



THE ANITA  
MENDIRATTA  
FOUNDATION

# ANNUAL REPORT

SEPTEMBER 2023 - SEPTEMBER 2024



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## CHAIRMAN'S NOTE



For any Foundation seeking to serve with purpose, it is not enough to simply grow – we must also continuously learn. Growth allows us to elevate our reach, but learning ensures we elevate our relevance. To truly make an impact, we must be willing to listen more deeply, engage more openly, and act more intelligently, shaping our support not only around what is needed, but how it is best delivered. The most effective foundations are those that are not only generous in what they give, but intentional in how they give it.

Such, gratefully, has been the case with Anita Mendiratta Foundation (AMF) this reporting year.

AMF has, this critical year, elevated not only our reach, but our impact, each step taken a direct expression of our mission: *Getting children at risk back on the path of education by working with partners across the globe who share our vision, values and determination.*

For children forced out of school by crisis, be it poverty, conflict, natural disaster, or social disruption, restoring early education is not just urgent, it is transformative.

Because when a child is able to return to the classroom, hope is restored not only in their young lives, but in their families, their communities, their futures.

Through that simple but powerful act, entire local ecosystems are reactivated operationally, financially, and emotionally, keeping families safe, strong, and hopeful.

This is the work of AMF. In partnership with trusted local organisations in tourism-dependent countries recovering from crisis, AMF's focus is on supporting re-entry into education. Whether little ones entering early education, children in primary school, or young adults entering vocational training, AMF works to rebuild community resilience and unlock long-term opportunity. Through every project, we aim to make a world of difference, quietly, carefully, and with conviction.

How do we choose? Carefully, considerately, and compassionately, confident that even the smallest steps taken with the greatest heart can lead to the deepest impact. For me, that has been the defining truth of this journey. This past year has been both a continuation of our AMF impact, and a celebration of our AMF community – partners, donors, benefactors. In Andhra Pradesh, India, AMF proudly marked its third year of partnership with APT Social Service Society, a safe and loving home for 45 orphaned girls. What made this year particularly special was the opportunity for our AMF team to visit the children in person for the very first time to see their joy, their pride in their school uniforms, and the lasting impact of the transportation, school supplies, and bunk beds we've been honoured to provide.



## CHAIRMAN'S NOTE

- Seeing their eyes light up with recognition and trust reminded us that impact is never just in numbers. It is in moments. It is in relationships built across miles and made strong through care.
- This was also the year AMF expanded its support into Nepal, joining hands with Street Child to help build a new school in a remote Himalayan village for a community where formal education had remained out of reach. With this partnership, we are not only helping to construct a physical school, but to create a generational shift: a future where children will no longer have to walk for hours or leave their families behind to access a basic education. Instead, they will learn in a space built with their culture, their needs, and their futures at its heart.
- And in India's Andhra region, we also deepened our commitment to girls' empowerment through a new partnership with Adventure Aid, creating a new sewing programme for girls and young women. This sewing programme has since evolved into the EmpowerHer sewing school, which can be found on our website. This programme equips young women, many of whom are survivors of severe hardship, with practical skills, emotional strength, and a pathway to financial independence. What makes this initiative so powerful is not just the training, but the transformation. With every stitch, these women are reclaiming their agency and rebuilding their futures, stitch by stitch, with pride.

Across each of these projects and through our on-the-ground partners – APT, Street Child, Adventure Aid – what unites us all is not just need, but the promise.

Because at our core, and deep in our hearts, AMF exists to unlock promise.

To our donors, our partners, our Board of Trustees, our team, and the extraordinary women and men on the ground turning vision into daily impact, I offer my deepest, warmest, loving thanks. You are the heartbeat of AMF.

As we look to the year ahead my resolve is stronger than ever. My determination is greater than ever. And my gratitude is stronger than ever. Because now more than ever every starfish matters. x

Best always,



Anita Mendiratta



## OUR IMPACT



AMF is a registered charity (registered number 1185358). We partner with local organisations in tourism-dependent countries to help rebuild communities following a crisis by getting children at risk back on the path to education. By reactivating community ecosystems through schooling, we ensure families and communities remain safe, strong and hopeful in the face of adversity.

