



Seven Hills
Foundation

2023-24
Impact report

ANNUAL REPORT



IMPACT THROUGH COMMUNITY & PLAY



Seven Hills
Foundation

Dear Friends, Donors, and Partners,

The 2023–24 operating year has been one of significant progress, impact, and growth for Seven Hills Foundation. Looking back, we are proud of the strides made not only in expanding our reach and resources but also in further deepening our partnership with The Ghetto Film Project (TGFP) in Kampala, Uganda.

This year marked a step-change in our operations. With the successful establishment of our Resource Centre in Naguru Slum – the only permanent NGO office in the area – we now provide consistent weekday support, coordination space for our local team, and a hub for engagement with children, caretakers, and community stakeholders. This new presence complements our longest-running initiative, the Saturday Programme, which continues to bring structured engagement, creativity, and life skills to 91 enrolled children every week. In addition, we doubled the funds sent to our partner organisation, The Ghetto Film Project (TGFP), compared to the previous year—reflecting both the growing support behind our cause and our continued commitment to expanding local impact. Despite this growth in activity and spending, we maintained lean operations, with 88% of our total expenditure going directly to Programme activities in Kampala.

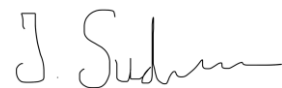
We would like to extend our heartfelt thanks to Apolix, whose generous support during our office furnishing campaign was instrumental in helping us set up the Resource Centre. We also want to thank our friends and families for standing behind us with such commitment throughout this year. Their trust, time, and support have enabled us to make real, measurable change where it matters most.

To everyone who continues to believe in our mission: thank you. We are excited for the journey ahead and the lasting impact we can continue to make together. The trustees confirm that they have reviewed and approved this annual report.

With gratitude,



Gloria Marin Querol



Jens Sudmeier

Co-founders of Seven Hills Foundation

THIS REPORT'S CONTENT

FOREWORD	02
WHO WE ARE	04
CHARITY WITH REAL & MEASURABLE IMPACT	05
OUR ACTIVITIES & PROGRAMMES	06
SPOTLIGHT: FACILITATORS & STAFF	07
OUR IMPACT	08
BUILDING A DIGITAL PRESENCE	10
CONDENSED FINANCIAL INFORMATION	11
CHARITY RESERVES POLICY	13



About Seven Hills Foundation

Seven Hills Foundation operates in London and has one partner organisation, The Ghetto Film Project, in Kampala, Uganda.

Seven Hills Foundation is a registered Charitable Incorporated Organisation (CIO) under the Charity Commission for England and Wales (Registered Charity Number 1204165), governed by its constitution in line with the CIO Foundation model. The organisation currently consists of two trustees, Gloria Marin Querol and Jens Sudmeier, with no other members holding active roles. In accordance with our constitution, trustees are appointed by resolution at a properly convened meeting and selected based on the skills, knowledge, and experience needed for effective administration of the charity.



Seven Hills
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The Ghetto Film Project (TGFP), based in Kampala, Uganda, collaborates closely with Seven Hills Foundation to enrich the lives of children and youth in Naguru Slum.

In Kampala, TGFP delivers impactful after-school programmes that focus on arts, sports, and essential life skills. These initiatives aim to empower primary-school level children facing the challenges of poverty, providing them with tools and opportunities for growth.



The Ghetto
Film Project



According to the “2024 Public Trust in Charities” research¹, all information about how a charity is run contributes to trust in the charity, but knowing **where the money is spent**, and that the **charity achieves its purpose** and makes a difference are the most important factors

Continued growth, while maintaining transparency & real impact:

At Seven Hills Foundation (SHF), we strive to meet these expectations by ensuring full transparency and a strong focus on delivering impact. In the 2023–24 operating year, we increased our operational income (i.e., total fundraised amounts) by 370%, while keeping a lean cost structure with low fundraising and administrative expenses – resulting in **88% of all spending going directly to beneficiaries**.

Our approach is built around **three key principles**:

1

Local-led initiatives: As the only charity operating in the Naguru slum with a physical office location, we prioritise local employees and facilitators who understand the community context. Many of the facilitators have been through the Programme themselves, ensuring culturally relevant operations without imposing Western frameworks.

2

Small charity, big impact: Our trustees contribute volunteer time, and with minimal overhead, ~88% of donations go directly to Programme activities. This contrasts with larger charities, where only ~60% typically reaches beneficiaries.

3

Real impact tracking: Our smaller size and strong relationship with our Uganda team enable tailored and frequent reporting. Weekly updates ensure donors can see the direct impact of their contributions, building trust and accountability.

