

girls ALIVE Trustees' report

for the year ended 31 March 2021



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Charity and Trustee details

- Charity name - girls ALIVE
- Charity registration number - 1189672
- Principal office address - 8 Bentsbrook Park, North Holmwood, Dorking RH5 4JN
- Charity Trustees
 - Gill Venables - Chair
 - Esther Guy - Treasurer
 - Philippa Curphey - Trustee

Structure, governance and management

Governing document - girls ALIVE Constitution

Objectives and activities

Charity purpose - For the public benefit, to advance the health of women in England in particular, but not exclusively, by providing them with opportunities to be physically active.

Charities main activities- girls ALIVE gives women the opportunity to become active by providing volunteer-led activity groups which are all-female, non-competitive and affordable. girls ALIVE is non-discipline specific and currently has running, road cycling, mountain biking, pool swimming, open water swimming and hiking groups. We offer regular activities and one-off events. Some participants decide they want to expand their involvement and give something back by becoming volunteers. They are provided with support, guidance and training (as appropriate) to help them grow into their role.

Financial review of reserves

As a young charity having faced a challenging and uncertain start, we have not yet been in a position to build reserves.

Public benefit statement

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives and activities, and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the objectives and activities that have been set. In so doing, the trustees have complied with the duty in section 4 of the 2006 Act to have due regard to guidance on public benefit, published by the commission.

girls ALIVE's aim is, for the public benefit, to advance the health of women in England in particular, but not exclusively, by providing them with opportunities to be physically active. Our public benefit is apparent in the improved health, mental health and wellbeing of the women who are directly involved in our activities and also as a ripple effect, benefitting children, families, friends and whole communities.



Achievements and performance

A challenging start

The emergence of the pandemic and the restrictions that followed presented significant challenges for girls ALIVE as a newly formed charity. Our work became more important than ever as physical activity and social contact were desperately needed to support physical and mental health through successive lockdowns.

Faced with the shutdown of our in-person activities, due to government restrictions, we had to be dynamic and adapt quickly in order to continue to support our beneficiaries, who at the time numbered 165 women.



The emergency plan

The Trustees and management met regularly (virtually) as the situation developed to carefully plan how best we could support our members and to continue to deliver our charitable purpose. 4 main aims were identified

- Keep moving
- Stay connected
- Keep members informed
- Stay safe

Keep moving

We began by running a series of online physical activities including yoga, strength and conditioning, low impact workout etc. These quickly grew popular and were a great tool for keeping people connected as well as supporting physical wellbeing. We continued to run a weekly programme of this kind until 4 weeks after the last lockdown.

Virtual activities schedule and marketing material

girls ALIVE

virtual activities

Supporting the health and well-being of women during the national lockdown



Supported by Sport England, Active Surrey and The National Lottery
girls ALIVE is able to bring you free virtual activity sessions to help us stay active and connected

Welcoming & encouraging | All-female | Free sessions | For all ages (18+) and ability levels

Low impact workout - for all including those with lower mobility
Strength and conditioning - intermediate
Mindfulness - a chance to take a moment for yourself
HIIT - higher intensity training
Pilates - for all abilities
Run coaching - from beginner to intermediate
Yoga - for all abilities
Skills sharing - build confidence in the skills we need to be independently active
Community cuppa - virtual catch up over a cuppa
Swim zone - swim related topics for those missing the water

To register and for full weekly schedule go to www.girlsalive.org.uk
@girlsaliveuk or email eleanor@girlsalive.org.uk

LOTTERY FUNDED | girls ALIVE | SPORT ENGLAND | ACTIVE SURREY

girls ALIVE virtual programme

Monday	10-10.45am Low impact workout 8-8.30pm Skills sharing
Tuesday	2-2.15pm gA community cuppa 6.30 pm Strength and conditioning
Wednesday	12-12.45pm Mindfulness
Thursday	8.00 - 8.30 am HIIT class 7.30-8pm virtual ride on Zwift
Friday	11-11.45am Pilates 2-2.15pm gA community cuppa
Saturday	9-9.30am Improve your run form
Sunday	10am Morning yoga