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 aim for 2024 is to expand the reach of The Anita Mendiratta Foundation by supporting a greater number of education-focused projects and deepening partnerships with trusted organisations around the world.

In 2023, AMF proudly awarded two impactful grants – one in India to continue our support of the APT Social Service Society's children's home, and one in Jordan in partnership with Humanity & Inclusion, providing critical educational access for children with disabilities.

In 2024, we were delighted to fund three additional projects: ongoing support for the APT Children's Home in Andhra Pradesh; the launch of the EmpowerHer Sewing School in collaboration with Adventure Aid and IHCL, equipping women in rural India with skills and opportunity; and a vital school reconstruction initiative in Nepal in partnership with Street Child, providing earthquake-resilient classrooms and safe learning environments for hundreds of children.

## OUR IMPACT - CONTINUED

These life-changing projects would not have been possible without your generous donations and enduring trust in our mission — thank you.

### 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 operating year 2024 AMF gave grants totalling £31,135.30.

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

We believe that restoring access to education is the most powerful way to protect those most vulnerable – young and old – rebuilding communities, and creating lasting opportunity in the wake of crisis.

For this reason, AMF continues to apply its focus on the following 4 critical areas of community rebuilding:

### OPERATIONAL

#### ACCESS:



Removing barriers to education, helping children find a safe place to learn, play and grow.

#### TRAINING:



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

### STRATEGIC

#### PARTNERSHIPS:



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

#### SUSTAINABILITY:



Attracting other funders to ensure sustainability of programme support.

## OUR ACTIVE PROJECTS

### SNAPSHOT

#### THE WHERE:

Andhra Pradesh,  
India

#### THE WHEN:

1 Year

#### THE WHAT:

Child Welfare,  
Education.

#### THE WHO:

45 girls



AMF is honoured to support APT Social Service Society, a safe haven for orphaned and vulnerable children in Andhra Pradesh, India for a third year. Many of these children have lived on the streets, faced hunger and extreme poverty, been forced into child labour, or lost their families. APT gives them not just a roof and a bed, but something far more powerful: love, dignity, and the chance to go to school and dream again.

AMF has proudly supported APT by covering essential educational costs for over 60 children, aged 6 to 16. Our ongoing grant ensures they have access to school fees, uniforms, books, and daily transportation – giving them the resources and routine needed to thrive in the classroom and beyond.

#### Funding Support: 2023–2024

Thanks to the generosity of our donors, AMF approved a grant of INR 707,600 (approximately £6,800 / USD 8,300) to cover:

- Tuition fees for over 60 children
- Uniforms and shoes
- Textbooks and stationery
- Daily safe transportation to school – including a vehicle, drives, and funding for gas.

This investment does more than provide materials. It ensures consistency, dignity, and the belief in every child that they are worthy of an education—and a future.





## OUR ACTIVE PROJECTS

### CONDUCTING DUE DILIGENCE - A SITE VISIT TO APT

#### October 2023 Site Visit: A Strategic Review

In October 2023, AMF's Co-Leads of Global Projects conducted an in-depth site visit to APT to evaluate the effectiveness and sustainability of the Foundation's support. The visit had several objectives:

- Assess project progress in helping children stay enrolled in school.
- Verify the allocation and impact of AMF funding.
- Evaluate well-being, living conditions, and educational facilities.

The AMF team visited the orphanage and local schools, met the children, engaged with their caregivers and teachers, and observed firsthand how the resources were being utilised. **These engagements confirmed the impact of the Foundation's contribution in creating a safe, encouraging environment for learning and growth.**

From the moment we arrived, we were welcomed not as visitors, but as family. The children ran to greet us with laughter and open arms. We played games in the dirt path next to the orphanage, watched the children create colourful drawings with donated supplies from our donors, and enjoyed beautiful dances and ceremonies that the children had rehearsed and performed on our arrival.



