

Thank U Charity

Trustees Annual Report and Accounts

30th September 2021

Thank U Charity

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Thank U Charity

Charitable Incorporated Organization (CIO) Reg No: **1179853**

Reference and administration details

The Charity Name	Thank U Charity
Incorporation	Charitable Incorporated Organization
Incorporation Date	7th September 2018
The Charity Registered Number	1179853
Registered Office	Dawes Road Hub 20 Dawes Road Fulham London SW6 7EN
Email address	enquiry@thankucharity.org
Website	www.ThankUCharity.org
The Trustees	Debra Blackwood (Chair) Ugochi Amajuoyi Enoch Annobil Chloe Wood Daniella Akinsemoyin Tanika Jazmin Yearwood Sally Baffour (Founder)
Bankers	Lloyds Bank 21-25 Kings Street, Hammersmith, London, W6 9HW England, UK

Trustees Annual Report for the period ended 30th September 2021

The Directors of the Thank U Charity Charitable Incorporated Organisation are its Trustees (as required by charity law) and are collectively referred to as the Trustees throughout the report.

The trustees present their report with the financial statements of the charity for the year ended 30 September 2021. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

Background

At the year end of September 2021, the COVID pandemic was still raging, and the restrictions imposed, limited all our activities, both in the UK and abroad.

Throughout this period, the under-resourced community-run Ghanaian schools, that we had been working with were, all closed. However, we used social media to communicate with the School heads, to maintain the strong bond, which were established before Covid. Technology has also been instrumental, in how we spent our hiatus.

During lockdown, online training and development was given to the trustees, enabling them to upskill.

The extensive online training covering the following topics:

1. Digital marketing
2. Planning our Online business strategy
3. Search engine optimization
4. Setting Realistic SEO Goals
5. Developing and establishing social media strategy
6. Social media Marketing
7. Search Engine Marketing
8. Advertising on social media
9. Social media analytics
10. Web analytics
11. Building e-commerce shop

This would lay the foundation for the launch of a new online operation, which would improve our fundraising strategy, and take us one step closer to becoming self-sustaining.

Lockdown also allowed, our supporters to do mass clear-outs. This increased the recycled

donations we received, and we received books, educational materials, and equipment, such as printers, whiteboards and TVs. These will all be used for the school set-up.

Stakeholders include:

- Souter Charitable Trust
- National Lottery
- Community Fund
- The Highlife Organization
- Avocado Money for youth program,
- Southgate School, Cockfosters
- Gumley House Sec School
- The London Oratory School
- Fulham Cross Girls School
- Ashcroft Academy School
- Thames Christian College
- Hammersmith Academy
- Graveney Secondary School
- Fulham Prep School
- Burnwood School, Earlsfield
- Christ the King Church, Wimbledon
- Holy Cross Catholic Church,
- St Thomas Aquinas, Rome, Italy
- St Monica's Church, Palmer's Green
- Calvary Methodist Primary School, Accra Ghana
- Seduase Junior School, Accra, Ghana
- St Agnes Secondary School, Koforidua, Ghana
- St John Bosco School, Koforidua, Ghana
- Rev. Fr. Lemmens School, Koforidua, Ghana
- Eva Maria School, Koforidua, Ghana
- Begoro Secondary School
- Islamic Secondary school

Our aims and Objectives

The purposes of the Charity as set out in its governing document

Our charity purposes as set out in the objects contained in the company's memorandum of association are:

1. The relief and prevention of poverty in Africa and the Caribbean but not exclusively, by the provision of educational resources and free training programmes to children and adults
2. Advancing in life and helping young people through the provision of literacy, performing, and cultural arts-based activities provided in the interest of social welfare designed to improve their conditions of life and providing support and activities which develop their skills, capacities, and capabilities to enable them to participate in society as mature and responsible individuals.

Ensuring our work delivers our aims

Trustees review the charity's aims and projects every year. We focus on delivering projects which deliver our charitable objectives.

Structure, governance, and management of the charity

The charity's organizational structure

In the year under review, the Charity had seven trustees; all of them were volunteers who met together approximately every quarter on Zoom. The trustees have overall control and responsibility for policy and major decision-making. All directors are trustees.

Day-to-day management and responsibility for implementing policies are conducted by the trustees.

Trustee Report

The trustees confirm that the annual report and financial statement for Thank U Charity contained within this report comply with current statutory requirements.

The main activities were undertaken for those purposes during the year:

To accomplish our main objective our Charity actively promotes and undertakes events and fundraising activities to secure resources towards strengthening the skills of the organization. We have been receiving capacity training on developing our online business strategy and undertaking extensive training on digital and social media marketing.

