

Trustees' Annual Report and accounts: Water Smart Foundation 01/08/2020 - 31/07/2021

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;

- Due to the Covid19 Pandemic, activities were badly effected. Meetings with target industries elite sports, hospitality and events are industries impacted by lockdowns and government measures

Achievements and Performance

- The Charities team at Pitmans Law Firm continue to donate on a repeat basis in the year to follow.
- Formed a partnership with Oceanic Global, a US based charity working on the reduction of plastic in similar industries
- The Water Smart Foundation and Oceanic Global engaged in a series of meetings forming a strategy for when the elite sports industry reopened
- Donations have been received by platform Work For Good
- Social media channels have been populated

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 remotely due to Covid19 restrictions.

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: 01/08/2020, Financial period end date: 31/07/2021 is £1576 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
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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 –

- *Most target Activity put on hold due to Covid19*
- 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	01/08/20	To	31/07/21
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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 £
A1 Receipts				
	29.84	-	-	29.84
	500	-	-	500
	1000	-	-	1000
		-	-	46
		-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	1576	-	-	1576
A2 Asset and investment sales, (see table).				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	1576	-	-	1576
A3 Payments				
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	-	-	-	-
Net of receipts/(payments)	1576	-	-	1576
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	-	-	-	-
Cash funds this year end	1576	-	-	1576

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

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

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