We sat with the staff, some of whom grew up in the home themselves, who give so much of themselves every day to these children, offering not only care but a sense of belonging - a family.

And yet, as joyful as these moments were, they were anchored in the reality of rural India and the extreme poverty that is an everyday reality not only for these children, but the community they will one day inhabit as adults.

We saw the limitations. The cracks in walls. The scarcity of supplies. The fragility of a system that depends entirely on goodwill. And still, we saw resilience. We saw futures being rebuilt, one child at a time. Most importantly, we saw the glimmer of hope that education brings these children, particularly the girls.



## OUR ACTIVE PROJECTS

### CONDUCTING DUE DILIGENCE - A SITE VISIT



#### KEY FINDINGS FROM AMF'S 2023 PROJECT SITE VISIT

During AMF's October 2023 visit to APT Social Service Society in Andhra Pradesh, five core insights emerged, highlighting both the meaningful impact of our support and areas for future focus.

- AMF's support is directly keeping 60+ orphaned children in school with consistent attendance, strong engagement, and visible emotional growth.
- The grant is being responsibly managed, with school fees, uniforms, books, and transportation delivered as intended.
- While the environment is safe and loving, infrastructure remains modest, highlighting a need for future investment in facilities.
- Children deeply valued the personal interactions during the visit, reinforcing that care, presence, and trust are just as vital as material support.
- The visit uncovered gaps in need and affirmed the importance of regular, on-site engagement to ensure sustainable impact.

#### What We Learned, What We Carry Forward

This visit was more than an audit—it was a powerful reminder.

- We learned the **power of presence**. The children didn't just need support; they craved connection.
- We saw that **hope lives in the ordinary** — in laughter during games, in chalk on hands, in the pride of a choreographed Bollywood number.
- We were reminded that **philanthropy is most powerful when it's personal** – demonstrated by the suitcases full of donations for the children from our donors.



## OUR ACTIVE PROJECTS

### CONDUCTING DUE DILIGENCE

#### Reflections from the Heart of Change

Standing amidst the dust and vibrant colours of Andhra Pradesh, what struck us most was not simply the impact of AMF's funding, but the transformative power of human connection. In every smile, every shared moment, and every hopeful gaze, we witnessed a quiet revolution taking place—one built not on grand gestures, but on consistency, care, and belief in potential.

The visit reminded us that change is not always loud. Sometimes it's in the steadiness of a girl boarding the school vehicle safely each morning, or the pride with which a child displays their schoolbooks, knowing someone believes in their future. These are not just stories of charity; they are stories of dignity being restored, futures being reclaimed, and communities being gently rebuilt from the inside out.

In these moments, we saw what AMF is truly about—not just providing support, but walking beside those we serve, listening, learning, and standing in solidarity. This is the essence of due diligence at AMF: ensuring impact with integrity, compassion, and an unwavering commitment to those who need us most.



*"Verification isn't just about confirming funds are used properly—it's about seeing the real impact on children's lives. It helps us identify what's working, but also what's missing. These visits ground us in reality, ensuring our support remains accountable, relevant, and responsive to the evolving needs of the children we serve."*

*"Site visits are an essential part of project verification, offering donors the reassurance that their contributions are reaching exactly where AMF has committed. But this visit changed my life forever. Witnessing first-hand the impact our projects have on the lives of so many beautiful children—and knowing that our donors made this possible—has left an indelible mark on me."*





## OUR ACTIVE PROJECTS

### SNAPSHOT

#### THE WHERE:

Karnali, Nepal

#### THE WHEN:

6 months to build

#### THE WHAT:

A Primary School

#### THE WHO:

500 children



On November 3, 2023, a powerful 6.4 magnitude earthquake struck Nepal's Jajarkot and Rukum West districts, leaving devastation in its wake. It was the deadliest quake since the 2015 Gorkha disaster, killing more than 150 people, injuring hundreds more, and damaging or destroying over 36,000 homes. Among the hardest hit were schools, a community pillar in most of the remote and mountainous villages, leaving thousands of children without safe spaces to learn.

