

# ANNUAL REPORT 2020

Registered Charity No.1167082  
[England & Wales]

PURSUIT  
INTERNATIONAL

# 2020 AT A GLANCE



**15**

**Young adults**  
**supported**

**2**

**Children's**  
**homes**  
**supported**



**10**

**Courses studied**

**7**

**Young people in  
new jobs**

**1040 hours**

**Mentoring support**



**3500+  
meals**

**Handed out in  
cyclone response**

# **A MESSAGE FROM OUR FOUNDERS**

**It is with a deeply held sense of gratitude that we share with you Pursuit International's Annual Report for 2020.**

This year, we have faced greater challenges than ever before, learnt more than ever before, and yet we have seen great progress in our endeavours to bring hope to the lives of the children and young people we serve.

It has been a privilege for us to continue our partnership with two children's homes that provide holistic care for children who otherwise would be extremely vulnerable. We continue to explore how best to support these groups of children; to see them flourish and thrive throughout these all-important childhood years.

Through our RAMP programme, we have been able to equip young people transitioning from residential care to live independently and self-sufficiently and realise their potential. We have seen the young people in RAMP achieve all sorts of milestones, from getting their first job or graduating from their college course, to stepping up to meet the needs of people in their own communities. We are so, so proud of them.

We have seen incredible sacrificial giving from all our supporters in the midst of what has been a very difficult year, full of financial uncertainties for many. This generosity has manifested itself not just in financial giving, but voluntary time and energy. Our wonderful

community of Pursuit champions have used their voices and platforms in such creative ways during this limiting season to speak up for the vulnerable, raise awareness and generate support for the work of Pursuit – and we have been enormously encouraged and humbled by these small but powerful acts. We want to say a huge thank you for all the prayers and support to help us ensure our young people's circumstances do not determine their opportunities. We couldn't have made it through 2020 without you all.

We also want to take a moment to publicly celebrate and thank God for Pursuit's staff team. In the midst of an unprecedented season, they have shown incredible commitment to our shared mission. Team Pursuit – both in the UK and in Kolkata – demonstrated incredible creativity and innovation in finding ways to continue serving our children and young people.

We're so thankful for all the learning, progress and support over this past year and look ahead to the next with great anticipation. We are excited for all the inevitable challenges and adventures in store for Pursuit in 2021 as we together pursue the very best for the children and young people we have the honour of serving.

Sincerely,

**Janéalam and Naomi Sheikh**

Chair of Trustees



# **A MESSAGE FROM OUR TRUSTEES**

## **It's a great privilege to introduce Pursuit International's Annual Report for 2020.**

For many (if not all) of us, 2020 is not a year we will look back on with fondness. We were separate from loved ones, scared for our health, and suddenly without the safety nets we often take for granted; a steady paycheque, the ability to buy whatever food we want, whenever we want – and, of course, toilet paper.

And yet, as we look over this annual report, there is plenty from the year 2020 to learn from, to be grateful for and, even, to celebrate.

Yes, we were all cut off from resources like family, work and day-to-day essentials, but for those of us who were born and raised in circumstances of privilege it was a lesson; a small window into something of what life is like for children and young people living in poverty year-in, year-out – whether or not there's a global pandemic looming over their heads. At Pursuit International, our mission is to pursue a world where a person's circumstances do not limit their opportunities, and 2020 gave us fresh eyes to see the pain, frustration and hopelessness of living under circumstances beyond your control. We will carry that experience forward into the years ahead.

And even while there wasn't a person in the world who was untouched by the difficulties of the Covid-19 pandemic, for those living in poverty the problems were ten-fold. Our staff and partners in

Kolkata reported rising food prices, due to the scarcity and demand, which meant many were unable to afford food at four times the original price. For those living in poverty, particularly in crowded slum communities, self-protecting measures like social-distancing and consistent hand-washing were just not possible. And when Cyclone Amphan hit Kolkata in May 2020, lives were lost, homes were flooded and vital infrastructure was destroyed.

But those on this Pursuit with us stepped up. Our supporters gave generously to our cyclone appeal, Curry Cookalongs and Christmas campaign. Our young people in RAMP went out and handed out food and supplies to those impacted by the cyclone, and one of our young people did his own fundraiser for the children's homes we partner with. And in a year characterised by uncertainty, where any organisation might expect financial support to go down, we were so grateful to see our regular giving actually increase.