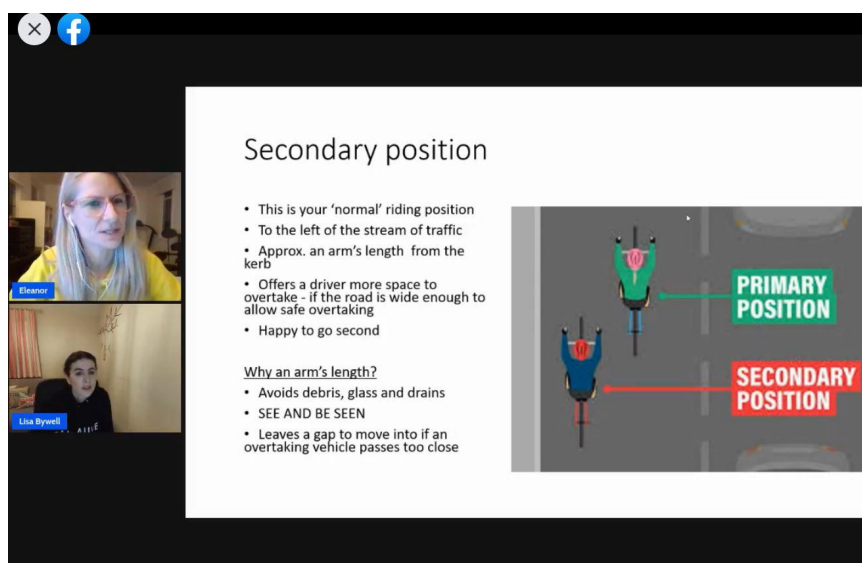
Social chat before low impact workout



Staying connected

We further developed our online programme to include well being check ins, which we called Community Cuppas, and skills sharing sessions hosted by volunteers who had knowledge of a particular topic. Safe road positioning and map reading, amongst others, were hosted by our brilliant volunteers, who enjoyed the challenge of preparing for the session and sharing their skills with other members. For our swimmers who were desperately missing the water, we hosted inspiring talks by Channel swimmers, authors and champion ice swimmers, as well as shared safety information about open water swimming.

Safe road positioning for cyclists webinar - Eleanor and Lisa

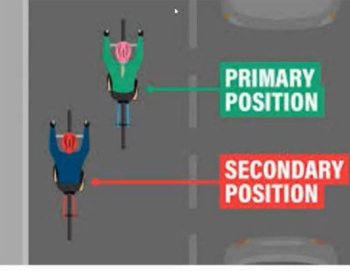


Secondary position

- This is your 'normal' riding position
- To the left of the stream of traffic
- Approx. an arm's length from the kerb
- Offers a driver more space to overtake - if the road is wide enough to allow safe overtaking
- Happy to go second

Why an arm's length?

- Avoids debris, glass and drains
- SEE AND BE SEEN
- Leaves a gap to move into if an overtaking vehicle passes too close



PRIMARY POSITION

SECONDARY POSITION

Map reading webinar - Tracey and Alex



How to stay on your route

Setting your map -

Using a compass OR Using features

streamyard.com is sharing your screen. Stop sharing Hide

Map Reading and Navigation | Map and Routes

Mountain bike maintenance - Jenny, Keryn and Zoe



Social media was a very useful tool that we used to keep our members moving, connected and reaching out to new beneficiaries. We ran a series of online challenges such as 'Lockdown to Lapland', 'Join in Jan' and 'gA Strava art' challenge. There was clearly a huge appetite for good online content that kept people feeling positive and connected as our Facebook membership grew significantly during this period.

Our activity app, Spond, played a part in connecting people and keeping them active too. When government restrictions allowed people to meet in 2's for exercise, we adapted our app permissions to enable our members to connect with each other to arrange to 'buddy up' for walks, runs and cycles.

Nellie and Seema getting together for a hike in the rain



Rona and Esther featuring in one of our newsletters to highlight our buddy system and our photo competition to inspire others to get out when possible



Our lockdown #2 photo competition

We have loved seeing how you have buddied up over the last few weeks and even shared some of your gorgeous photos on our Facebook community page.

Well done to Esther and Rona who took a dip in the Channel yesterday in an effort to continue their swim training and hang on to their cold water acclimatization. Just look at those post-swim smiles.

We'd love to get a collection of photographs together tell the story of how we have survived another lockdown with the support of our girls ALIVE buddies so we thought we'd run a little competition. Keep an eye on our Facebook community page next Wednesday for details of what you could win!!!

If you are not already a member get on over there for all the girls ALIVE latest [Click this link to request membership to this closed page on Facebook and join in the fun.](#)

To keep our members motivated to get outside and remain active we ran a number of physical challenges including girls ALIVE PB challenge and virtual Couch to 5K.

The idea of the PB challenge was to set and train for your own personal goal and once completed you got a medal. This challenge was inclusive, fun and inspiring and certainly helped our beneficiaries to feel connected and to retain a sense of community during a time when many were feeling isolated and anxious.