The earthquake compounded existing challenges of poverty, isolation, and limited access to basic services and left families without the little support they once had when their children had access to a classroom.

In response, The Anita Mendiratta Foundation partnered with Street Child UK to support urgent efforts to restore education for affected communities.

Together, we funded the construction of a new school - a Transitional Learning Centre (TLC) and a dedicated WASH (Water, Sanitation and Hygiene) facility at the Shiva Shankar Basic School in Nalgad Municipality - one of the areas most impacted by the quake.

The TLC was designed as an immediate solution to ensure children could return to school as quickly as possible. Built using disaster-resilient materials, the structure offers a safe, stable environment where approximately 300 children can continue their education without delay.

More than just a classroom, the centre restores routine and reassurance for children who have experienced profound trauma and disruption.

## OUR ACTIVE PROJECTS

### STREET CHILD UK



Alongside the TLC, the construction of a WASH facility ensures that clean drinking water, gender-segregated toilets, and handwashing stations are available on-site. These services are critical in post-disaster contexts—not only for protecting children’s health, but for keeping them, especially girls, in school. By addressing both educational and hygiene needs, this project supports the long-term wellbeing of students and the broader community.

This intervention was carried out with a strong emphasis on community engagement, aligning with Street Child’s and AMF’s shared commitment to sustainable, locally-driven recovery. The result is not only a functional learning space, but also a strengthened foundation for educational continuity, a source of temporary jobs for the community, and community resilience.



For families in Nalgad, the reopening of Shiva Shankar Basic School marks a turning point in their recovery. It offers hope, stability, and a renewed sense of possibility.

As long-term reconstruction continues, the TLC and WASH facilities will ensure that children are not left behind, and that education remains a priority even in crisis.

We hope the photographs of the children returning to school, learning in new classrooms, puts a smile on your face as it did ours. We extend our deepest gratitude to our donors and on-the-ground partners. Your generosity and dedication helped transform destruction into opportunity.

**Together, we are helping children in Nepal reclaim their right to learn, grow, and dream: no matter what challenges they face now or in the future.**



## OUR ACTIVE PROJECTS



### STREET CHILD UK



*"We are very grateful to the Anita Mendiratta Foundation for their generous support in rebuilding education after the 2023 Jajarkot Earthquake. With their support we were able to construct two classrooms and two latrines with a hand washing station, which is now supporting over 300 children and 10 teachers in the remote village of Nalgad municipality in Karnali. This structure will last for over 10 years and will continue to support many more children in the years to come."*

*"During recovery and response programmes after disasters, often remote locations are underreached, but we are thankful to AMF for prioritising hard to reach areas and supporting the children there."*

Sanjay Budathoki- Programmes Manager, Street Child of Nepal





## OUR ACTIVE PROJECTS

### SNAPSHOT

#### THE WHERE:

Andhra Pradesh,  
India

#### THE WHEN:

6 months

#### THE WHAT:

Education Program

#### THE WHO:

15 women, 5  
communities

### Skills Education for Young Girls and Women



In 2024, The Anita Mendiratta Foundation proudly supported a transformative vocational training initiative in rural Andhra Pradesh, India—an area where economic hardship, caste-based exclusion, and limited education opportunities continue to challenge women's access to dignified livelihoods.

In partnership with Adventure Aid, a UK-registered charity led by Ashley Platen-Mills, we funded a comprehensive sewing programme designed to equip women with lifelong skills and practical tools for income generation.

Thanks to the generosity of our donors, 15 women from marginalised communities received sewing training. The grant covered the full cost of instruction, centre fees, and the provision of a personal sewing machine to each participant upon completion, empowering the women to start home-based businesses and achieve financial independence.

This project prioritises support for Dalit women, those most often excluded from mainstream opportunities due to deep-rooted social inequities.