We hope you read this annual report and see what we see; a year where our young people, supporters and team responded to chaos and confusion with kindness, selflessness and generosity. 2020 may have been filled with challenges, the long-term impacts of which we are still uncovering and will continue to tackle in the years ahead – but it was also filled with hope and purpose, and we are certain that we will surely see the long-term impact of *that* for many, many years to come.

**Andrew Hickford**  
Chair of Trustees



# OUR PURSUIT



## OUR OFFICIAL CHARITY OBJECTIVE

The objectives of Pursuit International are the prevention or relief of poverty or financial hardship anywhere in the world by providing or assisting in providing Education, Training, Healthcare and all necessary support designed to enable individuals to generate a sustainable income and be self-sufficient.

## OUR VISION

Personal relationships transforming an unjust world.

## OUR MISSION

To build a relational community where all are changed in the pursuit of a world where circumstance does not limit opportunity.



## **OUR VALUES:**

### **We are relational**

Community and personal relationships underpin all that we do. We put the needs of others before ourselves and are stronger when we work together.

### **We are dignifying & respectful**

Our words and actions have power. We treat everyone with dignity and respect, recognising that we all add value with equal worth.

### **We are innovative**

We will be creative in our approach, not letting the fear of making mistakes stop us from trying.

### **We have integrity**

We tell the truth and are open about our motivations. We will be good stewards of what we have, strive to act ethically and take our social responsibility seriously.

### **We are loving**

We will show grace and perseverance in all that we do. We believe in countless second chances, and dedicate ourselves to a love that goes the extra mile.



# WHAT OUR PURSUIT LOOKED LIKE IN 2020

“

In 2020 I learnt to manage myself, with finance and many adjustments, and also got my job and learning to manage and support myself and family.

”

[A member of RAMP]

Working in partnership with a local NGO, we continued to run our RAMP programme - providing personalised, transitional support so that young people can become independent, self-sufficient and responsible adults.

In 2020, this meant 15 young people were able to undertake training and education across four locations (Kolkata, Mumbai, Dehra Dun and Belfast), while also receiving life skills training and mentoring support from our RAMP mentors.

We also provided funds to 35 children across two children's homes based in Kolkata. This is because the Pursuit Team and Trustees recognised that the impact is greater and more positive in a young person's life the earlier it begins. Young people leaving residential homes are much better equipped to become independent and self-sufficient if they have physical and emotional support from a younger age.

## STORIES OF HOPE AND JOY

“

**I have faced so many challenges this year (2020), but I was blessed to have some pretty amazing people who stood right by my side through it all**

”

[A member of RAMP]

**As with everyone, 2020 was a challenging year for our young people in RAMP. They were stuck indoors and stranded from loved ones; there was little to no work and rising food prices; getting equipped for online studying has been difficult. And yet a story emerged from 2020 that showed just how much hope and purpose our young people have.**

Following the widespread damage of Cyclone Amphan in Kolkata in May 2020, our young people were eager to find a way to help their local community. We reached out to our supporters, and

raised over £2000 to enable RAMP to support their neighbours. Our team of young people went out in the rain and delivered bags and bags of food to queues of grateful people.

There's so much we loved about this – how our young people were facing their own financial struggles but their first thought was to help others; how it took the whole Pursuit community of supporters, staff and even those being supported to come together; and how it was just a small but tangible moment of positivity in what was a deeply challenging year.

# MEETING OUR SUPPORTERS ONLINE

**PURSUIT HAS ALWAYS USED WAYS TO ENGAGE WITH OUR SUPPORTERS AND EVEN FUNDRAISE ONLINE, BUT LOCKDOWN CHALLENGED US TO TAKE DIGITAL ENGAGEMENT TO A WHOLE NEW LEVEL.**

## **The Pursuit**

In 2020, one of our objectives was to clearly communicate to our supporters – and future supporters – exactly what Pursuit International does.

This became “The Pursuit”; a series of five videos detailing where Pursuit started and how we work, and sharing some of the success stories that have come out of RAMP.

