

KNOWLEDGE TO ACTION
TRUSTEES REPORT AND UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 30 NOVEMBER 2020

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LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mrs Hamna Ismailjee Ms Munira Bhaiyat Mrs Saleha Lokhat
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Charity number	1167408
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Independent examiner	Rain Gaskell Limited 1024 Ground Floor Stockport Road Levenshulme Manchester M19 3WX UK
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TRUSTEES REPORT

FOR THE YEAR ENDED 30 NOVEMBER 2020

The trustees present their report and accounts for the year ended 30th November 2020.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity Knowledge to Action's constitution, the Charities Act 2011 and the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005.

Structure, Governance and Management

The charity Knowledge to Action is a Charitable Unincorporated Organisation established on 1st June 2016 and is governed by its constitution.

The trustees who served during the year were:

Mrs Hamna Ismailjee
Ms Munira Bhaiyat
Mrs Saleha Lokhat

The trustees have the power to appoint any person to be a trustee in accordance with the provisions of the Constitution. An appointed trustee holds office within the limits permitted by law.

The trustees may from time to time make such rules and regulations in their absolute discretion that they deem fit for the management of the institution and may at any time vary such rules and regulations.

The Charity trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Objectives and Activities

As a national educational charity, Knowledge to Action specialises in transforming learners into confident and responsible leaders who benefit society. By developing essential character traits and life skills such as resilience, confidence, creativity and social responsibility in children and young people aged 5-16, we are able to support families and educators, particularly but not exclusively from disadvantaged BAME communities with access to affordable educational products and services.

Our work plays a vital role in tackling societal and intergenerational problems such as: poor mental, emotional and physical health, low educational attainment, unemployment, criminality, poverty and social immobility.

We believe that greater access to character education and initiatives that encourage outdoor learning and develop life and leadership skills are essential for all learners, but particularly those from disadvantaged backgrounds. Our aim, therefore, is to transform the delivery of character education as well as students' accessibility to it, in order to tackle these pressing issues and nurture within learners a strong and purposeful identity.

In doing so, we are actively working to achieve the following objectives as set out in our governing document:

To act as a resource for young people up to the age of 16 by providing advice and assistance and organising educational programmes and other activities as a means of:

- Advancing in life and helping young people by developing their skills, capacities and capabilities to enable them to participate in society as independent, mature and responsible individuals;
- Advancing education.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

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TRUSTEES REPORT (CONTINUED)

FOR THE YEAR ENDED 30 NOVEMBER 2020

Summary of Main Activities

These objectives are achieved through our award-winning character and life skills educational initiative, offering the following five distinct products and services:

1. Age specific resources in print and digital format;
2. Training support to help build leadership capacity in parents and educators;
3. Outdoor learning experiences such as family retreats, youth residentials, campfire events, social action and volunteering projects etc;
4. Online learning portal; and
5. Consultancy service for parents, educational leaders and institutes.

Although our work prioritises disadvantaged BAME communities, we appeal to and provide access to diverse communities in the UK; helping children and young people from all backgrounds – regardless of faith, ethnicity, social and economic circumstances – find a sense of purpose, belonging and responsibility to reach their full potential as confident and responsible leaders.

Public Benefit

We review our objectives and activities each year. The review looks at what we have achieved and the outcomes of our work in the previous 12 months. The review helps us ensure our objectives and activities remain focused on our stated purposes.

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our objectives and activities and in planning our future activities. In particular, we have considered how planned activities will contribute to the aims and objectives we have set.

COVID-19 Disruptions

In the lead up to the first lockdown in March 2020, Knowledge to Action was able to launch a new suite of character-building story and activity books targeting the home educator market and, focusing on families with children aged 5-11. The charity had planned nationwide events to market and promote the new products; unfortunately, with the announcement of a global pandemic and the series of lockdowns that followed, our strategic priorities and planned activities were unexpectedly and massively disrupted.

As schools were forced to close, Knowledge to Action, as a front line national educational charity, experienced a record surge in demand and enquiries from desperate parents and educators in need of its intervention, services and resources. This provided the charity with a unique opportunity to not only reach and engage with new learners and parents from across the UK and around the world, but also enabled us to share our resources and raise brand and product awareness with the international community.