This year has been the toughest we have experienced raising funds because of the pandemic, and so, we started looking at many other fundraising options. We finally decided to explore e-commerce by way of a charity store online as another way to generate income. With that, came the need for upskilling our knowledge of applied digital marketing, which covers an overly broad spectrum of digital technology. We developed an e-commerce shop for which we committed ourselves to extensive digital marketing training to enable us to effectively market our online products in our new e-commerce charity shop. We are now stocking it with Thank U brand items which we have begun promoting to generate sales that will provide us with another source of income.

We engage a full-time contractor who is based in Ghana and is a digital technician and web expert with a dual role of managing all our technical online activities both in the UK and for our Eco-Learning Centres in Ghana. His role is to develop, maintain and manage our website and online activities. He is the one who is now overseeing the computer Labs and Computer innovation and development programmes for the Eco-learning Centres we have established in Ghana.

The main activities were undertaken during the year to further the Charity's purpose for public benefit:

As stated above, Thank U Charity's primary objective and focus for the year's work are for developing a new model for our Discussions Across Generations (DAG) project to be adapted to an online program to streamline its operations into modern digital media. This has now opened the door to enable Thank U Charity to widen its scope to include digital training for elderly participants. Through their newfound digital literacy, the elders are empowered to stave off loneliness and isolation through online and social media connections, in addition to

acting as mentors to the young people. Their young mentees are then able to maintain contact and can continue looking out for the elders, after the project.

We have extended the DAG program to include a certificate earning digital marketing training for our young volunteers to upskill their marketing and social media ability to an advanced level that empowers them to increase their employability as well as their potential for independent income generation. As a key part of the program, the young participants apply their newly acquired digital marketing knowledge directly, throughout the DAG project, to complete all the tasks.

While the Old people tell their stories, and history and share their wisdom, they are positively listened to and acclaimed by the younger volunteers who apply their newly acquired advanced digital and social media knowledge to disseminate and promote the lessons learned to their peers and other young people online through 'positive peer pressure'. This influences the young people to make informed choices that generate positive benefit. It also empowers them and influences other young people to become productive members of society.

The marketing knowledge, learning experiences as well as an extensive range of skills that the young participants learn and apply to the DAG project enable them to gain confidence when they complete the project, to forge ahead into the employment market. It empowers them to fulfill their potential by increasing their employability.

The confidence-boosting experience of the DAG project, combined with the certificate earning digital and technological training, offers the young volunteers valuable learning experiences that become the basis of constructive personal transformation and productive income generation. Participation in the DAG project closes the generation gap as the young and old learn from each other. It enables the older participants to experience the exciting world of young people, invigorating their lives with a renewed social life along with activities that give the older people a new lease of life.

Mutually beneficial to both young and old, the DAG project has a positive impact on their mental health, as it gives both the groups an exciting and value-creating project that gainfully occupies and exercises their mind, creativity, and time.

As such, Thank U Charity has followed the Charity Commission's guidance on public benefit in managing and delivering its activities.

The short and longer term aims and objectives:

The objectives of the Charity are:

1. To focus on Developing our Ecommerce online charity shop and to market the Thank U online brand of products.
2. To market a new reusable Sanitary Hygiene product for which every two sets sold enable us to donate one set to a schoolgirl, to ensure that menstruation is no longer a hindrance to the girl-child's education in the schools we are establishing Eco-Learning Centres in, in Ghana.
3. To run the pilot of our new digitalized Discussions Across Generations Project in London to learn from the outcome and fine-tune its development with every round of the program.
4. All our books and educational material which could not be shipped during the lockdown remain in storage in the UK. We were unable to ship them because the destination schools in Ghana were closed during the pandemic. Now that the restrictions are being relaxed, there is a back log that needs to be stored when it arrives in Ghana. We therefore need to build a new warehouse in Ghana for storage of all the recycled books and educational materials, as renting storage space is not an option for us because it is too expensive and therefore, not financially viable for us.
5. We have secured a plot of land with the value of £30,000 which has been donated to Thank U Charity. It provides us with the perfect opportunity to build our own warehouse on land, which is now available immediately, for our use.
6. With such an asset in our name, it gives us scope to develop other much needed buildings and the infra-structure that will offer a more secure support base for all the Centres throughout Ghana. Along with the warehouse, we also aim to build within 3 years, a central Eco-Learning Centre Computer Training Centre, for all the teachers and technical teams in the schools involved with the Eco-Learning Centre schemes throughout the country. It will become the central hub where all the Eco-learning Centres throughout the country will be networked to, for all the virtual learning programs.

The Charity's strategies for achieving its aims and objectives in the future:

The Charity's strategies for achieving its stated objectives have been to refocus this time of unexpected inaction of our planned projects, to participating in many capacity-building training courses online, to strengthen our infra-structure by redeveloping more sustainable internal systems to build in resilience for our future processes.

The Charity continues to maintain and manage funds secured to support on-going work to further its objectives.