Many participants are single mothers or young women with minimal formal education, who previously relied on agricultural labour that earns less than £2 per day. Through this programme, they now have a realistic chance to double their income while remaining within their communities and caring for their families.

To ensure post-training success, Adventure Aid selects a maximum of three women per village, creating sustainable opportunities without oversaturating the local market. This approach strengthens the village economy, supports the participants' ability to generate ongoing work, and lays a foundation for long-term stability.

## OUR ACTIVE PROJECTS

### ADVENTURE AID

The programme's impact extends far beyond each individual. Increased income allows women to invest in their families, most importantly by sending their children to school. In past cohorts, several graduates have used their earnings to enrol their children in private education, further amplifying the intergenerational benefits of economic empowerment.

Adventure Aid has been active in Andhra Pradesh since 2013, working closely with trusted local partners to deliver projects in education and vocational training. This year's programme marks the fifth successful cohort of sewing trainees and continues a model that has already transformed dozens of lives.

At The Anita Mendiratta Foundation, we believe in the power of small, intentional interventions to create lasting change. Through the support of vulnerable, impoverished young women to enter vocational training, this project is a clear example, an initiative rooted in dignity, opportunity, and the belief that every woman, when given the tools and support, can build a better life for herself and her family.

***It never ceases to amaze me what can be achieved when like-minded individuals come together with a common goal, pooling their resources and delivering a project that is impactful to so many, like the sewing project is. It impacts not only the individual, but their family and the wider community. Long may this partnership continue.***

**Ashley Platen-Mills**  
**Founder & President of Adventure Aid**

We remain deeply grateful to our donors and partners who made this possible.

Together, we are creating threads of change that strengthen the social and economic fabric of entire communities.



## MONITORING & EVALUATION

### DELIVERING WITH FOCUS AND ACCOUNTABILITY

At the Anita Mendiratta Foundation (AMF), we do more than fund education – we deliver measurable, mission-aligned impact. Our commitment to Monitoring & Evaluation (M&E) ensures that every initiative contributes directly to our stated charitable objectives and maximises donor trust.

#### Directly and Meaningfully Translating Mandate Into Measurable Action

AMF's operational mandate is reflected in four priority areas:

1. Safe and Accessible Schooling.
  - a. Funding school reintegration.
  - b. Covering fees, uniforms, and safe transport to support stable attendance.
2. Community-Centric Learning Initiatives.
  - a. Supporting learning hubs that also serve as shelters and social infrastructure.
3. Teacher Training and Capacity Building.
  - a. Enhancing teaching quality, especially in crisis-affected areas.
4. Employable Skills Development for Adults.
  - a. Providing vocational training to enable families to sustainably support children's education..

#### AMF's Delivery Parameters

To guide strategic focus and resource efficiency, AMF operates to the following measurable parameters:

Metric	Target	Purpose
<b>Projects Initiated</b>	Max. 5 annually	Ensures quality over quantity, safeguarding project depth and donor stewardship
<b>Children Supported</b>	Min. 200 enrolled/year	Focus on access and consistency of education for at-risk children
<b>Partnerships Developed</b>	At least 3 donor partnerships/year	Reinforces long-term funding sustainability



## MONITORING & EVALUATION

### Trusted Partnerships: Our Eyes on the Ground

As AMF is not an implementing agency, we rely on trusted partners to ensure:

- All funded charities are registered not-for-profits
- Programmes are verifiably active and accessible
- Local Rotary clubs can conduct spot checks throughout the project lifecycle



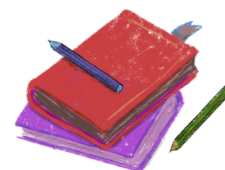
These strategic partnerships underpin our impact model and include:

- Rotary International – infrastructure expertise and verification
- Local NGOs & Community Groups – operational delivery and relevance (e.g., Mercy & Grace, Street Child, Humanity & Inclusion)

### Evaluation in Practice

Our Monitoring and Evaluation framework evaluates:

- Outputs: What is delivered (e.g., classrooms built, uniforms distributed)
- Outcomes: What changes (e.g., improved attendance, community cohesion)
- Impact: What endures (e.g., generational uplift, self-sufficiency)



Regular updates, site visits, and beneficiary engagement provide transparency and allow AMF to assess programme health and adapt swiftly to challenges.

