



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Trustees' Annual Report for the period

From 01.04.20 **To** 30.06.21

Charity name: Children's Book Project

Charity registration number: 1183092

Objectives and Activities

| | SORP reference | |
|--|--------------------|---|
| Summary of the purposes of the charity as set out in its governing document | Para 1.17 | To advance education of children up to the age of 14 by supplying books to children who would not otherwise be able to afford them and by encouraging reading through community reading events. |
| Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts. | Para 1.17 and 1.19 | <ol style="list-style-type: none">1. Receipt of gently used donated books from book buying families via 'book drive' events held in schools and other settings and direct from donors at specified drop off points.2. Sorting of all donated books to ensure their suitability and quality and then curation by age and reading stage (0-14 years). 'Suitability' includes taking into account the need for donated books / characters in these books to be broadly reflective of their intended recipient audience in terms of diversity and inclusion as well as subject matter suitability.3. Liaison with schools and community groups to establish the book and reading related needs of the families and young people they support in order to directly support these with donations of good quality, relevant books and the resources to put on book gifting events. These include initiatives in conjunction with groups that support vulnerable mothers of under 1s, young people in reform institutions, food bank users and (indirectly) children with a parent in prison.4. Administration of unique creative delivery mechanics to support organisations to gift books in the most compelling way(s) including Pop Up Book Huts, Pop Up Bookshops, the 'Bookshop Upstairs', Book Bundles (a COVID-19 safe initiative for use in schools), packs for gifting to mothers with young babies and Book Bags to support gifting amongst refugee families. |

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| Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit | Para 1.18 | Trustees have all received written and verbal advice of the guidance issued by the Charity Commission on public benefit. On their appointment at the beginning of this year all signed to confirm their understanding of this. |
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Additional information (optional)

You may choose to include further statements where relevant about:

| | SORP reference | |
|--|----------------|--|
| Policy on grant making | Para 1.38 | N/A |
| Policy on social investment including program related investment | Para 1.38 | N/A |
| Contribution made by volunteers | Para 1.38 | <p>Apart from one paid part time administrative assistant (45 hours monthly) and a token daily rate paid to the CEO (the product of trustee ambition that this becomes a salaried role) every aspect of this project has been delivered by volunteers in the past 12 months.</p> <p>Part time volunteers that support our work do so indirectly (i.e. when they run a book drive on our behalf within their school) or directly (when they support us in the sorting, packing and delivering of books) or at events / within the Bookshop Upstairs.</p> <p>Volunteers that help to sort books at our book unit include both corporate and local groups of individuals. Students completing the volunteering section of their Duke of Edinburgh award have formed a large part of our workforce this year. We estimate that over 600 volunteers have collectively contributed over 4,500 hours' time during this period on our behalf, despite the issues faced by COVID-19 and the strict necessity for safe practice.</p> <p>During this 15-month period the charity benefited by increased commitment from some of its volunteers who respectively took on additional responsibilities including liaison with book donor organisations, fundraising and volunteer management. The planned expansion and embedding of these roles was hindered by COVID-19 and obligatory delivery changes, however these relationships largely persist and the charity aims to further develop these individuals and their roles this forthcoming year. In particular we seek to make better use of corporate volunteers that might support us both on site and elsewhere, of author ambassadors that can help us to develop our profile and of 'Young Ambassadors', young people aged 11-18 years who will be invited to initiate Book Drives within their schools on our behalf.</p> |

| | | |
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| | | <p>Teaching staff and practitioners in other settings that receive books and resources from us in order to put on a gifting event often work above and beyond their core remit in order to do so. This was particularly evident during the first COVID-19 lockdown, when many teachers drove to collect books from us and delivered these by hand to their pupils' houses.</p> <p>One member of the team has worked full time voluntarily during school term times to support the administration of the charity for much of this period. This includes liaison with all donor and recipient organisations and individuals. The trustees agreed that this post should be contractual and paid a nominal daily rate (until budget permits this to be increased) from Spring 2021.</p> |
| Other | | <p>The charity moved to new premises in November 2020. These are loaned free of charge (both rent and rates) by RBKC and have been initially offered for a period of two years. The space not only radically enabled the charity to scale and to put in place processes to ensure an enhanced volunteer experience, it also permitted the development of a visitor space upstairs to which school visits could be welcomed (the Bookshop Upstairs).</p> <p>COVID-19 directly impacted the charity's core beneficiaries (families and young people) and the need for books to support their emotional well-being was paramount at a time when it was particularly difficult to reach these audiences. The charity worked in partnership with over 250 schools during the first and second lockdown to a) develop a safe gifting model that could be employed by staff and b) explore and respond to other ways in which the charity could support those audiences most affected by the pandemic.</p> |

