



THE ANITA  
MENDIRATTA  
FOUNDATION

# ANNUAL REPORT

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JUNE 2020 - SEPTEMBER 2021



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# CHAIRMAN'S NOTE

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Dear Supporters,

It is our genuine pleasure to share with you the Annual Report of the Anita Mendiratta Foundation (AMF) for the operating year of 2021 – our second full year of operations as a UK registered Charity.

AMF is very proud of our official UK Charity status as it reinforces the sincerity, strength and safety of our Foundation as a vehicle for helping children, communities, and countries facing crisis.

2021 was also, as we all know, the second year of the global pandemic. We as a global community have had to stand strong as the global pandemic caused an unprecedented, unimaginable, endless crisis across borders worldwide. No one has been immune to the trauma of COVID-19. Interestingly, the global pandemic has sensitised the world of the need to help others.

We are deeply honoured that at this time, when the world is reaching out for safe, trustworthy ways to care for others facing crisis, AMF has been able to focus our efforts on identifying people and places around the world that genuinely need our help: traditional travel and tourism economies and destinations where communities play an active role in developing the tourism offering for visitors from around the world, and in doing so, they strengthen their own lives and livelihoods.

It is natural for one to wonder why AMF would continue to focus on travel & tourism based destinations when the global pandemic caused global travel and tourism to come to a halt. Why? Simply this: communities that depend on the sector have still had to continue to find ways to move forward, to sustain economic activity, to ensure their children are able to remain safe, healthy, and able to attend school, even when there were no tourists. The need for hope, and help, has only grown stronger. The call to action has only grown louder.

# CHAIRMAN'S NOTE

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The global community cannot and will not, however, respond to crisis unless genuinely, confidently, and personally motivated. Year 2 of AMF was a great blessing for the Foundation as it clarified the focus, commitment, security, and sustainability of AMF, thereby enabling absolute supported of AMF to have peace of mind knowing that donations are going to people and places that are genuinely needing, deserving and grateful for their support.

Having focused Year 1 of AMF on putting all of our governance, protocols, and operating procedures in place, in Year 2 we clearly defined our call to action.

In addition, the second year of operations of AMF was spent working closely with Rotary International to establish a global network for quickly and confidently identifying projects where AMF's charitable objects could be brought to life and help other people in their lives – ensuring that no child feels invisible, no community feels they need to wait for help.

And so, as we close Year 2 ready to fully mobilise in-field in Year 3, AMF remains profoundly grateful for all of the support that we have received from Rotary International, from our Donors, and from people reaching out to AMF with projects seeking the support of the Foundation.

We thank you for your trust, your support, your confidence, and your faith. And most importantly, we thank you for joining us on this important journey. With ever-growing dedication and determination, AMF is working with you to ensure that no child is left behind from the education that they so rightly deserve, and the love that they need.

Every starfish matters.



Anita Mendiratta



# OUR IMPACT



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."*

# OUR IMPACT

Our aim for 2021 was to establish a partnership with Rotary International Great Britain and Ireland and officially launching the charity. AMF's website was put live on 1st September 2021 and since then the charity has received projects requests from across the globe.

We are also thrilled that we have secured partnership with Rotary International Great Britain and Ireland which will allow the Foundation to verify project requests, source verified on-the-ground organisations who can help support project initiation and monitoring. Through this partnership AMF is exploring projects across the globe who are looking for support.

## 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 2021 AMF gave grants totalling £0, however the Foundation did begin processing a number of applications after the official launch date of 1st September 2021.

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.



# OUR WORK



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 continues to apply 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.

### TRAINING:



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

## STRATEGIC

### PARTNERSHIPS:



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

### SUSTAINABILITY:



Attracting other funders to ensure sustainability of programme support.



# STRATEGIC REPORT

## STRATEGIC VISION

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 continue 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 2022 AMF WILL BE:

- Working with organisations in need by providing grants to support education when crisis has hit.
- 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 REPORT

## STRATEGIC FOCUS

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### PARTNERSHIPS

During 2021, The AMF established an international partnership with Rotary International Great Britain and Ireland. Through this partnership, the AMF can more efficiently initiate operations on the ground and coordinate project activation and monitoring.



### FINANCE

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

# FINANCIALS

## FINANCIAL REVIEW: ACHIEVEMENTS AND PERFORMANCE IN 2021

The AMF financial accounts year end was shifted to September to fit with its operational year.

In the financial year end of 2021, the foundation had an income of £00.00. In addition to this, the foundation had total expenditure of £0.00.

### RESERVES

On 17 September 2021, AMF had total funds of £0.00, with total free reserves of £0.00.

### RESERVES POLICY

*Purpose* - The purpose of this policy is to give confidence to stakeholders that the charity's finances are being managed and can also provide an indicator of the future funding needs.

### DEFINITIONS

#### Free Reserves:

That part of the charity's unrestricted income funds that is freely available to spend.

#### Designated funds:

Unrestricted funds earmarked for essential future spending, for example, to fund a project that could not be met from future income alone.

#### Restricted funds:

These are monies received from supporters/grant funders for a specific area of expenditure. They are not freely available to spend.





# FINANCIALS

## RESPONSIBILITIES AND ACCOUNTABILITY

### TRUSTEES

- Trustees have overall responsibility for the governance of the organisation and should be able to justify the holding of income as reserves.
- Where the Trustees have a reserves policy, this policy must be set out in the Trustees' annual report.
- Trustees should keep the reserves policy under review to ensure it meets a charity's changing needs and circumstances. In this way Trustees will be aware of the build-up of excess reserves or of reserves being unexpectedly or rapidly depleted.