The Charity will seek to maximize the benefits of partnership and collaboration to support the realization of its aims.

The contribution of volunteers during the year:

The Charity currently has a governing body of seven trustees who are all volunteers.

The Charity has two additional volunteers who support the charity as and when needed

The main achievements and performance of the charity during the year:

1. Established our new ecommerce online charity shop.
2. We had a boost in recycled book donations from local schools, post pandemic.
3. Upskilled key Trustees personnel on advanced digital marketing and capacity-building training.
4. Adapted all our operations to the digital and online format.
5. Employed our first Digital Technology contractor who works for us from his base in Accra, Ghana where all our international projects are concentrated.
6. Acquired through the generous donation of a supporter, a plot of land in Accra, the capital of Ghana.
7. Developed our Thank U charity website, the maintenance of which is still ongoing.

financial Review

The charity held unrestricted reserves of £45,996 as of 30th September 2021. In 2021 the charity took out a loan of £50k, to secure all the land title documents, building design and the permission to build a warehouse, and training Centre. The Trustees acknowledged there was a need to increase the level of reserves and aimed to build the unrestricted reserves to £20k in the 2023 year. The trustee's feel this to be an adequate sum when set against turnover and annual operational costs and will also help to repay the loan. The trustees confirm they are satisfied that the charity is a going concern.

Risk and uncertainty

In terms of finances, the biggest single risk that Thank Charity faces is raising the finances required to fully achieve the aims and objectives of the charity, especially in this current financial climate.

At the end of our fiscal years (September 2021), the charity has been impacted by Covid-19 through sharp declines in revenues due to:

1. Temporary pause in our international projects; the Eco-learning Resource Centre because all the schools we are working with in Africa, have been closed since March 2020 due to the lockdown of the COVID-19 pandemic.
2. Cancellations of our fundraising events have also led to delays in running our projects as we are having to digitalize, adapt and redesign all our UK projects, to ensure that the COVID-19 safeguarding protocols are adhered to.

As things are getting back to normal, our Trustees are now regrouping and closely monitoring the situation as well as Government interventions and its impact, to help guide the diverse ways to build in resilience for our charity's future. It has led us to innovate and restructure all our activities and operations for flexible online and offline delivery.

Method of preparation of accounts

The financial statements have been prepared implementing the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015 (as amended by the Bulletin issued in February 2016) and in accordance with the Financial Reporting Standard 102, (effective 1st January 2016)

Thank U Charity

Unaudited Financial Statements for the Year Ending
30th September 2021

Reference and administration details

The Charity Name	Thank U Charity
Incorporation	Charitable Incorporated Organisation
Incorporation Date	7th September 2018
The Charity Registered Number	1179853
Registered Office	Dawes Road Hub 20 Dawes Road Fulham London SW6 7EN
Email address	admin@thankucharity.org
Website	www.ThankUCharity.org
The Trustees	Debra Blackwood (Chair) Enoch Annobil Ugochi Amajuoyi Sally Baffour Chloe Wood Daniella Akinsemoyin Tanya Jazmin Yearwood
Bankers	Lloyds Bank 21-25 Kings Street, Hammersmith, London, W6 9HW

Statement of Financial Activities (including Summary income and expenditure account)

For the period from 1st October 2020 to 30th September 2021

	N Unrestricted funds £	Restricted income funds £	Endowment funds £	Total funds £	Prior year funds £
Income (Note 1)					
Income and endowments from:					
Donations and legacies	2,317			2,317	7,100
Charitable activities	800	-		800	603
Other trading activities	-			-	
Investments				-	
Other	9,950			9,950	297
Total	13,068	-	-	13,068	8,000
Expenditure (Note 2)					
Expenditure on:					
Raising funds				-	
Charitable activities	8,002	-		8,002	8,208
Separate material expense item				-	
Other	8,777			8,777	555
Total	16,779	-	-	16,779	8,763
Net income/(expenditure) before tax for the reporting period	(3,711)	-	-	(3,711)	(763)
Tax payable				-	-
Net income/(expenditure) after tax before investment gains/(losses)	(3,711)	-	-	(3,711)	(763)
Net gains/(losses) on investments				-	-
Net income/(expenditure)	(3,711)	-	-	(3,711)	(763)
Extraordinary items				-	
Transfers between funds				-	-
Other recognised gains/(losses):				-	-
Gains and losses on revaluation of fixed assets for the charity's own use				-	-
Other gains/(losses)				-	-
Net movement in funds	(3,711)	-	-	(3,711)	(763)
Reconciliation of funds:					
Total funds brought forward	(292)			(292)	769
Total funds carried forward	(4,003)	-	-	(4,003)	6

Financial Review

The charity's financial position at the end of the year ended 30th September 2020

The financial position of the charity at 30th September 2021, as more fully detailed in the accounts, can be summarised as follows:-

	2019/20
Net (expenditure)/income	(3,711)
Unrestricted Revenue Funds available for the general purposes of the charity b/f	(293)
Total unrestricted funds	(4,004)
Retricted Reserves	50,000
Total Funds	45,996

Financial review of the position at the reporting date, 30th September 2021

The Trustee's confirm that they are satisfied that the Charity is a going concern.

