

1. Aims and Objectives

During the period covered by this report, the Water Smart Foundation focused primarily on consolidating its identity, forming strategic partnerships, and raising public awareness about the environmental hazards of plastics and microplastics in oceans worldwide. The focus was on forming partnerships rather than fundraising or grant activity. Our mission is to highlight the critical issues of marine litter, microplastics, and the broader environmental crises, including water scarcity driven by climate change. The Foundation's overarching goal is to increase public consciousness regarding these urgent challenges, which threaten wildlife, ecosystems, and the common good.

The Water Smart Foundation is committed to achieving the following objectives:

- Enhancing access to clean drinking water for public benefit.
- Addressing environmental challenges posed by single-use plastic bottles by reducing their necessity.
- Providing donations to water charities working on the ground and in oceans.
- Collaborating with water charities to offer expertise, funding, and the installation of water fountains.
- Installing water fountains in state schools.
- Developing educational programs focused on the SMART use of water, including topics such as water scarcity, waste management, and sanitation.

The trustees have actively discussed strategies to leverage their networks and skills to realize these goals.

2. Objectives and Activities

The core objective of our project is to advance public health and environmental protection globally by:

- Reducing the use of plastic bottles for water storage and distribution.
- Lowering the carbon footprint associated with the manufacture and transportation of plastic bottles.
- Minimizing plastic waste in landfills and oceans, thus protecting marine life from pollution.
- Continuation of building relationships with key sectors, particularly in hospitality, despite disruptions caused by lockdowns and government restrictions.
- Maintaining relationships with hospitality partners and building the concept of a donation model for restaurants
- Establishing a relationship with the Kate Powers Foundation, a charity in Monaco with similar aims to the Water Smart Foundation.

3. Achievements and Performance

- Strengthened our partnership with the hospitality industry.
- Advanced our collaboration with Cromwell Hospital in London to support their plastic reduction initiatives.
- Donated a drinking fountain to Hampden Gurney PTA, a state school and registered charity in London.
- Launched a campaign exploring donations via digital currencies and the feasibility of utilising blockchain for project implementation.
- Received donations through the platform Work For Good.
- Expanded our presence on social media channels.
- CEO Sophie Edmonds spoke at a Kate Powers Foundation event alongside Prince Albert of Monaco
- The foundation raised awareness at the Monaco Yacht Show for attendees to not drink from single use plastic drinking water bottles for the duration of the show

4. Volunteers

Sophie Edmonds, the CEO, continues to serve on a voluntary basis. Additionally, our ambassadors volunteer their time and networks to raise awareness for the Foundation's mission.

5. Structure, Governance, and Management

The Water Smart Foundation is managed by the trustees and CEO, Sophie Edmonds.

While the Foundation does not currently have a formal trustee training procedure, our decision-making process remains open, transparent, and democratic. The Foundation has a Conflict of Interest Policy to ensure the integrity of its decision-making processes and maintain the confidence of our stakeholders.

We also have a protocol in place for assessing funding applications and allocating resources to partner charities, based on criteria such as community engagement, non-reliance on fossil fuels, strength of management, and sustainability. As the Foundation is still in its early fundraising stages, it does not currently have funds available to hire staff.

6. Administrative Information

The Water Smart Foundation operates from:

Wedgnoek Industrial Estate, Units 3 & 4 Welton Road, Warwick, Warwickshire, CV34 5PZ

Trustees:

Annabelle Illingworth resigned from her trusteeship due to her focus on her environmental tech platform. Dodo Cunningham-Reid has taken up the position with the view of using her network to install water systems in slums in Kenya.

- Clare Munn

- Anna Zucchi

- Ksenia Tarasenko

- Dodo Cunningham-Reid

Financial Period: 01/08/2022 to 31/07/2023

The trustees have determined that neither an audit nor an independent examination is required for this period under Section 43(2) of the Charities Act 1993.

7. Future Plans and Strategies

Objectives for 2023 – 2024:

- Establish a partnership with a major NGO to increase reach into crises areas
- Launch the restaurant campaign to raise funds for clean water projects globally
- Install a system in more schools
- Collaborate with Clean Seas on an education project
- Put a clean water system into a slum in Kenya

Past Achievements

- Designed and launched the Foundation's website and social media channels.
- Established the charity's identity.
- Launched the charity at a Chelsea Football Club event, supported by a media campaign.
- Secured media coverage in a major broadsheet.
- Hosted dinners to engage ambassadors and major donors.
- Maintained a partnership with ZSL.
- Established relationships with MASEF, Estee Lauder, and other corporations for potential future donations.
- Despite most activities being postponed due to COVID-19, progress included:
 - Development of a "Tree That Lasts" auction series.
 - Established relationships with CBRE for potential future donations.
 - Installed fountains at the Monaco Yacht Show.
 - Participated in the Solar Impulse Foundation program.
- Continued delays due to COVID-19.
- Organized further fundraising activities and events.
- Made a donation to one partner charity.
- Initiated the schools' fountain program with an accompanying educational curriculum.

The Water Smart Foundation remains dedicated to raising awareness and knowledge about the SMART use of water. Our future efforts will focus on promoting better water

Charity Name	No (if any)
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CC16a

Receipts and payments accounts

CHARITY COMMISSION
FOR ENGLAND AND WALES

Period from	Period start date	To	Period end date
	1/8/22		31/7/23

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 £	Last year to the nearest £
A1 Receipts					
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	0	0	0	0	180
	-	-	-	-	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	0	0	0	0	0
	-	-	-	-	-
Total receipts	-	-	-	-	-
A3 Payments					
	-	-	-	-	-

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds		-	-	-
		-	-	-

		-	-
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Details

**Fund to which
liability relates**

**Amount due
(optional)**

**When due
(optional)**

B5 Liabilities

		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on
behalf of all the trustees

Signature

Print Name

**Date of
approval**

<i>AnnaEZucchi</i>	Anna Zuchi	31/8/2024
<i>Munn</i>	Clare Munn	31/8/2024