Our **charitable objectives** of SHF as a Charitable Incorporated Organisation (CIO) are:

1. Relief of poverty: The prevention or relief of poverty in Uganda by providing grants, items, and services to individuals in need and/or charities or other organisations working to prevent or relieve poverty.

2. Support for young people: To act as a resource for young people up to the age of 18 living in Uganda by providing advice and assistance and organising programmes of physical, educational, and other activities as a means of: a. Advancing in life and helping young people by developing their skills, capacities, and capabilities to enable them to participate in society as independent, mature, and responsible individuals; b. Advancing education; c. Relieving unemployment; and d. Providing recreational and leisure-time activity in the interests of social welfare for people living in the area of benefit who have need by reason of their youth, age, infirmity or disability, poverty, or social and economic circumstances – with a view to improving the conditions of life of such persons.

¹ Demographically representative sample of 4,599 members of the English and Welsh public between 12 Jan and 2 February 2024 ([LINK](#))

² Nothing in this constitution shall authorise an application of the property of the CIO for purposes which are not charitable in accordance with Section 7 of the Charities and Trustee Investment (Scotland) Act 2005 and Section 2 of the Charities Act (Northern Ireland) 2008



Saturday Programme

Saturday Programme: Community & Play

The Saturday Programme is our longest-standing initiative and forms the backbone of our weekly engagement with the children of Naguru Slum. Held once a week, it consistently brings together 60 to 100 children for four to five hours of structured activities that focus on learning through play, personal development, and vocational skills training. The programme is divided into multiple thematic sessions tailored to different age groups and interests, including:

- **Safe Space discussions:** gender-specific group discussions where children, led by trusted facilitators, explore life skills, mental well-being, and topics such as menstrual hygiene, respect, relationships, and self-confidence. These sessions help create a safe and open atmosphere, encouraging children to express themselves and ask questions.
- **Creative and artistic expression:** Through our Arts and Film class, children engage in drawing, painting, photography, and videography. This includes animation workshops and film storytelling taught by experienced facilitators, including the founder of our partner NGO, a renowned local filmmaker.
- **Sports and games:** Activities such as football, volleyball, chess, and board games offer children physical engagement and a sense of camaraderie, teamwork, and routine.
- **Entrepreneurship and skilling workshops:** Once a month, older children attend skilling sessions that focus on practical crafts such as liquid soap making, macrame, or crocheting.

The programme is much more than a weekly set of activities. It is a vital point of consistency in the children's lives. Many participants face instability at home, and Saturdays are particularly vulnerable days, as parents or caretakers are often working or absent. The Saturday Programme provides structure, security, and a positive environment where children can simply be children. Just as importantly, it helps build trusted relationships with the children. These bonds have become essential for uncovering more complex issues in their lives—such as unsafe living environments, school dropout risks, or cases of abuse—that can then be followed up by the local team during the week through our Resource Centre.



Resource Centre: Stability, Presence & Accessibility

The Resource Centre is the operational and emotional anchor of our work in Naguru. Established in early 2024, it is the only permanent NGO office located directly in the slum. This physical presence has transformed the way we serve the community, enabling real-time response, follow-up, and a constant point of contact for anyone in need. Functioning as the day-to-day base for our six local team members, the Resource Centre is used to plan and coordinate Saturday Programme activities, manage reporting and monitoring, and host internal team meetings. But more importantly, it is a community hub.

Throughout the week, the Centre hosts **Drop-in Sessions**, where children, parents, and other community members – including local council officials and school deputies – come to seek support or report issues. These visits may relate to abuse, forced marriage, teenage pregnancy, challenges in school, or food insecurity. The team responds by offering immediate support or escalating cases to local authorities or partner organisations. In the past year, the Resource Centre has seen increasing engagement, underscoring the trust built within the community.

The Resource Centre represents our commitment to **local-led, responsive, and embedded** support. It is where strategy meets lived reality and where community voices are not only heard, but drive action.

Resource Centre



Local-led impact and a source of hope:

At the heart of Seven Hills Foundation's work is our commitment to community-driven leadership. The team in Kampala is composed of individuals who not only understand the local context but have lived it. We currently support three staff members in key office-based roles: Programme Coordinator, Programme Assistant, and Child Protection Officer. These individuals are responsible for managing and coordinating the day-to-day operations of the Resource Centre, liaising with stakeholders, and ensuring the smooth delivery of support services throughout the week, as well as managing local operations and smooth delivery of Saturday Programme activities.