# 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 ongoing mission is to identify and support individuals and projects rebuilding childcare and education in crisis-affected communities. While emergency response often prioritises infrastructure, restoring education and the social fabric of daily life is frequently delayed – leaving children and families without the routine, stability and sense of purpose that learning provides. At AMF, we believe these elements are not secondary but essential to long-term recovery and resilience.

### BY 2025 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.
- Strengthening AMF's reputation as a trusted pathway to education for children, inspiring new project applications and donor support to enable sustainable, thoughtful recovery.

- Work with companies and organisations to create partnerships to make a greater impact on those in need of our support.

## STRATEGIC FOCUS

### PARTNERSHIPS

During the operational year of 2024 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.

We were also fortunate this year to work alongside two remarkable organisations: Adventure Aid UK, a volunteer-led charity dedicated to empowering vulnerable communities through sustainable development projects and hands-on support; and Street Child, a leading international charity working to ensure children in low-resource environments can access education, even in the most challenging circumstances.

All partners have brought valuable expertise and deep local insight to our shared mission.



Club of Great Britain & Ireland



For AMF'S 6th 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.

## FINANCIALS

### FINANCIAL REVIEW: ACHIEVEMENTS AND PERFORMANCE IN 2024

The AMF financial accounts year end is September.

In the financial year end of 2024, the foundation had an income of £9,948.00. In addition to this, the foundation had a total expenditure of £32,956.11.

#### RESERVES

On 17 September 2024, AMF had total funds of £59,134.43 (with total free reserves of £8,223.25).

#### 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 future funding needs. This policy can be found on our website.

#### DEFINITIONS

##### Free Reserves:

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

##### Undesignated 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.

##### Operating Costs:

Operating costs include bank charges for international transfers, account fees, STRIPE deduction fees (as stated on our website) independent examiners report, website hosting and Data Protection Fee.

### 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.



## FINANCIALS

### FINANCIAL REVIEW: ACHIEVEMENTS AND PERFORMANCE IN 2024

#### Designation of funds continued:

- 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.

September 18th 2023 – September 17th 2024	£
Income Funds	
• Restricted	00.00
• Unrestricted income funds:	9,948.00
• Designated (earmarked) funds:	00.00
• Our Reserve	8,223.25
Grants	(31,135.30)
Operating Costs	(920.81)
Governance Costs (accountancy)	(900.00)
<b>Total Net Assets</b>	<b>59,134.43</b>

## FINANCIALS

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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 27 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 27 of the annual report.

### GUIDE TO AMF'S FINANCES

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#### 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 absorbed 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 27.

AMF's accounts were audited by Shaun Nixon of CI Accounting LTD. For the full independent examination report, please go to page 27.



## LEADERSHIP

### TRUSTEES AND COMMITTEE MEMBERS



#### ANITA MENDIRATTA, CHAIRMAN

A globally recognised and respected Tourism, Aviation and Development practitioner, published author, and diplomat, Anita Mendiratta is the Founder and President of ANITA MENDIRATTA & 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.

*“Just 6 years ago Anita Mendiratta Foundation (AMF) officially began operations – a quiet, deeply personal commitment to creating a meaningful, lasting impact for little ones around the world in places well known that were needing our help, now. Since then, each day, each place AMF touches, each child’s smile we see, has reinforced to me that AMF is heart in motion – my heart, the hearts of our Trustees and team, and those of our donors and partners. Each AMF project we are blessed to activate reflects our fundamental commitment to not trying to change the whole world at once – no one can do that, but changing someone’s world, with love, hope, and dignity, one AMF programme at a time – because we can and we must. x”*