Theresa's girls ALIVE PB Challenge



The Couch to 5K challenge encouraged those who have not tried running before to engage with the NHS Couch to 5K programme and cheer each other on via our social media channels. We were able to create a real sense of teamwork and encouragement through both of these challenges

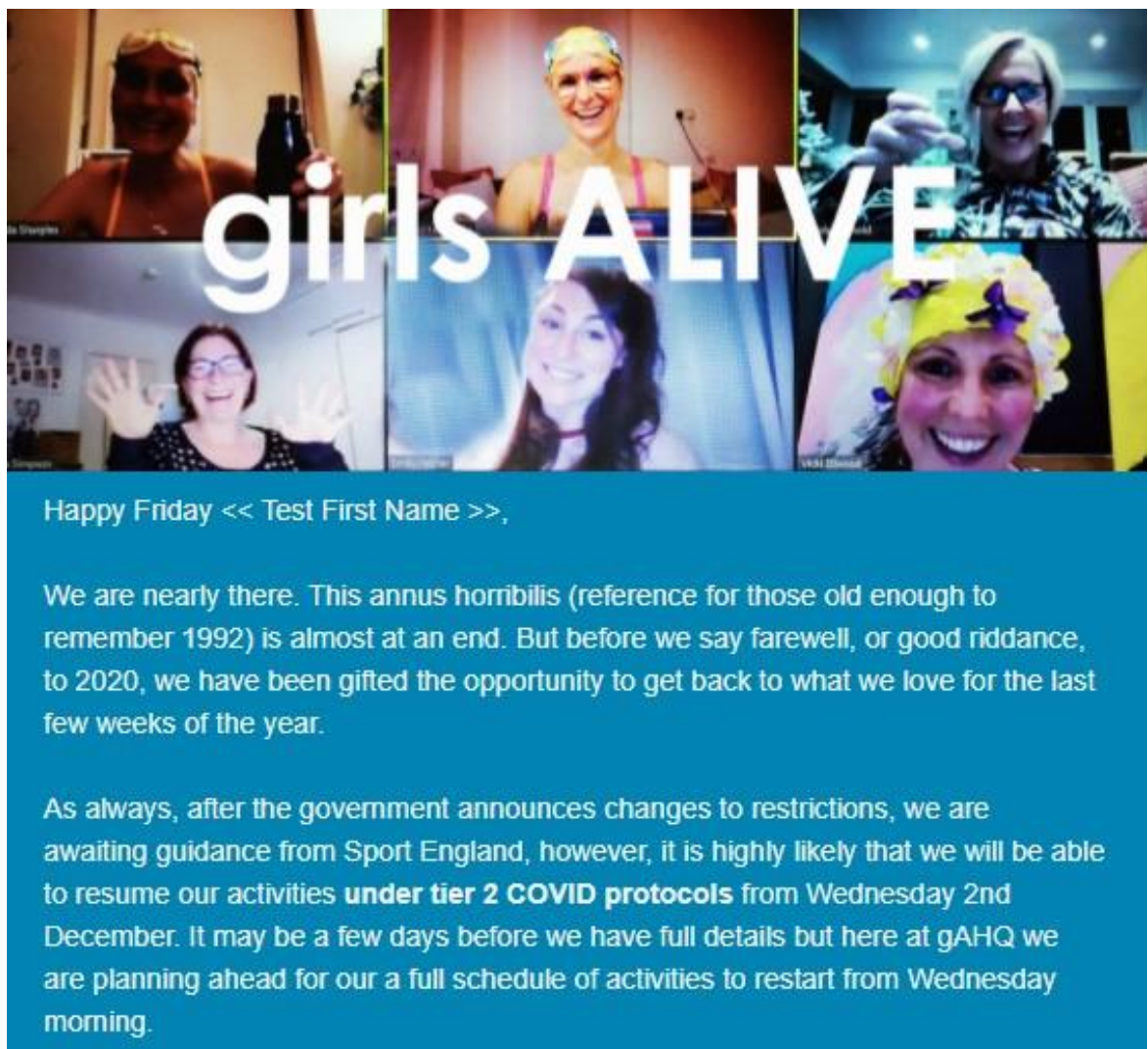
Abi completing her Couch to 5K challenge



Keeping people informed (and smiling)

Throughout the changing times of the pandemic we sent out regular newsletters to keep members and volunteers informed of the latest restrictions and what support was currently available through girls ALIVE. We also used social media and our member app to inform members of changes to activities and covid protocols.

An example of our typically jovial yet informative member update & Amanda, Eleanor, Carolyn, Emma, Emily and Vicki enjoying a bit of Channel swimming chat on zoom



Staying safe

Each time government restrictions were lifted, we were quick to resume any permitted activities under strict covid protocols. We used our club app, Spond, to support us in keeping accurate attendance records, restrict group numbers, organise groups, communicate plans and covid protocols.

