

## **Trustees' Annual Report and accounts: Water Smart Foundation 01/08/2019 - 31/07/2020**

### **1 Aim and purposes**

The principal activity of the Water Smart Foundation in the period of this report was to continue to establish the identity of the foundation, seek out partnerships, and increasing public awareness through media activity around plastics and micro plastics in oceans around the world to promote environmental protection. The Water Smart Foundation aims to draw the focus on public attention on marine litter, microplastics and the environmental crises including water scarcity caused by climate change. The Water Smart Foundation's purpose is to increase attention to these pertinent issues for wildlife the ecosystem and public good.

*The Water Smart Foundation is working towards it's aims which are;*

- Increase access to clean drinking water for benefit to the general public
- Tackle environmental challenges caused by single use plastic bottles by reducing the need for them
- Make donations to water charities who are on the ground or in the oceans
- Partner with water charities to offer support in the form of expertise, funds or fountains
- Install water foundations in state schools
- Create education programs about the SMART use of water. Topics will include water scarcity, waste management and sanitation

The trustees have met and discussed all of the above and how they can utilize their networks and skills to make this happen.

### **Objectives and Activities**

Fundamental to the project is its focus on advancement of public health and environmental protection around the world from:

- The reduction in use of plastic bottles for storage and distribution of water,
- The reduction of the carbon footprint resulting from the manufacture and transport of fewer plastic bottles; and
- The reduction of plastic waste in landfill sites and polluting the world's oceans and killing marine life.

*Our activities this year working towards these objectives were;*

- Connecting with corporations to offer sustainability consulting
- Engage with corporations and schools about the CapOnPlastic campaign
- Continue to establish our foundation as a stakeholder in marine conservation issues and environmental solutions
- Continue to establish relationships with high profile ambassadors who are passionate about plastic pollution to raise awareness about the issue.
- Continue to form relationships with elite sports clubs such as Chelsea Football Club and Newcastle Football club who are actively reducing or banning the single use plastic the public consume

### **Achievements and Performance**

- In depth meetings with Estee Lauder and CBRE to offer sustainability consulting and for them to participate in the campaign
- Worked on an auction program and formed relationships with hospitality partners for project 'A tree that lasts' with Ambassador Marie Moatti. Sustainable designers had agreed to offer their work for auction
- The plastic challenge *Cap On Plastic*, has been shared further, this is a social media campaign to raise awareness and funds for the Water Smart Foundation and projects selected by the trustees as per the objects of charity.

- Prince Albert Foundation has shared information about our Plastic Audit and campaign with corporations and schools in Monaco
- Participated in the Solar Impulse Foundation program
- Donations have been received by platforms such as justgiving, Virgin Money and Work For Good now have Water Smart Foundation accounts to facilitate donations.
- Set up fountains at Monaco Yacht show in September 19 and gave out 5000 reusable wheat straw bottles
- Social media channels have been populated
- The Charities team at Pitmans Law Firm continue to donate on a repeat basis in the year to follow.

*Sadly all campaigns and projects were stopped due to Covid19 from March onwards. Many of our partners were in the hospitality industry and the event series were cancelled not allowing us that fundraising opportunity.*

When fundraising has taken place, grants will be made to other charity and foundations according to our 'grant making policy'.

### **Volunteers**

Sophie Edmonds, the CEO is currently engaged in a voluntary basis. Ambassadors volunteer their time and networks to raise awareness.

### **Structure, governance and management**

The Water Smart Foundation is overseen by the trustees and the CEO Sophie Edmonds. The trustees met informally several times through the year and formally once in person and remotely. The Water Smart Foundation began its fundraising in August 2019 and raised £1725.94 in the accounting year.

The Water Smart Foundation does not currently have a procedure in place for the training of trustees, however their ideas and contribution to the foundation are open, transparent and democratic.

The Water Smart Foundation has a 'conflict of interest policy' in place. The purposes of this policy is to protect the integrity of the Organisation's decision-making process, to enable our stakeholders to have confidence in our integrity, and to protect the integrity and reputation of volunteers, staff and committee members.

The Water Smart Foundation also has in place a protocol for fund criteria and allocating monies and resources to partner charities when it has funds in place to allocate. Applications will be assessed based on the following criteria: community engagement, creation of commerce, non-reliance on fossil fuels, the strength of the management team, and demonstration of ongoing sustainability.