#### 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).

*“Being a trustee of The Anita Mendiratta Foundation fills me with pride as I witness the tangible, positive change we bring to communities in need. The foundation’s unwavering commitment to dignity, opportunity, and hope continues to inspire and uplift lives around the world.”*





## LEADERSHIP

### TRUSTEES AND COMMITTEE MEMBERS - CONTINUED



#### CHERYL JAMES-WARD, TRUSTEE

Dr. Cheryl James-Ward is an internationally recognized educational leader based in the Southwestern United States, known for transforming school systems through innovation, access, and visionary leadership. A former superintendent, CEO, tenured professor, and NASA software engineer, she brings an unparalleled breadth of expertise to every initiative she leads. Her work has consistently centered on building future-ready schools, empowering leadership teams, and fostering strong, trust-based community partnerships.

“AMF is about creating pathways to success for children in tourism-supported countries who have endured extreme hardship. As a board member, I’ve witnessed the transformative power of our work—from providing transportation to funding sewing machines that empower young women to launch their own businesses. It has been a humbling and life-changing experience to be part of a mission that turns resilience into opportunity.”

#### ALAN ELLIOTT 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.



“What began as a simple idea has grown into a powerful, human-centric approach to creating meaningful change bringing education to those most in need. With remarkable rigour, enthusiasm, and passion, the AMF team has taken the torn fabric of many of the world’s crises and sewn it into a tapestry of lasting impact. I deeply admire what AMF do each day and can’t wait to see what’s next.”

## LEADERSHIP

### 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 (2016),
- 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  
19.06.2024

## TEAM AMF

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, building the community through marketing and communications and conducting project visits and evaluations.

The staff work tirelessly to ensure the smooth running of the Foundation; actively seeking projects, vetting project applications, writing official documentation, processing accounts, and communicating with partners and donors.

### JESSICA ZIJLSTRA

Acting as CO-LEAD of GLOBAL PROJECTS, Jessica assists with the daily running and operation of AMF. This includes, amongst many day-to-day tasks, communication with partners throughout the project and marketing support for AMF. In addition to this, Jessica conducts project site visits to ensure that donations have been spent appropriately, that agreed outcomes are being delivered, and that each project is having the intended impact on the ground.



*Being part of AMF has shown me the extraordinary power of quiet, consistent action. Every project we support is rooted in compassion and care, and it's an honour to help turn that vision into real opportunities for children and communities around the world.*



### 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. Grace also works closely with Jessica and Geoff Blurton, to conduct all due diligence checks on applications and projects. Additionally undertaking site visits to project locations, providing on-the-ground oversight to verify that funds are being used as intended and to engage directly with partners and beneficiaries, ensuring our support is truly making a difference.



*Over these six years with AMF, I've witnessed how a shared commitment to education, dignity and community resilience can truly change lives. It's a privilege to be part of a movement where every effort, no matter how small, adds up to meaningful impact.*





## TEAM AMF

### ADVISORS

At AMF, we recognise the importance of combining passion with expertise. That's why we engage trusted advisors and respected organisations such as Rotary International to guide our work. Our advisors provide invaluable support, offering strategic insight and technical expertise to ensure the success of every project.

They play a crucial role in conducting due diligence, verifying on-the-ground activities, and ensuring that every initiative aligns with our mission of sustainable community recovery. Rotary's global network, with its extensive web of clubs and connections, enhances this approach by enabling seamless collaboration, local verification, and the sharing of best practices across borders. This trusted support system not only safeguards the integrity of our projects but also amplifies our collective impact, making each initiative more robust, transparent, and sustainable.

#### 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.



### 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.



## INDEPENDENT EXAMINATION REPORT

I report on the accounts of the company for the year ended 17 September 2024, which are set out on pages 19 and 20.

### **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~~06.2025.....

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







*It made a difference to this one.  
**Thank you** for all your support in 2024.*

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](mailto:contact@anitamendirattafoundation.org)

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



CHARITY COMMISSION  
FOR ENGLAND AND WALES