Member Covid update & Tuesday morning hike demonstrating social distancing during the rule of 6



We want you to feel confident and able to return to your beloved activities in the knowledge that we are doing what's required to keep our groups COVID safe.

Here is a reminder of our COVID code which applies across all our activities, without exception.

girls ALIVE COVID Code

- 1 - Register your attendance using the Spond app
- 2 - Remain in your pod of 6 or fewer
- 3 - Maintain social distancing at all times - before, during and after your activity
- 4 - Wash/sanitise your hands before, during and after your activity. Please bring a small bottle of hand sanitiser for personal use.
- 5 - Strictly, no sharing of food, drink or equipment
- 6 - You must not attend a girls ALIVE activity if you have COVID symptoms, someone in your household has COVID symptoms or if you have been asked to self isolate by NHS track and trace.
- 7 - If you develop Covid symptoms or test positive for COVID, please email eleanor@girlsalive.org.uk immediately.

Using the time to plan ahead

During lockdowns we used the time wisely to put new structures, procedures and policies in place for our fledgling charity.

The Trustees and management worked hard so that once restrictions were lifted we would be as ready as possible to get back to our in-person activities.

We developed and planned our volunteer training programme during this time so that it was ready to be implemented in April 2021.

Volunteer ride leader training

Tracey, Fiona, Gill, Georgina, Karen and Lisa



Volunteer hike leader training

Seema, Hilary, Kate, Violetta, Tasha and Smita



Growth in beneficiary numbers

From March 2020 to March 2021 our registered beneficiary numbers grew from 165 to 302.

In summary

Throughout an exceptionally challenging first full year as a charity, girls ALIVE adapted rapidly and successfully delivered its charitable aims with drive, determination and passion. A dedicated team worked extremely hard to widen our reach and in doing so almost doubled the number of direct beneficiaries.

The Trustees are very satisfied that girls ALIVE is in a great position to deliver even more in its second year and beyond.



Management Accounts ye 31/03/2021

girls ALIVE
30 November 2021
Prepared by Esther Guy

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girls ALIVE For the 12 months ended 31 March 2021

Mar-21

Income

Activity sales	5,399
Interest Income	-
Merchandise sales	2,128
Total Income	7,526

Less Cost of Sales

Direct Expenses	6,289
Merchandise	1,538
Total Cost of Sales	7,827

Gross Profit

(300)

Plus Other Income

Donation	7,859
Grant funding	7,220
Total Other Income	15,079

Less Operating Expenses

Advertising & Marketing	864
Bank Fees	464
Consulting	8,590
General Expenses	132
Health & Safety	162
Insurance	236
IT Software and Consumables	1,443
Postage, Freight & Courier	41
Spond fees	19
Staff Training	201
Stripe fees	65
Total Operating Expenses	12,217

Net Profit

2,562

Balance Sheet

girls ALIVE As at 31 March 2021

31 Mar 2021

Assets

Bank	
girls ALIVE Current Acc	5,186
girls ALIVE Reserve Acc	1,601
XXXXXXXXXXXXXXXXXXXX	1,024
Total Bank	7,811
Current Assets	
Accounts Receivable	1,479
Gifts & Vouchers	-
Total Current Assets	1,480
Total Assets	9,291

Liabilities

Current Liabilities	
Accounts Payable	543
Loan Account - XXXXXXXXXXXXXXXXXXXX	356
Loan Account - XXXXXXXXXXXXXXXXXXXX	341
Rounding	(1)
Total Current Liabilities	1,240
Total Liabilities	1,240
Net Assets	8,051

Equity

Current Year Earnings	2,562
Retained Earnings	5,489
Total Equity	8,051

Aged Receivables

girls ALIVE March 2021

	Current	February	January	December	Older	Total
Receivables						
James Green XXXXXXXXXX	-	-	-	-	(1)	(1)
James Green XXXXXXXXXX	-	-	-	-	-	-
Mole Valley District Council	1,000	-	-	-	-	1,000
Victoria Hotel	-	-	-	-	480	480
Total Receivables	1,000	-	-	-	479	1,479
	67.6%	0.0%	0.0%	0.0%	32.4%	

Aged Payables

girls ALIVE March 2021

	Current	February	January	December	Older	Total
Payables						
CS&PF	340	-	-	-	-	340
Fixed Cost XXXXXX	120	-	-	-	-	120
Google Ireland	83	-	-	-	-	83
Total Payables	543	-	-	-	-	543
	Current	February	January	December	Older	Total
Total Expense Claims	-	-	-	-	-	-
Total	543	-	-	-	-	543
	100.0%	0.0%	0.0%	0.0%	0.0%	