



THE ANITA
MENDIRATTA
FOUNDATION

ANNUAL REPORT

SEPTEMBER 2021 - SEPTEMBER 2022



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CHAIRMAN'S NOTE



Dear Supporters, Dear Friends,

With great pride we share with you the Annual Report of the Anita Mendiratta Foundation (AMF) for the operating year of 2022 (covering the period of September 2021 to September 2022) - our third full year of operations as a UK registered Charity.

Writing the Chairman's Letter for an Annual Report can be a challenging exercise. Why? One would think that simply stating the facts and the stats of the past years' worth of activity would be enough. We know our readers - our dearly valued partners, donors, and wider community, wish to see the fundamentals of the Foundation operating at a standard of global best practice and verified excellence.

This includes demonstrating that we are complying with all that is required of, in our case, the great honour of being an official UK charity.

Furthermore, it requires demonstrating our commitment to our Charitable Objects:

"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."

In addition, it is important that we demonstrate that we are ensuring that our donors are having their ambitions and expectations met when they entrust AMF with their donations.

CHAIRMAN'S NOTE

For this reason, you will find that the Annual Report for 2021 has been carefully composed to reflect the operations of AMF across the globe, with clear breakdown of exactly how funding is allocated.

Importantly, the reporting year of 2022 focuses heavily on AMF's delivery of new projects that were activated to ensure that barriers to education for young children, especially girls, are removed.

Specifically, AMF had the pleasure of working with an orphanage in India which is determined to ensure that young girls are able to get the learning and life opportunity that they deserve and that they so anxiously seek. Through this process of project identification and activation, AMF underwent a critical learning curve itself. Each new project is an opportunity for our Foundation, for any Foundation, to become more effective in project mobilisation. For all of us at AMF this is an invaluable gift as it enables us to respond more swiftly, smoothly and safely to projects in the future.

Central to this is ensuring that the support provided by the Foundation mirrors the exact needs of the beneficiary.

Often the needs can be very simple, very inexpensive, and very easy to distribute to young learners: mandatory school uniforms, schoolbooks and lunch boxes which children must have to be permitted to attend classes, a dedicated transport vehicle that enables young girls to safely travel to their place of learning, a clean bed to sleep in at night protecting them from hard floors and menacing little creepie crawlies. They are needs that we so easily can take for granted as expectations. For so many, they are the difference between heartache and hope.

Importantly, by removing the barriers that block a child from attending school, AMF is able to remove the pressure of daytime childcare, thus enabling them to go to work and earn an honest living – the lever to safe, secure, healthy homes and communities. This is the power of the projects that AMF supports. They are specifically chosen to be able to have a ripple effect from child to family, family to community, today to tomorrow.

Year after year, the need of the work of AMF only grows greater. Sadly, 2022 was a year of continued pain and pressure on the world. Over and above continuation of the global pandemic, life-shaking crises. Political unrest, natural disasters and economic hardship only added to suffering of so many.

CHAIRMAN'S NOTE

Especially the little ones who simply want a chance to live, laugh and learn in a safe, nurturing, hopeful environment.

Through our reporting, therefore, our focus remains on providing you with all the confidence, reassurance and inspiration that you need seeing that every single donation that has been entrusted to AMF is being towards making a meaningful, sustainable impact with the right projects, in the right places, at the right time, for the right reasons.

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 successful in identifying people and places around the world that genuinely need our help, continuing to have as our first filter traditional travel 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, livelihoods and futures.

I am particularly proud that the third year of operations of AMF was spent continuing to work closely with Rotary International to establish a strong, trustworthy global network that can, and does, enable quick, confident identification of projects where AMF's Charitable Objects can be brought to life to uplift the lives of others.

Our partnership with Rotary International is an invaluable testament to AMF's not only focus, but approach, to service above self.

Today, as we look towards year 4 of AMF, we express our profound appreciation to not only our invaluable Donors and partners, but also people across the world reaching out to AMF with projects seeking the support of the Foundation.

With our hands on our hearts, we thank you for your trust, your support, your confidence, and your faith.

Together we can, will, and are, making an impact.

Because 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 allocating the funding 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 2022 was to start supporting project applications, the Foundation had spent 2 years ensuring that all internal infrastructure was in place to process applications for funding. The ANITA MENDIRATTA Foundation was thrilled to award its first grant in 2021 seeing immediate positive impact, more information on this project can be found on page 09 of this annual report. This would not have been possible if it wasn't for your support and your generous donations.

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 2022 AMF gave grants totalling £7095.00.