Complementing this core team are a group of dedicated facilitators who lead activities during the weekly Saturday Programme. These roles include Child Care, Sports & Games, Skilling, and Film Class Coordinators, who receive facilitation fees in recognition of their valuable contribution to delivering consistent, engaging sessions for children.

Miracle's journey with the Saturday Programme began as a child participant and today she stands as one of its most trusted leaders. Now serving as Programme Assistant – a salaried position – she plays a pivotal role in both the Saturday and weekday operations. From keeping accurate attendance records and helping coordinate activities, to supporting the weekly drop-in sessions at the Resource Centre, Miracle has become a key figure for the children, particularly younger girls who see her as a role model.

In the past year, she has taken on a more senior position within the local team – gathering weekly data on community interactions, facilitating conversations with caretakers, and reporting pressing issues that arise through the Programme. Her presence bridges the gap between the children and the team, grounded in her own lived experience growing up in the same environment.



MIRACLE'S IMPACT STORY

"Many people even older than us in the community struggle to find a job, but for us this opportunity has helped us earn so that we help our families out"

- Miracle Ampire, Assistant Programmes Director -



Saturday Programme Impact

Being operational on 47 Saturdays of the year, in collaboration with The Ghetto Film Project (TGFP), we were able to deliver great impact across three areas:



91

children impacted and enrolled
(average of 63 participants weekly)



201

total hours of Saturday
Programme



Vocational & Entrepreneurial Skills



Soap Making Workshops

5x workshops

62 children

>300l soap & lotion
12h+ formal training



Macrame Workshop

7x workshops

68 children

14h+ formal training



Life Skills & Personal Development



Safe Space

(topics around life skills, menstrual care, personal safety, respect and responsibility)

6x sessions

56 girls
34 boys



Reading, Writing, & Exam Prep
(children under the age of 7 supported with reading/writing sessions)

10h+ hours

8 children



Creativity & Self Expression



Chess & Games

weekly

35 children

118h+ played



Sports

weekly

4 sports

94h+ played



Arts & Film

weekly

53 children

100h+ spent



Resource Centre Impact

For the 4-month period since the official opening of the furnished office space on 24th May 2024, the team has attended 81 individuals during their drop-in sessions.

OFFICE FURNISHING

All elements of the office furnishing campaign were acquired, with the additional purchase of a water filter stand.

Item	Quantity
 Bookshelves	1
 Tables	2
 Chairs	4
 Printer	1
 Padlock	1
 Water Filter	1
 Punching Machine	1
 Stapler	1



7

Local facilitators and staff receiving monthly remuneration

Number of drop-ins per focus area

Type	Total	Percentage
School materials	33	41%
Saturday Programme	21	26%
School Fees	10	12%
Child safety	5	6%
Menstrual care	4	5%
Partnership	2	2%
Check in	1	2%
School Performance	1	1%
Employment	1	1%
Other	2	2%
	81	100%