### PROCEDURES AND IMPLEMENTATION

#### Total Reserves

Include restricted reserves, designated funds (including tangible fixed assets) and free reserves (the general fund).

#### CALCULATION OF FREE RESERVES TARGET

The ANITA MENDIRATTA Foundation aims to keep operating costs to less than 7% of the total annual income of the Foundation, therefore the reserves policy is based on a percentage of total annual income rather than the operating costs.

Free reserves should total 20% of annual income based on the previous budget year. This should be regularly reviewed to ensure that it meets the Foundation's changing needs and circumstances.

### DESIGNATION OF FUNDS:

Funds can be designated for the following items:

- Significant capital spend.
- Piloting new services.
- Capacity building which self-funds after year one.
- Capacity building which generates income to fund increases in operating costs.

Each item should be supported with a costed business case, be scrutinized by the Board of Trustees before approval. This should take place during the budget approval process. Designated funds should be used within 2 years of their target date, if this does not take place they should either be released back into free reserves or re-approved for designation.

The annual report and accounts should detail the amount and purpose of the designations.



# FINANCIALS

June 18th 2020 – September 17th 2021	£
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>



## 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.

# FINANCIALS

## **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.

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 continued administrative and operating costs.

For this reason, CACHET Consulting Ltd., trading as ANITA MENDIRATTA & Associates, has continued to absorb all website, marketing, and administrative costs.

### **AUDITING AMF'S ACCOUNTS**

We take transparency very seriously, following all UK guidelines to ensure both our fundraising and accounting practices are operating to the correct level. As such we are registered to the UK Charity commission and are independently audited each year. To review our accounts for the year, see page 9.





# LEADERSHIP



ANITA MENDIRATTA



SIMON J. WALSH



DR. CHERYL JAMES-WARD



ALAN MERSCHEN

## 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 20 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).

# LEADERSHIP

## TRUSTEES AND COMMITTEE MEMBERS - CONTINUED

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### 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. Dr. Cheryl James-Ward is the Superintendent of San Dieguito High School District. San Dieguito High School District consists of five middle and five high schools and is the highest performing district in San Diego County. Dr. Cheryl James-Ward is a former NASA engineer and tenured professor at San Diego State University, Department of Educational Leadership where she taught school leaders and aspiring administrators.

### ALAN MERSCHEN, TRUSTEE

As the former president of Myriad, partner with MMGY Global and Founder/Executive Director of the SIGMUND PROJECT, Alan's efforts are hands-on and wide-ranging. The SIGMUND Project is travel & tourism's first digital not-for-profit dedicated to innovation and collaboration. SIGMUND is a not-for-profit benefits corporation, fully funded by private grants. With the goal of increasing innovation in the global tourism community, SIGMUND asks for no funds from individuals, companies, or governments.

## STATEMENT OF TRUSTEE'S RESPONSIBILITIES

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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.

# LEADERSHIP

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.

In so far as the Trustees are aware at the time of approving our Trustees' Annual Report:

- (a) there is no relevant audit information of which the company's auditors are unaware; and
- (b) the Trustees have taken all the steps that he ought to have taken as a trustee to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

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



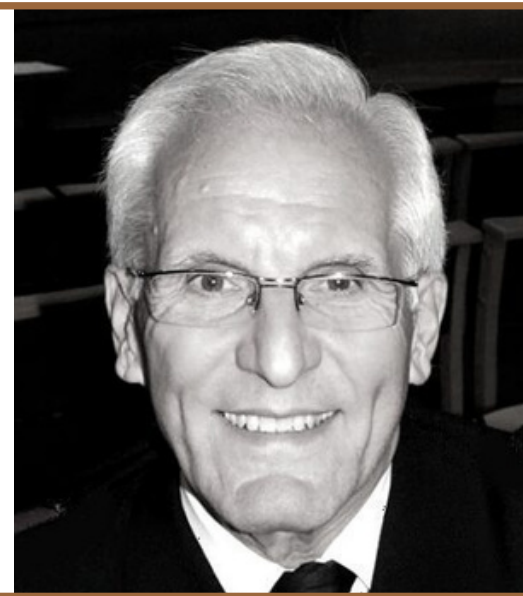
# IN ADDITION



JESSICA ZIJLSTRA



GRACE TOWLER



GEOFF BLURTON

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.

## **JESSICA ZIJLSTRA**

Acting as CO-LEAD of GLOBAL PROJECTS, Jessica assists with the daily running and operation of AMF, including communication with partners throughout the project and marketing support for AMF.

## **GRACE TOWLER**

Grace as CO-LEAD of GLOBAL PROJECTS, assists with the day-to-day operations of AMF, including processing and responding to grant requests and research of projects across the globe.

In addition, AMF has secured the invaluable support of one of Rotary International and The Salvation Army's finest global project leaders to assist with AMF project identification, verification and activation:

## **GEOFF BLURTON**

Geoff Blurton has continued as FOUNDATION ADVISOR AND ROTARY INTERNATIONAL RELATIONSHIP MANAGER. Geoff is an integral part of mobilising and monitoring on-the-ground operational processes for AMF, especially at the outset of project and partner identification.



## 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.





*It made a difference to this one.*  
***Thank you*** for all your support in 2021.



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

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



CHARITY COMMISSION  
FOR ENGLAND AND WALES