



THE ANITA  
MENDIRATTA  
FOUNDATION

The Anita Mendiratta Foundation, a charitable  
incorporated organisation (registered charity  
number 1185358)



# ANNUAL REPORT

# 2020



CHARITY COMMISSION  
FOR ENGLAND AND WALES



THE ANITA  
MENDIRATTA  
FOUNDATION

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## SUPPORTING VICTIMS OF CRISIS

Crisis can hit anywhere, anytime, and without any warning. When it does, its victims are left with their lives and livelihoods in varying degree of destruction and disruption. Fear, hurt and aloneness can last long after recovery efforts occur.

The ANITA MENDIRATTA FOUNDATION will provide action-based hope to affected communities, working side-by-side with locals to rebuild and remobilise after a traumatic event, reinforcing to locals that they are not alone, even once foreign aid has ceased.

Specifically, we focus on sustaining the advancement of education in developing communities around the world, aiding persons regardless of sex, race, religion, or nationality.

*All images used within this report are used from the AMF website and are not images of previous or current projects. AMF will aim to replace these website images with those from projects it supports over time.*



# CHAIRMAN'S INTRODUCTION

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**ANITA MENDIRATTA,**  
CHAIRMAN OF THE ANITA  
MENDIRATTA FOUNDATION.

It is our honour to share with you the Annual Report of the ANITA MENDIRATTA FOUNDATION (AMF) for the operating year 2020. 2020 was our first full year as a UK registered charity.

It is important to note that, recognising and respecting the responsibilities of a Foundation in operating as a trusted, verified, sustainable force for positive impact for those in need, AMF committed Year 1 of operations towards ensuring that the Foundation has the strongest possible internal infrastructure and highest standards of governance in place from the outset. In so doing, AMF will be ready for when crisis hits, able to respond externally with clarity and confidence, swiftly, securely and sustainably.

*"We've all experienced it: news breaks, a crisis has occurred somewhere in the world causing unexpected damage and dysfunction to both lives and livelihoods. Our hearts start to ache while our minds start to race thinking of those impacted, wondering how we can help. Moments of crisis reveal how not only interconnected our shared world has become, but interdependent. Suffering has no borders.*

*In such moments, while exceptionally qualified, proven entities rapidly move in to restore infrastructure critical to momentum of widescale recovery – healthcare, transport, water and electricity, communications. – localized social services often need to wait, especially those related to childcare, education and SME / cottage industry operations. But how does one tell a child they need to wait to feel safe? To feel seen? To sleep peacefully?*

*AMF will work to ensure that no child feels invisible, no community feels they need to wait. Our focus will be on supporting first response recovery efforts by identifying complementary, next layer programmes that we can support to help communities in the developing world dependent on Travel & Tourism – the world's largest industry for opportunity generation, investment attraction and national identity. With trusted partners including Rotary International, we will help rebuild community confidence, stability, activity and hope. Especially for the littlest ones.*

*At AMF we know firsthand just how critical the Travel & Tourism industry is not just to travellers, but to the places to which they travel – the lives and livelihoods dependent on visitation. By helping communities to re-build we are able to help their destinations re-invite travellers, re-inspiring a stronger tomorrow.*

A handwritten signature in dark ink, appearing to read 'Anita', with a stylized flourish at the end.

ANITA MENDIRATTA, CHAIRMAN





## OUR IMPACT

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AMF is a registered charity (registered number 1185358). We exist to raise funds and receive donations for the benefits of communities who have been affected by crisis, whether it be political unrest, terrorism, natural disaster, or pandemic/epidemics. By securing donations, legacies and sponsorships, AMF can provide substantial support to make a positive impact on communities who are rebuilding.

We would like you to support us in our crucial work so please read on and let us tell you more about ourselves, what we do, what we have achieved and how we will go about spending the money given to us.

## WHAT WE AIM TO DO: OUR OBJECTIVES AND ACTIVITIES

### OUR MISSION

By raising new money and careful management of our existing funds, AMF provides a public benefit by making grants to organisations across the globe, our mission is:

*“Sustaining the advancement of education in developing communities around the world with the aim of remobilisation of communities when they are in recovery stage following crisis events (i.e., natural disaster, terrorism, social unrest).”*

*Countries of emphasis will be those where the tourism sector contributes significantly to the national economy and identity. This will be done through, inter alia, working in cooperation with on-the-ground organisations in the community or region affected by a crisis event to rapidly support reactivation of initiatives that directly impact children and their families in particular, but without limitation.”*

To date, our focus has been on establishing partnerships with Rotary Great Britain and Ireland (GB&I) and building strong internal infrastructure within the foundation so that once we begin receiving donations, we can respond immediately and efficiently if crisis hits.

Our future plans are to increase our level of funding to achieve our target of £25,000.00 for Year 2 of operation. Our hope is that by Year 3 we will have achieved a funding target of £50,000.00 and by Year 4 we will reach a funding target of £100,000.00 which will be AMF’s annual target for it’s first decade.