At this stage, the foundation is early stage fundraising and it is premature to anticipate any further specific arrangements with structure and staff as it does not currently have funds available to pay staff.

### **Administrative information**

The Water Smart Foundation is based out of 51 Bathurst Mews, London W2 2SB

The trustees are:

Clare Munn

Anna Zucchi

Ksenia Tarasenko

Annabelle Illingworth

The Charity's Financial period start date: 01/08/2019, Financial period end date: 31/07/2020 is £1725.94 the charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act)) or that an independent examination is needed.

#### **What the foundation will do**

- Increase access to clean drinking water for benefit to the general public
- Tackle environmental challenges caused by single use plastic bottles by reducing the need for them
- Make donations to water charities who are on the ground or in the oceans
- Partner with water charities to offer support in the form of expertise, funds or fountains
- Install water foundations in state schools
- Create education programs about the SMART use of water. Topics will include water scarcity, waste management and sanitation

#### **Current achievements and plans for future periods**

##### **3 year Objectives and strategy**

##### **Year 1 – achieved**

- Website and collateral designed and social media set up
- Established identity of the charity
- The charity was launched at a Chelsea Football Club lunch with an associated media campaign
- The Water Smart Foundation has appeared in a major broadsheet
- Dinners have been organized to gather ambassador and major donor support
- Maintained partnership with ZSL
- Establish a relationship with MASEF, Estee Lauder and other corporates for the potential of future donations

##### **Year 2 – achieved**

##### *Most target Activity put on hold due to Covid19*

- A Tree That Lasts auction event series conceived and worked on
- Relationships established with CBRE for potential future donations
- Installed fountains at the Monaco Yacht Show
- Participate in the Solar Impulse Foundation program

##### **Year 3 –**

- Further fundraising activities and event
- Make a donation to two partner charities
- Employ a CEO
- Begin the schools fountains program with accompanying education program.

The Water Smart Foundation is working towards an increase in awareness and knowledge of the SMART use of water. To facilitate and educate better practices in the way that water is treated, managed and is available, and to reduce the need for single use plastic bottles and microplastics that are polluting the earth and oceans in alarming quantities. The Water Smart Foundation has had a fantastic first year establishing it's identity and is now ready to embark on fundraising activities to achieve it's objectives for public benefit.



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Charity Name	No (if any)
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## Receipts and payments accounts

For the period from	01/08/19	To	31/07/20
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### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
<b>A1 Receipts</b>				
	1150	-	-	1.150
	500	-	-	500
	30	-	-	30
	46	-	-	46
	-	-	-	-
	-	-	-	-
	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>1.726</b>	<b>-</b>	<b>-</b>	<b>1.726</b>
<b>A2 Asset and investment sales, (see table).</b>				
	-	-	-	-
	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>1.726</b>	<b>-</b>	<b>-</b>	<b>1.726</b>
<b>A3 Payments</b>				
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A4 Asset and investment purchases, (see table)</b>				
	-	-	-	-
	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net of receipts/(payments)</b>	<b>1.726</b>	<b>-</b>	<b>-</b>	<b>1.726</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Cash funds this year end</b>	<b>1.726</b>	<b>-</b>	<b>-</b>	<b>1.726</b>

## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
<b>B1 Cash funds</b>		180	-
		-	-
		-	-
	<b>Total cash funds</b>	180	-
	(agree balances with receipts and payments account(s))	Agreement Error	OK
		Unrestricted funds	Restricted funds
		to nearest £	to nearest £
<b>B2 Other monetary assets</b>		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
<b>B3 Investment assets</b>			-
			-
			-
			-
			-
			-
<b>B4 Assets retained for the charity's own use</b>			-
			-
			-
			-
			-
			-
			-
			-
			-
<b>B5 Liabilities</b>			-
			-
			-
			-
			-

  

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name
	C.Munn AnnaEZucchi	Clare Munn Anna Zucchi

**CC16a**

**Last year  
to the nearest £**

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**Endowment  
funds  
to nearest £**

-
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OK

**Endowment  
funds  
to nearest £**

-
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-
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-
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**Current value  
(optional)**

-
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-

**Current value  
(optional)**

-
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-
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-
-
-
-

**When due  
(optional)**


Date of approval

01/09/20
<b>01/09/20</b>