Achievements and Performance

| | SORP reference | |
|---|----------------|---|
| Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole. | Para 1.20 | <p>Within this 15-month period the charity has gifted over 200k books to core audiences across over 400 organisations with an average pupil premium of 44%. This was at a time when volunteering, distribution of books and access to young people was particularly hard, but the emotional value of these books particularly valuable.</p> <p>The charity worked very hard to identify the most useful, appropriate and compelling way(s) in which it could support its core beneficiaries during the two lockdowns and in between these periods when schools had to adhere to strict regulations concerning collective activity. In doing this it developed its relationships with 100s of schools and other organisations across London and gained in confidence in its ability to respond to immediate needs.</p> |

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| | | <p>The charity has also during this period been able to identify four new strands of delivery that support some of its most needful audiences (financially and emotionally challenged). These include children with a parent in prison, babies whose parent(s) is emotionally vulnerable or at risk, children of newly arrived refugee families and children with no prior opportunity to visit a real bookshop or to have the experience to browse and choose a book to take home. The work involved in reaching all of these audiences is considerably more labour intensive than that involved in its day-to-day delivery.</p> <p>In the next 12 months the charity would like to develop its relationships within the publishing industry to further raise awareness of the potential impact of a recirculated book model and within its book donor organisations to help raise the funds necessary to scale.</p> <p>Book gifting The charity surveys all beneficiary audiences. During the past 15 months every effort has been made to ensure the enhanced quality and age relevance of all books gifted to our recipient audiences. This has been noted in feedback from schools for whom our books 'exceed their expectations'. Moving forward, we continue to engage with families and schools in order to establish preferences with regards to books now considered less suitable to gift to children, even if still in print. This includes those titles / authors that are acknowledged to present an outdated view of UK society or that present harmful gender, race or other stereotypes.</p> <p>There has been increased engagement from publishers and organisations (such as Neighbourly) that facilitate corporate / charitable links. Donated books have been used across all strands of gifting. Where on occasion donated titles are not relevant (e.g. for adults) these have been gifted to another charity (Giveabook.org) able to make use of them.</p> <p>We developed a new delivery mechanic for use during the first lockdown that permitted the distribution of 60k books within the summer term. 'Book bundles' enabled schools to easily and safely distribute quarantined bundles of age relevant books within their socially distanced bubbles. Each bundle was accompanied by a Book Powers sticker which created a sense of event, discovery and that prompted sharing of books within each bubble.</p> <p>Unprompted anecdotal feedback from schools during this period noted the impact that books gifted to children in their homes had on their sense of belonging to their wider community and their emotional wellbeing. Gifting books directly to families at home also provided teachers with the opportunity to connect with and reassure their families, many of whom live in challenging circumstances.</p> |
|--|--|---|

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| | | <p>Audience engagement Throughout both lockdowns 1 and 2 the charity sought out the most effective ways of reaching its core audiences including working with local groups delivering other services. This 'joined up' delivery impacted slightly on our ability to deploy our customary creative gifting events but meant we could continue to reach children and young people during this time.</p> <p>Volunteering model Both periods of lockdown saw an increase in volunteering interest amongst the charity's local communities. This had to be managed against the necessary social distancing requirements, but which did result in significant awareness build locally and increased capacity during these times. Corporate volunteering largely ceased during these 15 months but interest from these organisations is now increasing once more.</p> <p>The charity won a Queen's Award for Voluntary Service in June 2020. This was an opportunity to thank all of those that have contributed to the growth of the project and to engage a wider volunteer base. We continue to ringfence opportunities for local volunteers including young people (via the Duke of Edinburgh Award Scheme) and those with additional needs or that are emotionally vulnerable that have been referred to us by their local volunteering centre or by their GP.</p> <p>National model In April 2021 the charity soft-launched a national model that matches donor families directly with schools that would like books to gift to their pupils or to use in school. This has been rolled out nationally with 10k books recorded as gifted to date. This is an area of focus for the year ahead.</p> <p>Corporate support The charity is seeing increased interest from corporates wishing to take advantage of the charity's local and office-based volunteering opportunities. This presents wider potential for relationship building and fundraising.</p> |
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Additional information (optional)