### GRANTS PROCESS

Grants are made in accordance with charity law, our constitution and the desired donation allocation of donors. In choosing projects, we endeavour to reflect the stated needs and aspirations of the communities. During the year 2020 grants totalling £0 were made as Year 1 of AMF was dedicated to setting up systems and processes of operation. When considering where to focus future attention our Trustees are committed to the Charity Commission’s guidance on public benefit and what this means for AMF in fulfilment of our declared mission.







One of the great tragedies of crisis is that victims often feel completely abandoned when they are asked to wait for support. AMF is fundamentally committed to ensuring that communities impacted by crisis know and feel that they matter, and that rebuilding their lives matters. For this reason, AMF applies its focus on the following 4 critical areas of community rebuilding:

## OPERATIONAL

### ACCESSIBILITY:



Providing post-crisis support to children and families traumatised by disaster and waiting for a 'safe place' to live and learn.

## STRATEGIC

### PARTNERSHIPS:



Building relationships with trusted and respected on-the-ground organisations to support the rebuild and remobilisation of communities.

### TRAINING:



Investing in the local population to support sustainable childcare and educational programmes.

### SUSTAINABILITY:



Attracting other funders to ensure sustainability of programme support.



# STRATEGIC REPORT:

## STRATEGIC VISION

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As outlined in the Charitable Objects of THE ANITA MENDIRATTA FOUNDATION, our Foundation is acutely focused on:

*“Sustaining the advancement of education in developing communities around the world with the aim of remobilisation of communities when they are in recovery stage following crisis events (i.e., natural disaster, terrorism, social unrest).”*

*Countries of emphasis will be those where the tourism sector contributes significantly to the national economy and identity. This will be done through, inter alia, working in cooperation with on-the-ground organisations in the community or region affected by a crisis event to rapidly support reactivation of initiatives that directly impact children and their families in particular, but without limitation.”*

Our aim is to identify people and projects in need of support for local community rebuilding of childcare post-crisis. This has been chosen as, while in the immediate phase after a crisis aid agencies and other entities go in to provide core infrastructure, the social fabric of local communities is often kept as secondary priority, with education programmes having to wait, which means people are left waiting for a sense of routine, a sense of stability and a sense of value.

In so doing, the AMF will not only work to sustain education programmes of some of the youngest members of the community, it will help free from disruption and fear the hearts and minds of their families, and the wider community, thus enabling hope and momentum of daily life to return sooner.

## BY 2020 AMF WILL BE:

- Ensuring a financially secure future whilst not compromising on reaching out to as many people as possible, irrespective of ethnicity, religion, social class or ability to pay.
- Known for providing rapid and effective response to communities in crisis and ensuring that those in need get the long-term support required for recovery.

## STRATEGIC FOCUS

### PARTNERSHIPS:

**Increase and develop partnership opportunities.** As an international foundation that responds to crisis, AMF will continue to seek partnership opportunities with trusted organisations across the globe. These partnerships will allow for a swifter response to the crisis.

### FINANCE:

**Ensure sustainability.** Ensuring a financially secure future whilst not compromising in reaching out to as many people as possible.



# STRATEGIC REPORT:

## FINANCIAL REVIEW:

### ACHIEVEMENTS AND PERFORMANCE IN 2020.

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The AMF financial accounts year ends in September.

In the financial year end of 2020, the foundation had an income of £0.00. In addition to this, the foundation had total expenditure of £0.00.

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#### RESERVES

At 17 September 2020, AMF had total funds of £0.00.

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#### RESERVES POLICY

As a new charity, the focus Year 1 has been ensuring that all operations at AMF have the strongest possible internal infrastructure for project identification, approval, activation and monitoring.

The Trustees are in the process of developing a Reserves Policy that will be implemented in FY21 and reviewed annually, ensuring appropriate levels of reserves are maintained.

The Trustees understand the importance of ensuring that the Foundation has substantial funds to establish and continue supporting global projects, and will therefore determine the appropriate funding based on the Foundation's first year of in-field operating activity.

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#### REMUNERATION POLICY

The Trustee board and the Global Project Team comprise the key management personnel of the charity as they oversee:

- directing and controlling the charity,
- running and operating the charity on a day to day basis.

None of the AMF Trustees are specifically paid in relation to AMF, they give their time freely. Details of expenses paid to key management personnel are disclosed on page 8 of the annual report.

Members of AMF's Trustees are required to disclose all relevant interests and withdraw from decisions where a conflict of interest arises. All related party transactions are disclosed on page 8 of the annual report.

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#### GUIDE TO AMF'S FINANCES

##### GOING CONCERN:

Going concern is an accounting term for a company that has the resources needed to continue operating indefinitely until it provides evidence to the contrary. This term also refers to a company's ability to make enough money to stay afloat or to avoid bankruptcy. If a business or organisation is not a going concern, it means it has gone bankrupt and its assets were liquidated.