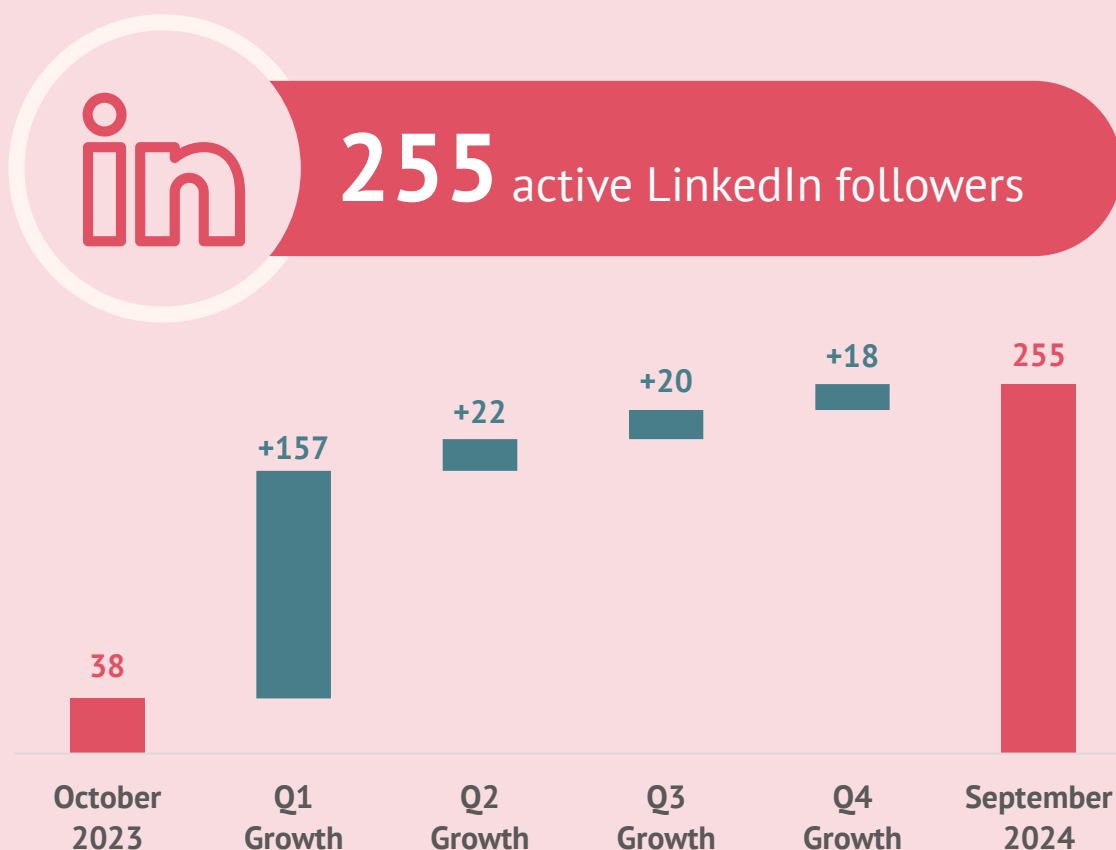
Number of drop-ins per demographic

Type	Total	Percentage
Child	45	56%
Caretaker	24	30%
Local Council	4	5%
School Deputy	3	4%
Organisation	2	2%
Guest	2	2%
Team Member	1	1%
	81	100%

Expanding our network & digital presence:

To broaden our donor base and fundraising opportunities beyond friends and family, we focused this year on expanding our visibility and engagement through LinkedIn. Recognising the importance of building a strong network, we leveraged the trustees' professional connections to raise awareness of Seven Hills Foundation's impact and activities. This platform has allowed us to not only share updates on our work but also connect with potential partners and corporate sponsors who align with our mission.

By establishing a more structured digital presence, we aim to attract corporate partnerships that can support our programmes through office fundraising events, direct corporate donations, and donation matching schemes. By the end of the 2023-24 period, our LinkedIn following grew from 38 to 255, demonstrating increased engagement with our mission and reaching broader audiences.



CONDENSED FINANCIAL INFORMATION



For the 14-month period¹ ending 30th September 2024 (in GBP)

1. INCOME

£ 7,975.75



2. SPENDING

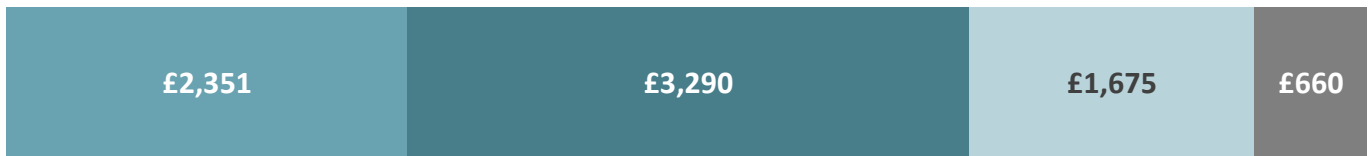
£ 5,128.93



3. RESERVES

£ 2,846.82

1. HOW OUR WORK IS FUNDED



■ Individuals ■ Corporate Contributions ■ Trustee Contributions ■ Other & GiftAid

72%



United Kingdom

14%



Germany

12%



Netherlands

2%

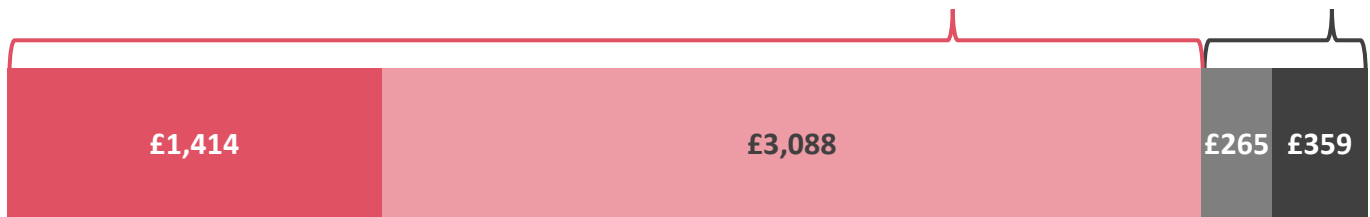


Spain

2. WHERE YOUR GIVING GOES

88% of our spending goes directly to local programs in Kampala

12% of our spending goes to admin & fundraising



■ Saturday Programme ■ Resource Centre ■ Fundraising ■ Administrative

3. RESERVES



£ 2,846.82 of remaining income goes to charity reserves in light with our Charity Reserves Policy ([LINK](#))