Filmed in November 2019, The Pursuit was a special series that got right to the heart of everything we do and love.

“

**Thank you Jane’ for your beautiful and generous heart. You inspire me! I loved hearing more about Pursuit International and how it all started. It was so good to be able to see pictures of where you grew up & all that is taking place now.**

”

[One of our Facebook followers]



## **Curry Cookalongs**

During the summer, we wanted to find ways to connect and engage with our supporters, as well as give people an event to look forward to and break up the boredom of lockdown.

Thus, the curry cookalong was born; a Facebook Live event where we and our followers could cook and chat together. Led by our founders Jane' and Naomi (and with one of our RAMP young people making a special appearance to help out), our supporters, team and some of the RAMP young people gathered together online from multiple countries to cook, chat, donate and learn more about Pursuit.



**55**

**Peak Live Views**

**£822**

**Money raised across 3 cookalongs**

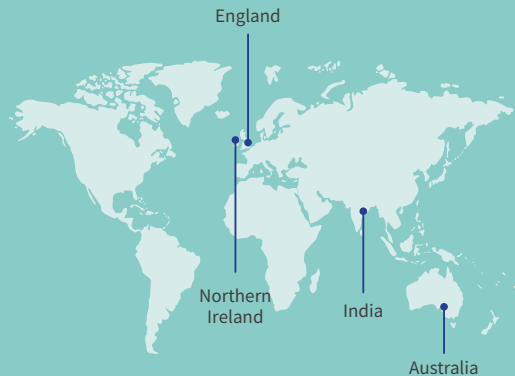
“

**This has been wonderful. Again. Thank you so much! Can't wait to eat it!**

**We've had an amazing time guys! Can't wait to eat and will pop a thank you donation over to Pursuit International. Thank you Chef, it's been awesome cooking with friends.**

”

[Some of our lovely feedback]



**Cookalong viewers from different countries**

## **Christmas Appeal**

**For the first time, in 2020 we launched a dedicated Christmas appeal.**

In a year where many people had time to reflect on what's important to them, we created a campaign video that suggested how to make this year count, and create a Christmas with more meaning.

Whether that was simply donating to Pursuit, making presents and giving the money otherwise spent on gifts or purchasing our Christmas cards and merchandise as gifts, over Christmas alone we raised over £1000 – which means that one month of fundraising will give 10 months of support to a young person in RAMP.



## **Fundraising Legends: Raju and Hayley**

In the midsts of the impact that Cyclone Amphan and the pandemic had on lives of those in Kolkata, Raju, one of the first young people we supported through RAMP, and fiancé Hayley decided to do a run to raise some much-needed money for the children's homes we help fund. Not only did they both run even further than they originally planned, they raised an incredible £2035 online.

# GIVING AT A GLANCE

## TOTAL INCOME

**£34,951**

**£18,804 from  
regular donors**

## TOTAL EXPENDITURE

**£24,217**



**£6,632**

- Administration
- Fundraising & Communications

**£17,585**

- RAMP
- Children's Homes

## REGULAR DONORS

**42**

**at the start of 2020**

**44**

**at the end of 2020**

## REGULAR MONTHLY INCOME

**£1567**

**Up by £214  
per month**

We have a reserves policy that states our reserves must not fall below our running costs for six months.

## Our supporters are amazing.

In a year categorised by uncertainty, when many faced personal financial difficulties, we are so overwhelmed that not only did our donations not decrease, they increased - with a few people even choosing to commit to giving regularly. Thank you. Thank you. Thank you.

# OUR TEAM

**Pursuit International has an Executive Management Team who look after communications, finance and other day-to-day activities that make the organisation run.**



Most of this team served in a volunteer capacity in 2020, but we were pleased to be able to contract James Cobbett and Chloe Satchell-Cobbett for a set amount of hours each week to enable us to expand our communications and fundraising capabilities.