Method of preparation of accounts

The financial statements have been prepared implementing the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015 (as amended by the Bulletin issued in February 2016) and in accordance with the Financial Reporting Standard 102, (effective 1st January 2016)

Policy on Resesrves

The charity holds no reserve, but has funds in their savings account. This is a loan which helped the charity to stay afloat during the pandemic. The trustees confirm they are satisfied that the charity continues as a going concern.

Risks and uncertainties facing the charity.

In terms of finances the biggest single risk Thank U Charity faces was raising the finances required to achieve the aims and objectives of the charity. However, they secured a loan which they will use to devlelop the charity further, with campaign marketing and raising awareness and staging evenets. the Charity could be exposed. Thank U Charity are still hampered by the Covid-19 & cost of living crisis as sharp declines in revenue continue to increase.

1. International projects; have been closed since March 2020 due to the lockdown of the COVID-19 pandemic. Hope that this will change by 2022.

2. The inability to do our fundraising events have seen an increase in the rise of digitalization, as the cost to adapt and redesign all our UK projects have risen.

In consideration of the continuation of these uncertainties, our Trustees are closely monitoring the situation, Government interventions and its impact, to help guide us in ways to build in resilience for our charity's future, by innovating and restructuring all our activities and operations for flexible online and offline delivery.

Principal funding sources in the year and how these support the key objectives of the charity.

Principal funding sources have been through various ad-hoc donations from a small number of individuals, however the loan has allowed us to expand and hire experienced campaign marketing staff.

Approval of this report

This report was approved by the board of trustees on 14/06/2022



D Blackwood
Chair

Statement of Assets & Liabilities as at 30th September 2021

	Note	Unrestricted funds £	Restricted income funds £	Endowment funds £	Total this year £	Total last year £
Fixed assets						
<i>Total fixed assets</i>		-	-	-	-	-
Current assets						
Cash at bank and in hand						
General Account		319		-	319	3
Savings Account		45,975			45,975	2
<i>Total current assets</i>		46,294	-	-	46,294	5
Creditors: amounts falling due within one year * *		(297)	-	-	(297)	297
<i>Net current assets/(liabilities)</i>		45,997		-	45,997	(292)
<i>Total assets less current liabilities</i>		45,997	-	-	45,997	(292)
Creditors: amounts falling due after one year **			50,000		(50,000)	-
<i>Total net assets or liabilities</i>		45,997	50,000	-	(4,003)	(292)
Funds of the Charity						
Restricted income funds		45,997			45,997	-
Unrestricted funds					-	(292)
<i>Total funds</i>		45,997	-	-	45,997	(292)

* S Baffour loan £ 297.00
 **LLOYDS Bank Loan £ 50,000.00

Notes to the accounts

Note 1		Income				
Analysis of income		Unrestricted funds	Restricted income funds	Endowment funds	Total funds	Prior year
		£	£	£	£	£
Donations and legacies:	Donations and gifts	2,317			2,317	7,100
	Gift Aid				-	
	Legacies				-	
	General grants provided by government/other charities	9,950			9,950	
	Donated goods, facilities and services				-	
	Other	0			0	
Total		12,268	-	-	12,268	7,100
Charitable activities:	Book Sales	800		-	800	
	Total	800	-	-	800	-
Other:	Other		-	-	-	-
	Total	-	-	-	-	-
TOTAL INCOME		13,068	-	-	13,068	7,100

Notes to the accounts

Note 2

Expenditure

Analysis of expenditure		Unrestricted funds	Restricted income funds	Endowment funds	Total funds £	Prior year £
Expenditure on charitable activities	Project Expenditure	8,002		-	8,002	990
	Marketing	1,328		-	1,328	280
	Training	-			-	102
	Utility Costs	60			60	10
	Professional Fees	600	-	-	600	417
	IT Costs & Website costs	2,791	-	-	2,791	1,196
	Recruitment	-	-	-	-	100
	Consultancy	1,225			1,225	706
	Bank	2	-	-	2	82
	Stationery	2,364	-	-	2,364	2,693
	Travel	70		-	70	1,000
	Sundry	335			335	632
	Total expenditure on charitable	16,778	-	-	16,778	8,208
Other	Sundry		-	-	-	555
	Total other expenditure	-	-	-	-	555
TOTAL EXPENDITURE		16,778	-	-	16,778	8,763