¹ The 14-month reporting period (31/07/2023 – 30/09/2024) includes two initial months (August and September 2023) dedicated solely to setup and registration, during which no financial transactions occurred. All reported income and expenditure relates to the 12-month period from 01/10/2023 to 30/09/2024. The following financial year has been aligned accordingly and will cover 01/10/2024 to 30/09/2025.



For the 14-month period¹ ending 30th September 2024 (in GBP)

Key changes to the previous year – “A Year of Growth”:

The **2023-24 financial year** marked a major step forward, with a **370% increase in operating income** driven by expanded fundraising efforts, including corporate sponsorships and donation platforms. A key milestone was the **establishment of the Resource Centre**, now the cornerstone of our work, providing a dedicated space for drop-in sessions, programme coordination, and community support. This was achieved while maintaining steady funding for the **Saturday Programme**, ensuring continuity in structured activities for the children. With the charity now open to external fundraising, **new costs** emerged, primarily from platform fees. Despite this, we **closed the year with £2,846.82 in reserves**, ensuring continued stability and impact.



CONDENSED FINANCIAL INFORMATION

OPERATING INCOME	2023-24	2022-23	% change
TOTAL Operating income	£ 7,975.75	£1,695.88	370.30%
OPERATING EXPENSES	2023-24	2022-23	% change
Project expenses: Resource Centre	£ 3,088.03	-	-
Project expenses: Saturday Programme	£ 1,414.34	£1,424.54	(0.72%)
<i>Of which Annual Christmas Party</i>	£278.36	£ 220.46	26.26%
SHF: Administrative expenses	£ 359.41	£ 50.88	606.39%
SHF: Fundraising expenses	£ 267.14	-	-
TOTAL Operating expenses	£ 5,128.93	£ 1,695.88	202.43%
ENDING BALANCE (CHARITY RESERVES)	2023-24	2022-23	% change
TOTAL Charity reserves	£ 2,846.82	-	-
<i>Of which receivable</i>	£ 38.02	-	-

¹ The 14-month reporting period (31/07/2023 – 30/09/2024) includes two initial months (August and September 2023) dedicated solely to setup and registration, during which no financial transactions occurred. All reported income and expenditure relates to the 12-month period from 01/10/2023 to 30/09/2024. The following financial year has been aligned accordingly and will cover 01/10/2024 to 30/09/2025.



Planning for stable and sustainable growth: 2024-25 reserves policy

Seven Hills Foundation's (SHF) charity reserves policy clarifies why we retain a specific amount of unrestricted funds. These funds are part of our commitment to ensuring the ongoing support and development of The Ghetto Film Project (TGFP), our partner NGO in Uganda. The policy serves to outline and inform trustees and stakeholders about the management of our finances, underlining the importance of having sufficient reserves to maintain the charity's operations and to cope with unforeseen circumstances. It is a required element in our annual report, as stipulated by the Charities SORP, highlighting our financial resilience and planning for future needs.

Reasons for charity reserves due to nature of SHF's operations

- Recognising the annual and substantial nature of a future rental contract for the space vital to TGFP's operations (Resource Centre), SHF's policy is to have 100% of the rent amount fundraised and held as reserves at the beginning of each financial year.
- As the principal funder of TGFP, accounting for more than 95% of their funding, SHF acknowledges the significant dependency of TGFP on our quarterly fund disbursements.
- Our operation as a small team, with trustees contributing on a part-time, voluntary basis, highlights the necessity of a considerable buffer in our charity reserves. This approach accounts for the variability in time and resources we can dedicate to fundraising activities and ensures consistent and reliable financial support to TGFP.
- Additionally, we expect going forward that a notable portion of our funding will be sourced from corporate donations tied to one trustee's employment. Therefore, we recognise the potential volatility in this income stream and mitigate this risk by aiming to secure a significant amount of our planned budget at the start of each year.



Full charity reserves policy can be found [HERE](#)

THANK YOU FOR SUPPORTING US IN OUR MISSION TO CREATE IMPACT THROUGH COMMUNITY & PLAY.



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