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.

PROJECTS

ACCESSIBLE EDUCATION FOR ORPHANS IN ANDHRA PRADESH, INDIA HIGHLIGHTS NEED FOR SAFE SCHOOL TRANSPORT



The Anita Mendiratta Foundation had the honour of partnering with Apt Social Service Society, a small orphanage in the town of Sattenapalli, Andhra Pradesh housing 35 children. The orphanage was in desperate need of a better way to get their girls to school, many of whom were rescued from the streets, and were in danger of being lured or stolen back everyday they took the walk to school.

Additionally, to attend school, all pupils were required to pay ₹18,000 INR (Approximately £188 GBP) in primary school fees, and ₹30,000 INR (Approximately £320 GBP) annually for secondary school children respectively.

Uniforms, books, and stationary are also required for each student to attend the local schools, and these costs add up prohibitively for the orphanage each year.

Apt Social Service Society is a registered charity in India, and had worked previously with a local Rotary chapter, as confirmed by our partner Rotary Great Britain and Ireland. Recent local news coverage and community sentiment is very positive of the institution which provides a safe and secure home for the children until they reach adulthood.

PROJECTS

APT SOCIAL SERVICE SOCIETY

AMF and Apt Social Service Society worked together to purchase a new vehicle for the female students. This provided the needed safety for the female students, and improved retention rates markedly. Local community members spoke on the increased confidence and attendance of the students from the orphanage, showing the positive impact a simple vehicle could make for the overall well-being of students.

Additionally, all 35 children living at Apt Social Service Society received new school uniforms, backpacks, and needed school supplies. It is incredible that something as simple as a new school uniform can drastically improve a student's feeling of self-worth, happiness, and school performance.



"Now children can go to school safely, for the correct time and have everyday attendance. Before when children go little late, school management send children back to home. On the road, it was not safe for girls. Now for girls, it is very safe. Now by this project, all our children had school bags with study materials to study well. Their attendance is good. They are wearing uniforms to school. They are paid their school fee and also tuition fee. Now without any tension mentally and physically they are sitting in the classrooms and studying well. Children are going to school happily."

(A message from a member of the local community)



AMF was touched to begin our journey as a charity with such a hard-working, worthy group of students. We wish Apt Social Service Society, and all of the students, a healthy, happy, and successful next school year.

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 continued 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.



BY 2023 AMF WILL BE:

- Continuing to work with trusted, respected, on-the-ground global organisations to identify, verify and activate grants for the enablement of education in locations across the globe hit by crisis.
- Continuing to build AMF's reputation as a respected entity providing rapid and effective response to communities in crisis, thereby inspiring both new project applications and donor contributions to ensure that those in need get the support required for sustainable, thoughtful recovery.
- Wisely invest in hard and soft infrastructure to enable smarter, smoother processes and systems for project activation and impact evaluation.

STRATEGIC REPORT

STRATEGIC FOCUS

PARTNERSHIPS

During 2022 AMF continued to work with Rotary Great Britain and Ireland in searching for projects to support. Rotary GBI were critical in supporting the due diligence checks needed to issue grants during this operating year.



For AMF'S 4th year of operations, we hope to partner with more trusted, verified organisations to identify and mobilise projects across the globe.

FINANCE

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

TRAINING

Our staff are our most valuable asset and we fully believe in supporting training which will strengthen not only their professional skillsets but the future of the foundation.



FINANCIALS

FINANCIAL REVIEW: ACHIEVEMENTS AND PERFORMANCE IN 2022

The AMF financial accounts year end is September.

In the financial year end of 2022, the foundation had an income of £100,136.06. In addition to this, the foundation had total expenditure of £7,593.05.

RESERVES

On 17 September 2022, AMF had total funds of £91,613.81, 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.

