

Trustees' Annual Report and Accounts

Water Smart Foundation

Financial Period: 01/08/2023 - 31/07/2024

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

- Continuing to build 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

Partnership with World Vision

The Foundation formed a strategic partnership with World Vision during this period.

- **World Vision** is a global humanitarian organisation dedicated to working with children, families, and communities to overcome poverty and injustice
- **Water Smart Foundation** is committed to providing innovative water technology solutions and expertise to support plastic reduction and sustainable water management

Purpose of Partnership: To establish collaboration on charitable initiatives, fundraising activities, and to leverage Water Smart's water technology solutions and expertise to support World Vision's projects.

3. Achievements and Performance

Key Achievements

- **Empty Glass Campaign:** Launched in partnership with World Vision and the hospitality industry
- **Social Media Expansion:** Increased presence across social media channels
- **Public Speaking:** CEO Sophie Edmonds spoke at various events to raise awareness about plastic pollution issues
- **Monaco Yacht Show:** Raised awareness among attendees to avoid single-use plastic drinking water bottles for the duration of the show
- **International Crisis Zones:** Collaborated with Ahbstra Engineering to identify crisis zones internationally where water systems can be donated, including refugee centres and hospitals

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 have established a protocol 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
- Sustainability

As the Foundation is still in its early fundraising stages, it does not currently have funds available to hire staff.

6. Administrative Information

Registered Address: The Sail Loft, 81a Endell Street, London WC1

Trustees:

- Clare Munn
- Anna Zucchi
- Ksenia Tarasenko
- Dodo Cunningham-Reid

Financial Period: 01/08/2023 to 31/07/2024

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 2025-2026

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

Past Achievements (Historical Context)

- 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 (Zoological Society of London)
- Established relationships with MASEF, Estée Lauder, and other corporations for potential future donations

COVID-19 Impact and Adaptations

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
- Organized 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 management practices and expanding our impact through strategic partnerships and innovative solutions.

Charity Name	No (if any)
--------------	-------------

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		- 543	-	-
		-	-	-

		-	-
--	--	---	---

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**

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