2020	£
Income Funds	
Restricted	00.00
Unrestricted income funds:	00.00
Designated (earmarked) funds)	00.00
Our Reserve	00.00
Grants	(00.00)
Operating Costs	(00.00)
<b>Total Net Assets</b>	<b>00.00</b>

While respecting the need for Foundation set-up in accordance with UK Charity Commission best practice and resulting legal and other costs for same, it is extremely important to the Trustees Board that there is no cost to the Foundation for initial administrative and operating costs.

For this reason, CACHET Consulting Ltd., trading as ANITA MENDIRATTA & Associates, has absorbed all year-one set-up costs of AMF.







# LEADERSHIP

## TRUSTEES AND COMMITTEE MEMBERS

### **ANITA MENDIRATTA, CHAIRMAN.**

A committed Tourism & Development practitioner, Anita Mendiratta is the Founder and President of CACHET Consulting Ltd, trading as ANITA MENDIRATTA & Associates, a London-based international consulting firm created in 2002 that she has championed over the past 17 years.

A Rotary daughter with over two decades working closely with leaders in governments, businesses, and international organisations across the Tourism, Aviation and Development sectors, Anita is globally trusted and respected as a strategic advisor and six-time published author.

### **SIMON J WALSH, TRUSTEE.**

Simon is a Partner at Oury Clark Solicitors. His primary focus is Corporate and Commercial Law, however he is also across the key aspects of Employment Law and

The UK's Immigration Law landscape.

Simon has extensive commercial and corporate experience coupled with first-hand knowledge of operating in a variety of regions (including Australia, Middle East, France and Northern Africa).

### **CHERYL JAMES-WARD, TRUSTEE.**

Dr. Cheryl James-Ward has more than 25 years dedicated to public education as a teacher, professor and an educational leader. Cheryl is the new CEO and principal at a public high school recognized as one of the most innovative schools in the United States (CNNMoney). This 21st century high school is focused on design thinking, project-based learning, and internships for all students.

Dr. Cheryl James-Ward is a former NASA engineer and tenured professor at San Diego State University, Department

Department of Educational Leadership where she taught school leaders and aspiring administrators.

### **ALAN MERSCHEN, TRUSTEE.**

As the former president of Myriad and a partner with MMGY Global, Al's efforts are hands-on and wide-ranging. Al's also an accomplished speaker, having presented on five continents and in countless countries on topics including research, marketing, changing trends and the creative process.

In more than 30 years with Myriad, Al's worked with more than international and U.S.-based destinations. His experience touches most categories in the travel and tourism industry, including cruise lines, airlines, tour companies and consortia.



# STATEMENT OF TRUSTEE'S RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Annual Report (including the Strategic Report) and the financial statements in accordance with applicable law and regulation.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law, the Trustees have prepared the financial statements in accordance with United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law (United Kingdom Generally Accepted Accounting Practice). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of the affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently,
- observe the methods and principles in the Statement of Recommended Practice: Accounting and Reporting by Charities (2015),
- make judgments and estimates that are reasonable and prudent; state whether applicable UK Accounting Standards, comprising FRS 102, have been followed, subject to any material departures disclosed and explained in the financial statements,
- and prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and the group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. In so far as the Trustees are aware at the time of approving our Trustees' Annual Report:

- (a) as seen in the financial reporting on page 8, there has been 0 activity for Year 1, therefore there has been no requirement to officially appoint an auditor for the AMF accounts,
- (b) AMF will appoint an auditor to review the accounts for the end of the financial year (September 2021).

The Annual Report was approved by the Trustees and signed on their behalf by:



ANITA MENDIRATTA, CHAIRMAN.  
The Anita Mendiratta Foundation.  
Charity no. 1185358  
09.04.2021



# GOVERNANCE STRUCTURE



AMF's Trustee's Committee meets 4 times per calendar year in line with the foundation's governing documents.

Members of the trustee board are selected to give the charity a good mix of appropriate professional skills – for example, finance, investment, and fundraising.

All members of the trustee board are provided with the Charity Commission's guidance: *public benefit: an overview* and *the essential trustee: what you need to know (CC3)* and what this means for a trustee.

Trustees are appointed for a term of three years and may be reappointed for two further terms of three years but are not normally eligible for a further reappointment. An induction programme is in place for new Trustees.

AMF has two staff seconded from CACHET Consulting Ltd., trading as ANITA MENDIRATTA & ASSOCIATES, who have been nominated by the board of Trustees to be responsible for the daily running of the foundation. **Mrs Jessica Zijlstra** and **Miss Grace Towler**, both acting as GLOBAL PROJECT LEAD, assist with the daily running and operation of AMF, including processing and responding to grant requests, research and location of projects across the globe, communicating with partners throughout the project and admin support for AMF.







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If you would like to support the Anita Mendiratta Foundation or would like more information, please contact us:

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[amf@anitamendiratta.com](mailto:amf@anitamendiratta.com)

**[www.anitamendirattafoundation.org](http://www.anitamendirattafoundation.org)**

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