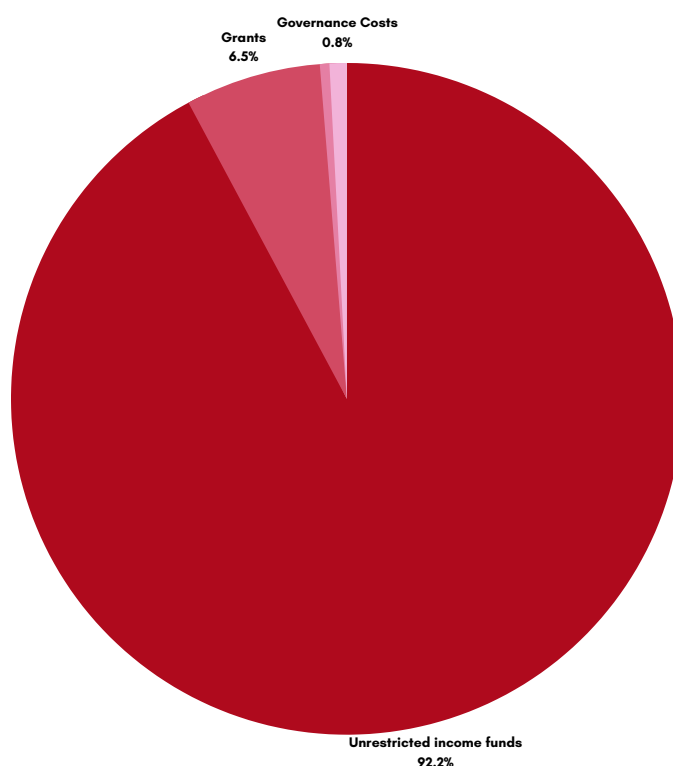
Each item should be supported with a costed business case, be scrutinized by the Board of Trustees before approval. This should take place during the budget approval process. Designated funds should be used within two years of their target date, if this does not take place they should either be released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

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



FINANCIALS

September 18th 2021 – September 17th 2022	£
Income Funds	
• Restricted	00.00
• Unrestricted income funds:	100,136.06
• Designated (earmarked) funds:	00.00
• Our Reserve	00.00
Grants	(7,095.00)
Operating Costs	(527.25)
Governance Costs (accountancy)	(900.00)
Total Net Assets	91,613.81



FINANCIALS

REMUNERATION POLICY

The Trustee board and the Global Project Team compromise 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 22 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 22 of the annual report.

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 minimal 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 some of the administrative costs for the Foundation.

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.

AMF's accounts were audited by Shaun Nixon of CI Accounting LTD. For the full independent examination report, please go to page 21.

LEADERSHIP



ANITA MENDIRATTA



SIMON J. WALSH



DR. CHERYL JAMES-WARD



ALAN ELLIOT MERSCHEN

TRUSTEES AND COMMITTEE MEMBERS

ANITA MENDIRATTA, CHAIRMAN

A globally recognised and respected Tourism, Aviation and Development practitioner, author, diplomat, Anita Mendiratta is the Founder and President of ANITAMENDIRATTA & Associates, a London-based international consulting firm. Working closely with the United Nations and a portfolio of other global entities at the forefront of international development, Anita possesses over two decades working closely with leaders in governments, businesses, and international organisations. A 'Rotary daughter', Anita is admired for having an innate ability to feel the 'heartbeat' behind the economic, social, political and environmental dynamics of nations.

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

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 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

Alan Elliott is the founder of SIGMUND- the first of its kind, not-for-profit free open-source platform for global innovators in tourism. SIGMUND promotes the sharing of creative ideas with potential collaborators. While originally starting his career in academia, Merschen started consulting projects for a variety of industries. This is when he discovered it was the travel and tourism industry that captivated his real interest. Merschen created Myriad Travel Marketing, specializing exclusively in the international travel industry with private clients and governments on five continents. Merschen also serves on several non-profit and start-up advisory boards.

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.

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 they ought to have taken as a trustee to make themselves 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
 09.03.2023

TEAM AMF



JESSICA ZIJLSTRA.



GRACE TOWLER



DANIEL JOHN



GEOFF BLURTON

AMF has three 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 and building the community through marketing and communications.

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.

DANIEL JOHN

Daniel is head of Community Building at the Foundation, creating and posting all of the Foundations communications across all media platforms.

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. Geoff is a Rotarian and former Salvation Army leader.

INDEPENDENT EXAMINATION REPORT

I report on the accounts of the company for the year ended 17 September 2022, which are set out on pages 13 to 16.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent

examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under

section 145 (5) (b) of the 2011 Act; and

- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.



INDEPENDENT EXAMINATION REPORT - CONTINUED -

Independent examiner's statement

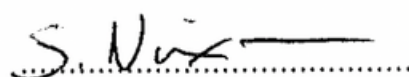
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Shaun Nixon
CI Accountancy Ltd

Date:.....30.03.2023.....

11-12 The Courtyard,
St. Mary's Chare,
Hexham,
Northumberland.
NE46 1NH





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 2022.



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

10 John Street, London, WC1 2EB, United Kingdom
contact@anitamendirattafoundation.org

www.anitamendirattafoundation.org



CHARITY COMMISSION
FOR ENGLAND AND WALES