## In 2020, the following served on the team:

### **Founders**

Jane'alam Sheikh

Naomi Sheikh

### **Executive Management Team**

Ruth Brown

James Cobbett

Rebecca Little

Piero Regnante

Chloe Satchell-Cobbett



# OUR BOARD OF TRUSTEES

**The Trustees recognise their obligation to ensure that the funds of the charity are used for public benefit.**

## **In 2020 the following served as trustees:**

Andrew Hickford

Sue Jenkins

Edgar Allan Rich  
*(resigned: 25/02/20)*

Steve Tucker  
*(appointed: 21/05/20)*

Pursuit International is a CIO with a Governing Document. The minimum number of trustees is three. Trustees are appointed by resolution at a properly convened trustees meeting. In selecting trustees, the charity trustees must have regard to the skills, knowledge and experience needed by Pursuit International.







# JOIN THE PURSUIT

**We believe the answer to poverty is personal, and transforming our supporters' lives is just as important to us as helping vulnerable children and young people.**

**We'd love it if you would take on the pursuit as your own, because everyone has a crucial and valuable part to play in creating a world where circumstances do not determine opportunities.**

## FOLLOW

If you're down with the kids you can check us out on Facebook and Instagram. But the real magic happens when you sign up to our mailing list.

 [PURSUITINTERNATIONAL](#)  
 [/PURSUITINT](#)

**EMAIL:**  
[CONTACT@PURSUITINTERNATIONAL.ORG](mailto:CONTACT@PURSUITINTERNATIONAL.ORG)

**WEB:**  
[PURSUITINTERNATIONAL.ORG](http://PURSUITINTERNATIONAL.ORG)

## GIVE

On average, an entire month of RAMP costs just £100 for one young person. You don't have to give us £100 (although if you would like to that would be lovely) but a little goes a long way in Kolkata. £12 provides a month's rent in safe accommodation, and £30 could give a month of life-skills training and mentoring. But whatever you can afford would be brilliant.

[PURSUITINTERNATIONAL.ORG/DONATE](http://PURSUITINTERNATIONAL.ORG/DONATE)

## FUNDRAISE

If you want to get involved and spread the word, that sounds flipping brilliant to us. Head to our website to download our fundraising pack.

[PURSUITINTERNATIONAL.ORG/FUNDRAISE](http://PURSUITINTERNATIONAL.ORG/FUNDRAISE)



Registered Charity number: 1167084 (England & Wales)  
Registered Address: Pursuit International, 6 Mulberry Court, Goring  
Road, Goring-by-Sea, Worthing, West Sussex, BN12 4PF



**Pursuit International**  
**Charity Number 1167084**  
**Receipts and Payments Account**  
**Year to 31<sup>st</sup> December 2020**



	2020 General Funds £	2020 Restricted Funds £	2020 Total Funds £	2019 General Funds £	2019 Restricted Funds £	2019 Total Funds £
<b>RECEIPTS</b>						
Donations	25,657		25,657	22,578		22,578
Donations for Projects		9,294	9,294		9,577	9,577
<b>TOTAL RECEIPTS</b>	<u>25,657</u>	<u>9,294</u>	<u>34,951</u>	<u>22,578</u>	<u>9,577</u>	<u>32,155</u>
<b>PAYMENTS</b>						
Charitable Activities	6,585	11,000	17,585	16,050	14,700	30,750
Promotion & Fundraising	6,500	-	6,500	5,418	-	5,418
Administration	132	-	132	135	-	135
<b>TOTAL PAYMENTS</b>	<u>13,217</u>	<u>11,000</u>	<u>24,217</u>	<u>21,603</u>	<u>14,700</u>	<u>36,303</u>
<b>NET RECEIPTS/(PAYMENTS)</b>	12,440	- 1,706	10,734	975	- 5,123	- 4,148
<b>CASH FUNDS AT 1.1.20</b>	50,655	2,407	53,062	49,680	7,530	57,210
<b>CASH FUNDS AT 31.12.20</b>	<u>63,095</u>	<u>701</u>	<u>63,796</u>	<u>50,655</u>	<u>2,407</u>	<u>53,062</u>
<b>BANK ACCOUNT</b>						
Barclays Bank PLC						
Account Number 70610968						
At 31.12.20	<u>63,095</u>	<u>701</u>	<u>63,796</u>	<u>50,655</u>	<u>2,407</u>	<u>53,062</u>
Signed on Behalf of Trustees						
Signature:	Andrew	Hickford	(Chair)	Date:	10/10/21	
Print Name:	ANDREW	HICKFORD				