You may choose to include further statements where relevant about:

| | | |
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| Achievements against objectives set | Para 1.41 | |
| Performance of fundraising activities against objectives set | Para 1.41 | |
| Investment performance against objectives | Para 1.41 | |

Financial Review

| | | |
|--|-----------|--|
| Review of the charity's financial position at the end of the period | Para 1.21 | <p>The managements report outlines that the annual income 2020/21 was £58,970 with expenditure of £39,737. The bank and cash balance at the year end (which incl our reserve £4,000) came to £31,177.</p> <p>The trustees meet 3 times a year with the basis to review the financial status. A brief financial overview / status is also shared with the trustees by email every 6 weeks during school term times.</p> |
| Statement explaining the policy for holding reserves stating why they are held | Para 1.22 | The trustees meet quarterly and the accounts and projections are reviewed each time to ensure that all funds available are passed over to the causes agreed quickly for maximum benefit. |
| Amount of reserves held | Para 1.22 | £4,000 - The trustees are in the process of developing a formal reserves policy which will be reviewed annually. At the time of agreeing a reserve of £4,000 it was felt this was sufficient to ensure the objects of the charity could continue to be met for a period of 6 months. As a result of the growth of the activities, the reserves needed are likely to increase. |
| Reasons for holding zero reserves | Para 1.22 | |
| Details of fund materially in deficit | Para 1.24 | |
| Explanation of any uncertainties about the charity continuing as a going concern | Para 1.23 | |

Additional information (optional)

You may choose to include further statements where relevant about:

| | | |
|--|-----------|---|
| The charity's principal sources of funds (including any fundraising) | Para 1.47 | <ul style="list-style-type: none"> - Grants including those from national grant giving bodies (Foyles Foundation, Garfield Weston Foundation, St James Place Foundation) and local grant givers (London borough councils). Some of these grants are secured against specific planned activity whilst others are unrestricted. - Some organisations have raised funds specifically to be used for the purchase of books to be gifted within specific lines of activity. The Siobhan Dowd Trust purchased 400 chapter books for gifting to children during lockdown one, whilst the Innocent Foundation supported a fundraiser to purchase representative and diverse books for use within the Bookshop Upstairs. |
|--|-----------|---|

| | | |
|---|-----------|---|
| | | <ul style="list-style-type: none"> - Direct fundraising from individuals is an area of focus in the year ahead. Three such events have taken place in the past 15 months. This funding is not attached to specific delivery and can be used to support core costs. - Small individual or corporate unsolicited donations (one off) received on an ad hoc basis throughout the year. This funding is not attached to specific delivery and can be used to support core costs. It includes an unsolicited monthly donation from Encompass Group, now in its second year. |
| Investment policy and objectives including any social investment policy adopted | Para 1.46 | |
| A description of the principal risks facing the charity | Para 1.46 | <ul style="list-style-type: none"> - The charity's premises are on loan from RBKC. The lease runs initially from November 2020- November 2022. Though the council has now supported the charity for three years there is a risk that it may be without premises for a number of weeks at some point and may need to pay for storage of books and equipment. - Over reliance on one team member (Liberty Venn) places day to day delivery at risk in the event that she is unable to work. The charity has worked hard to build relationships with core volunteers in the past 15 months and now benefits from regular support from a further five individuals in addition to the 45 funded admin hours delivered each month by an external PA resource. - The availability and cost of specific crucial items presents a small risk: notably the purchase of cardboard boxes and the use of vans for distribution (petrol costs increasing). - Funding permitted, the charity would like to increase the admin support it currently receives. |
| Other | | The charity has benefited by the support of an external fundraiser for the past 12 months. This pays a fixed fee for the completion of 24 fundraising bids. To date money spent has been recouped and a further £18k raised via this means. |