Our priorities, therefore, changed from marketing our existing and new suite of products and delivering face to face events to offering parents and educators with a free online service and digital resources with the help of a network of volunteers.

Achievement and Performance

Through our suite of printed and digital resources, virtual learning initiatives, video-based learning and activities, Knowledge to Action was able to expand its reach to thousands of learners, parents and educators in over 80 countries. Our digital resources and videos that were created and prepared in the wake of the lockdowns were downloaded and shared over 10,000 times on multiple forums and social media platforms.

Although we experienced a dip in the purchase of our resources from schools due to the forced closures, the direct community engagement with learners, parents and home educators at home increased ten-fold.

Evaluation studies conducted with learners, parents, and teachers alike during the lockdowns, confirm the outstanding responsiveness and customer service shown by Knowledge to Action during the global pandemic.

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TRUSTEES REPORT (CONTINUED)

FOR THE YEAR ENDED 30 NOVEMBER 2020

Financial Review

A summary of the financial results for the year is set out in the statement of financial activities on page 6 of the financial statements.

Knowledge to Action is financially self-sufficient and has generated a surplus of £58,278 during the year despite the immediate impact of COVID-19 on regular income streams and donors. The charity's principal funding is from donations, which totalled £109,786 (2019: £138,502) for the financial year ending November 2020. The donations are primarily received from private and community donors. However, the trustees aim to scale up Knowledge to Action's services over the next three years and will be actively seeking new donors and grants from suitable trusts and foundations.

Sales from Knowledge to Action's new suite of resources coupled with its online learning services, raised £63,576 (2019: £21,441). Associated costs over this period totalled £11,948 (2019: £17,587).

Support costs constitute the bulk of expenditure at £158,616 (2019: £187,866), of which the following are the key cost categories contributing to this:

- Staff costs totalled £104,355 (2019: £110,562) as a result of staff being retained during the global pandemic and the employment of volunteers to meet the increasing demands from parents and educators during the enforced lockdown and periods of remote learning.
- General travel costs totalled £5,224 (2019: £21,125) to meet the needs of staff and consultants working in and travelling to different cities. Travel costs during the year are considerably low as travelling was reduced because of COVID-19.

Reserve Policy

It is the policy of the charity to maintain unrestricted funds at a level which equate to approximately 6 months unrestricted expenditure. This provides sufficient funds to cover management and administration and support costs.

Future Plans

As the charity looks ahead to the future, the global pandemic is still far from over and causing great economic and social uncertainty and difficulty for future planning.

Until a return to normality, Knowledge to Action will continue to adapt its services and operations in light of the changing needs of its customer base. For the foreseeable future, the charity has decided to streamline all its operational activity, minimise staffing costs through the employment of volunteers and focus on providing fewer services to meet the pressing needs of its customers. Namely, we will use this opportunity to research, develop and expand our online services and resources for teenagers.

As parents and the education sector adapt to major changes from the effects of the global pandemic, Knowledge to Action is committed to making character and life skills education accessible – both online and in person – to more young people living within Britain's most disadvantaged towns and cities.

In the short term, the government's financial support scheme along with the sale of resources are expected to slow down; the charity must therefore look to secure additional funding through community donations and grants.

The above strategies and developments will be key to helping the charity grow and engage with more learners as we recover from the effects of the pandemic. We will focus on building capacity in more parents and educators, particularly in some of the most disadvantaged areas of the UK, empowering them to lead in the delivery of character and life skills education.

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TRUSTEES REPORT (CONTINUED)

FOR THE YEAR ENDED 30 NOVEMBER 2020

Future Plans - continued

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

On behalf of the board of trustees



Ms Munira Bhaiyat

Trustee

Dated: 30 September 2021

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INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF KNOWLEDGE TO ACTION

I report on the accounts of the charity for the year ended 30 November 2020, which are set out on pages 6 to 10.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- (i) examine the accounts under section 145 of the 2011 Act;
- (ii) to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- (iii) to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (a) which gives me reasonable cause to believe that in any material respect the requirements:
 - (i) to keep accounting records in accordance with section 130 of the 2011 Act; and
 - (ii) to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act;have not been met; or
- (b) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Zubair A Chaudhary, FCCA
Rain Gaskell Limited

