenience which gives a taste of the work we do here. Lastly, we collaborated with a mindfulness meditator, Frankie, who liaised with Be Kind Movement to set up a meditation podcast for families to access as and when they wished.

Financial review

The results for the year and financial position are set out in the Statement of Financial Activities and the Balance Sheet. Resources expended were £7690.15, with incoming resources of 6,454.05, the deficit was (£1,236.10). The latter combined with the previous year's balance gave the charity net current asset of £4,445.79..

The charity has no staff salaries or office costs except an annual operating cost of c£2394.90. Accounting costs were nil as the charity was able to secure pro bono assistance in the preparation of the accounts.

In light of the pandemic, plans for all physical events have been abandoned so we anticipate maintaining low overheads however we have experienced higher technology costs due to pivoting all our events and meetings to a digital platform.

Future Plans September 2020 – August 2021

Fundraising Plans

In the upcoming year, fundraising at BKM will focus on donor acquisition, re-engaging previous donors to give again and continuing to grow income by establishing multiple income streams. It is expected we will have established the following income streams by June 2021: community fundraising, grants, corporate partnerships. To achieve this, BKM will build the following into the 2020/21 fundraising programme:

- Continue applying for Covid-19 emergency grants and other grants.
- Identify and implement other ways of fundraising such as online events, digital fundraising campaigns and crowdfunding.
- Longer term (for example from January 2021), begin engaging with corporate partners to establish partnerships.
- Continue to centre messaging around how we are responding to the mental health challenges faced by children as a result of Covid-19 as this is what supporters are most engaged with.

In terms of allocation of funding, the priority is raising funds to enable BKM's Kindness in School Programme to be delivered digitally to ensure service delivery can be sustained during Covid-19. It is expected that funding for this will be raised through grants and community fundraising (digital campaigns and crowdfunding).

Below is a breakdown of planned fundraising activities from September 2020 – August 2021 (excluding grants).

| Month | Activity | Target |
|----------------------------------|--|----------|
| September 2020 | Community Fundraising: Digital fundraising event with Joshua Robertson | £100.00 |
| September 2020 | Community Fundraising: Crowdfunding campaign on Aviva | £1000.00 |
| October 2020 | Community Fundraising: Auction event | £500.00 |
| November 2020 – December 2020 | Community Fundraising: Xmas Campaign | £2000.00 |

| | | |
|------------------------|---|---|
| January 2021 (approx.) | Corporate Partnerships: Begin engaging with potential corporate partners | Aim to secure 2 partnerships with a view to securing £8000.00 annually by end of 2021 |
| May 2021 | Community Fundraising: Challenge event (similar to 2.6) | £1000.00 |
| June 2021 | Community Fundraising: Auction event | £1000.00 |

In terms of grant funding, identifying and applying to grants will be an ongoing fundraising activity, with the grants in response to Covid-19 being prioritised at this stage. The approach taken when applying to grants will be to use the application to clearly demonstrate how the grant money received will be used for the project at hand/to promote our cause.

We apply for on average 3 grants per quarter and expect to raise £35,000 - £40,000 in grant funding between August 2020 and June 2021, which will make a significant contribution towards funding for Kindness in School Programme.

Below are the key goals BKM hopes to achieve as a result of fundraising from August 2020 – June 2021:

- Raise £10,000 by September 2020 to develop digital content to be used in the Kindness in Schools Programme.
- Raise c£10000.00 to fund kindness workshops in Wandsworth borough.
- Raise £5,000 for digital film workshops on kindness.
- Raise core funding to cover operational costs.

Educational Research Plans

Our intention is to grow the educational research team so we can continue building on vast resources for KISP. We also intend to develop additional services within KISP such as digital film workshops, additional new workshops and ensure we have a growing pipeline of facilitators for our workshops. We are also considering developing additional services such as counselling and personal development plans. It is vital that at some stage we aim to recruit salaried staff, as this Education represents the mission of our charity.

The pandemic has been a challenging year for all of us, personally and professionally; however this has truly been a year when Be Kind Movement has risen like a Phoenix from the ashes. The credit for this phenomenal and staggering growth and success is entirely due to our volunteers, supporters, friends, partners and well wishers, who have supported us with such dedication, commitment and passion, and for that the Board is truly humbled and grateful for.

Premila Puri - Chair of Trustees June 2020



BE KIND MOVEMENT

Accounts for the Year Ended 31 August 2020





Income and Expenditure Account
for the Year Ended 31 August 2020

2020
£

INCOME

| | |
|---------------------|---------|
| Donations | 822.52 |
| Digital Sales | 590.23 |
| Events Ticket Sales | 3459.34 |
| Gift Aid | 523.96 |
| Tax Credits | 1058.00 |

6,454.05

EXPENDITURE

| | |
|------------------------|---------|
| Room Hire | 3935.25 |
| Freelance Staff Costs | 1360.00 |
| Dues and Subscriptions | 261.04 |
| Event Marketing | 667.55 |
| Insurance | 182.75 |
| DBS Checks | 107.00 |
| Postage and Stationery | 34.05 |
| Web hosting | 217.45 |
| Training | 865.00 |
| Travel expenses | 33.85 |
| Digital Platform Fees | 26.22 |

7,690.15

Surplus / (Deficit) for the year

(1,236.10)



Balance Sheet as at 31 August 2020

2020
£

Current assets

| | |
|-------------------|----------|
| Balance at bank | 4,244.04 |
| PayPal balance | 29.99 |
| Prepayments | 498.36 |
| Current tax asset | 58.00 |

4,830.39

Creditors

| | |
|----------------------------|--------|
| Amount falling in one year | 384.60 |
|----------------------------|--------|

384.60

Net Current Assets

4,445.79

Total Assets Less Liabilities

4,445.79

Represented By

| | |
|--------------------------------------|-------------------|
| Surplus of Funds at 1 September 2019 | 5,837.48 |
| In year transfers and adjustments | (155.59) |
| Surplus/ (Deficit) for the Year | <u>(1,236.10)</u> |
| Total Charity Funds | <u>4,445.79</u> |

Notes to the Accounts
for the Year Ended 31 August 2020

1. Accounting Convention

The accounts have been prepared under the historic cost convention and by reference to: Accounting
by Charities - Statement of Recommended Practice 2005

Financial Reporting Standards for Smaller Enterprises 2015
Charities Act 2011

2. Income and Expenditure

Income is recognised on a receivable basis

Expenditure is recognised on an accruals basis.

| | |
|--------------------------------------|--|
| 3. <u>Creditors</u> | 2020 |
| Accruals | 0.00 |
| Other creditors (unclaimed expenses) | 384.60 |
| | <hr style="border-top: 3px double black;"/> 384.60 <hr style="border-top: 3px double black;"/> |