Structure, Governance and Management

| | | |
|---|-----------|---|
| Description of charity's trusts: | | |
| Type of governing document (trust deed, royal charter) | Para 1.25 | Constitution |
| How is the charity constituted? (e.g unincorporated association, CIO) | Para 1.25 | CIO |
| Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees | Para 1.25 | <p>Trustees were selected by the charity's founder to ensure varied expertise and perspectives with regards to their knowledge of:</p> <ul style="list-style-type: none"> - The needs of our audience (vulnerable / disadvantaged young people) and teaching staff / practitioners that support them - The specific requirements of schools and other organisations that work with and support young people - Charity financial planning and best practice - Business and logistical planning - The publishing sector. <p>Initial appointment was informal. Extension of initial trustee posts for three trustees has been agreed via trustee vote (following these trustee's confirmation of interest).</p> <p>No external person or body other than the charity's founder (with the input of existing trustees) is currently entitled to appoint trustees.</p> <p>For COVID reasons the charity has met online with its trustees during this period.</p> |

Additional information (optional)

You may choose to include further statements where relevant about:

| | | |
|--|-----------|--|
| Policies and procedures adopted for the induction and training of trustees | Para 1.51 | <p>The charity's founder inducted all new trustees via a face to face presentation of its work and objectives at the first board meeting. Trustees are regularly invited to attend book sorting or other events. Ad hoc external training opportunities for trustees are shared with trustees as these arise.</p> <p>Policies / procedures adopted and implemented over the last year</p> <p>Health and Safety (re Covid-19)</p> <p>Risk assessment for Bookshop</p> <p>Volunteer Policy</p> <p>Volunteer handbook</p> <p>Improved onboarding volunteer drivers</p> <p>Policies already in place in 2019/20:</p> <p>CBP website accessibility policy</p> <p>CBP Privacy Policy</p> <p>Declaration of interest</p> <p>Equal opportunities</p> |
|--|-----------|--|

| | | |
|---|-----------|---|
| | | Financial Management & Accounting Financial responsibility / Delegation of authority Fire risk assessment Health and Safety Role of Trustees Terms of reference Code of conduct |
| The charity's organisational structure and any wider network with which the charity works | Para 1.51 | The charity is primarily led by its founder Liberty Venn who with the support of trustees oversees all aspects of planning, delivery and impact evaluation. |
| Relationship with any related parties | Para 1.51 | <p>The charity benefits by ongoing support from Wates, a nationwide commercial and residential property developer. The organisation places book donation points into the hoarding of building sites nationwide which not only support local gifting of large numbers of books, but which also provide valuable high street presence.</p> <p>Books donated via these hubs are gifted to local schools that have signed up to the charity's national map.</p> |
| Other | | |

Reference and Administrative details

| | |
|-----------------------------|---|
| Charity name | |
| Other name the charity uses | London Children's Book Project |
| Registered charity number | |
| Charity's principal address | Registered address: 25 Bassein Park Road London W12 9RN Operational unit: 77 Lots Road London SW10 0RN |

Names of the charity trustees who manage the charity

| | Trustee name | Office (if any) | Dates acted if not for whole year | Name of person (or body) entitled to appoint trustee (if any) |
|---|-----------------|-----------------|-----------------------------------|---|
| 1 | Randi Sax Holst | Chair | | |
| 2 | Chris Shepard | Treasurer | | |
| 3 | Henry Yates | Secretary | | |
| 4 | Penny Mishcon | | | |
| 5 | Colin Tucker | | | |

Name of chief executive or names of senior staff members (Optional information)

Liberty Venn

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

| | | |
|--|----------------|------------------|
| Signature(s) | <i>R Holst</i> | <i>C Shepard</i> |
| Full name(s) | Randi Holst | Chris Shepard |
| Position (eg Secretary, Chair, etc) | Chair | Trustee |

Date 27 April 2022

Independent Examiner's Report to the Trustees of Children's Book Project

I report to the charity trustees on my examination of the accounts of the charity for the period ended 30 June 2021 which are set out on pages 1 and 2.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

R Crace

Raymond Crace FCA

Edmund Carr LLP
146 New London Road
Chelmsford
CM2 0AW

27 April 2022



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
Children's Book Project

No (if any)
1183092

CC16a

Receipts and payments accounts

| | | | |
|------------------------|--------------------------------|----|------------------------------|
| For the period from | Period start date 01-Apr-20 | To | Period end date 30-Jun-21 |
|------------------------|--------------------------------|----|------------------------------|