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Dated: 30 September 2021

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STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 NOVEMBER 2020

	Notes	2020 £	2019 £
<u>Incoming resources from generated funds</u>			
Donations and legacies	2	109,786	138,502
Incoming resources from charitable activities	3	63,576	21,441
Other incoming resources	4	30,000	35,000
Total incoming resources		203,362	194,943
<u>Resources expended</u>	5		
Charitable activities			
Direct cost		885	5,935
Archive and storage		11,063	11,652
Total charitable expenditure		11,948	17,587
Governance costs		146,668	170,279
Total resources expended		158,616	187,866
Net income for the year/ Net movement in funds		44,746	7,077
Fund balances at 1 December 2019		(16,069)	(23,146)
Fund balances at 30 November 2020		28,677	(16,069)

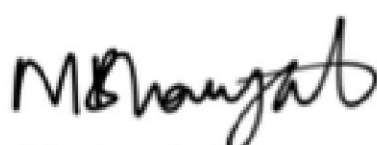
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BALANCE SHEET

AS AT 30 NOVEMBER 2020

	Notes	2020 £	£	2019 £	£
Fixed assets					
Tangible assets	8		433		577
Current assets					
Stocks		27,452		27,452	
Debtors	9	1,111		11,994	
Cash at bank and in hand		174,422		31,479	
		<u>202,985</u>		<u>70,925</u>	
Creditors: amounts falling due within one year	10	<u>(174,741)</u>		<u>(87,571)</u>	
Net current assets/(liabilities)			<u>28,244</u>		<u>(16,646)</u>
Total assets less current liabilities			<u><u>28,677</u></u>		<u><u>(16,069)</u></u>
Income funds					
Unrestricted funds			<u>28,677</u>		<u>(16,069)</u>
			<u><u>28,677</u></u>		<u><u>(16,069)</u></u>

The accounts were approved by the Trustees on 30 September 2021



Ms Munira Bhaiyat
Trustee

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NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 30 NOVEMBER 2020

1 Accounting policies

1.1 Basis of preparation

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 and the Charities Act 2011.

1.2 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

2 Donations and legacies

	2020 £	2019 £
Donations and gifts	<u>109,786</u>	<u>138,502</u>

3 Incoming resources from charitable activities

	2020 £	2019 £
Sale of teaching material	63,576	19,830
Other income	-	1,611
	<u>63,576</u>	<u>21,441</u>

4 Other incoming resources

	2020 £	2019 £
Gift Aid reclaimed	<u>30,000</u>	<u>35,000</u>

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NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 NOVEMBER 2020

5 Total resources expended

	Staff costs £	Depreciation £	Other costs £	Grant funding £	Total 2020 £	Total 2019 £
Charitable activities						
Grant funding of activities	-	-	-	885	885	5,935
Activities undertaken directly	-	-	11,063	-	11,063	11,652
	-	-	11,063	885	11,948	17,587
Governance costs	104,355	144	42,169	-	146,668	170,279
	104,355	144	53,232	885	158,616	187,866

6 Grants payable

	2020 £	2019 £
	885	5,935

7 Employees

There were 5 employees during the year.

Employment costs	2020 £	2019 £
Wages and salaries	91,126	97,617
Social security costs	5,225	5,396
Other pension costs	8,004	7,549
	104,355	110,562

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NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 NOVEMBER 2020

8 Tangible fixed assets

	Fixtures, fittings & equipment £
Cost	
At 1 December 2019 and at 30 November 2020	1,368
Depreciation	
At 1 December 2019 and at 30 November 2020	935
Net book value	
At 30 November 2020	433
At 30 November 2019	577

9 Debtors

	2020 £	2019 £
Trade debtors	781	11,662
Other debtors	34	36
Prepayments and accrued income	296	296
	<u>1,111</u>	<u>11,994</u>

10 Creditors: amounts falling due within one year

	2020 £	2019 £
Trade creditors	2,169	22,392
Other creditors	159,041	63,379
Accruals	13,531	1,800
	<u>174,741</u>	<u>87,571</u>

11 Pension and other post-retirement benefit commitments Defined contribution

	2020 £	2019 £
Contributions payable by the company for the year	<u>8,004</u>	<u>7,549</u>