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 | | | | | |
| Donations: core cost | 44,944 | - | - | 44,944 | - |
| Donations: Distribution | 53 | - | - | 53 | - |
| Donations: National expansion | - | 5,000 | - | 5,000 | - |
| Donations: COVID response | - | 6,268 | - | 6,268 | - |
| Donations: At the bus project | 165 | - | - | 165 | - |
| Donations: Black authors matter | - | 2,540 | - | 2,540 | - |
| Donations & grants | - | - | - | - | 15,723 |
| Donations: regular | - | - | - | - | 600 |
| Sub total (Gross income for AR) | 45,162 | 13,808 | - | 58,970 | 16,323 |
| A2 Asset and investment sales, (see table). | | | | | |
| | - | - | - | - | - |
| | - | - | - | - | - |
| Sub total | - | - | - | - | - |
| Total receipts | 45,162 | 13,808 | - | 58,970 | 16,323 |
| A3 Payments | | | | | |
| Office supplies | 866 | - | - | 866 | 430 |
| Tech & web design | 2,566 | - | - | 2,566 | 991 |
| Hut purchase | 83 | - | - | 83 | 450 |
| Book collection | 2,746 | 1,515 | - | 4,261 | 883 |
| Advertising | 1,666 | - | - | 1,666 | 1,133 |
| Staff costs | 4,563 | 2,515 | - | 7,078 | 1,300 |
| Fundraising | 13,956 | - | - | 13,956 | 640 |
| Accountancy and bookkeeping | 75 | - | - | 75 | 143 |
| Distribution supplies | 3,393 | 1,872 | - | 5,265 | 1,899 |
| Premises | 663 | 366 | - | 1,029 | - |
| Insurance | 174 | - | - | 174 | 174 |
| Black authors matter | - | 2,534 | - | 2,534 | - |
| Misc expense | 184 | - | - | 184 | 35 |
| Training | - | - | - | - | 30 |
| Sub total | 30,935 | 8,802 | - | 39,737 | 8,108 |
| A4 Asset and investment purchases, (see table) | | | | | |
| | - | - | - | - | - |
| | - | - | - | - | - |
| Sub total | - | - | - | - | - |
| Total payments | 30,935 | 8,802 | - | 39,737 | 8,108 |
| Net of receipts/(payments) | 14,227 | 5,006 | - | 19,233 | 8,215 |
| A5 Transfers between funds | 11,247 | (11,247) | - | - | - |
| A6 Cash funds last year end | 697 | 11,247 | - | 11,944 | 3,729 |
| Cash funds this year end | 26,171 | 5,006 | - | 31,177 | 11,944 |

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

| Categories | Details | Unrestricted funds to nearest £ | Restricted funds to nearest £ | Endowment funds to nearest £ |
|---|--|------------------------------------|----------------------------------|---------------------------------|
| B1 Cash funds | Cash at bank | 26,171 | 5,006 | - |
| | | - | - | - |
| | | - | - | - |
| | Total cash funds | 26,171 | 5,006 | - |
| | (agree balances with receipts and payments account(s)) | OK | OK | OK |
| | | Unrestricted funds to nearest £ | Restricted funds to nearest £ | Endowment funds to nearest £ |
| B2 Other monetary assets | | - | - | - |
| | | - | - | - |
| | | - | - | - |
| | | - | - | - |
| | | - | - | - |
| | | - | - | - |
| | | - | - | - |
| B3 Investment assets | | Fund to which asset belongs | Cost (optional) | Current value (optional) |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| B4 Assets retained for the charity's own use | | Fund to which asset belongs | Cost (optional) | Current value (optional) |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| B5 Liabilities | | Fund to which liability relates | Amount due (optional) | When due (optional) |
| | | | - | |
| | | | - | |
| | | | - | |
| | | | - | |
| | | | - | |
| Signed by one or two trustees on behalf of all the trustees | Signature | Print Name | Date of approval | |
| | C Shepard | Chris Shepard | 27.4.22 | |
| | R Holst | Randi Holst | 27.4.22 | |