

The Sail Up Foundation



Annual Trustee's Report

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Charity Overview

At the Sail Up Foundation our mission is to help young people start sailing and stay sailing. Our aim is to create lasting relationships between schools and sailing centers so that sailing activities are more accessible to young people who would not otherwise have the opportunity to sail. Through networking, consulting and grant funding, it is our passion to help young people learn valuable life skills, like resilience, self-efficacy, and teamwork, through their participation in watersports.

Our key objectives, as stated in our constitution are:

1. For the public benefit, to advance in life and relieve needs of children and young people through the provision of grant funding for;
 - a. recreational and leisure time activities particularly, sailing and water sports provided in the interest of social welfare, designed to improve their conditions of life; and
 - b. support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals.
2. For the public benefit, the promotion of community participation in healthy recreation by the provision of grants for facilities for the sport of sailing and other water sports which are capable of improving physical health and fitness.

The Sail Up Foundation was founded in 2022 and incorporated in 2023. The first year included research, building relationships, and our first pilot program. We also hosted our first two fundraisers and received our first grant.

The Sail Up Foundation remains committed to providing a public benefit to young people. We aim to remove barriers to participation in sailing and water sports so that young people, who may not otherwise have had the opportunity, can develop life skills to enrich their mental and physical health and wellbeing.

Achievements and Impact

In the last year The Sail Up Foundation has had a successful pilot school program as well as two successful fundraising events.

The pilot schools program featured Richmond Park Academy. A group of 30 young people, year 8 and 9, participated in a full day of sailing activities at the Island Barn Reservoir through the program Keep Sailing. The group consisted of 11 girls and 19 boys. 4 students were on the SEN register and 7 were disadvantaged, pupil premium recipients. The Sail Up Foundation fully funded the pilot program, including transport to and from the sailing facility. The impact for the students was immediate and overwhelmingly positive. In the weeks following the trip, students organised themselves into a Kids Committee to commence fundraising for the foundation and future trips.

The pilot program provided a template on which to base other school trips. It established our relationship with Keep Sailing, as a trustworthy provider of sailing services.

The two main fundraising activities of the year were the Lessons in Resilience panel discussion event and the Kid's Committee Family Quiz Night. Both events were small, but successful. The main objective for both events was to raise awareness of the charity and our mission. In both instances, the charity was able to raise money while growing our online following.

Finally, we were successful in securing £4,500 in grant funding from the Thames Water Trust. This grant will enable the foundation to confidently grow in 2025 to support a wider network of schools.

Reflecting on the year, we believe that the Foundation is ready to take on larger, and more public fundraising efforts. We also learned that fully funding trips is not necessary and that a more nuanced approach to funding school trips will mean our funds will stretch further, supporting more children as more schools.

Financial Summary

The financial period is from April 5 2024 to April 5 2025. For the first year, the financial period reported to the Charity Commission was from our incorporation (Oct 2023) to April 2025.

Income and Expenditure

Receipts and payments				
		2024	2024	2024
		Unrestricted funds	Restricted funds	Total funds
		£	£	£
Receipts				
Donations, legacies and similar income				
Justgiving Deposit 24 June 24		203	-	203
Justgiving Deposit 2 Jul 24		73		73
Justgiving Deposit 8 Jul 24		50		50
Justgiving Deposit 22 Jul 24		143		143
Justgiving Deposit 29 Jul 24		69		69
Justgiving Deposit 20 Aug 24		94		94
Justgiving Deposit 01 Oct 24		18		18
Justgiving Deposit 04 Nov 24		18		18
Justgiving Deposit 01 Dec 24		18		18
Justgiving Deposit 23 Dec 24		19		19
Legacies		-	-	-
Gift Aid		-	-	-
Other similar income		-	-	-
Sub total		706	-	706
Grants				
Thames Water Grant via CAF 24 Dec 24		4,500	-	4,500
Other grants		-	-	-
Sub total		4,500	-	4,500
Fundraising (gross)				
Lessons in Resilience - Square Deposit 17 Jul 24		94		94
Family Quiz Night - Square Deposit 16 Dec 24		14		14
Family Quiz Night - Eventbrite Deposit 19 Dec 24		27		27
		-	-	-
Sub total		135	-	135
Investment income				
Bank interest		-	-	-
Building Society interest		-	-	-
Other investment income		-	-	-
		-	-	-
		-	-	-
Sub total		-	-	-
Total Gross Income		5,341	-	5,341
Asset and investment sales, etc.		-	-	-
Total receipts		5,341	-	5,341

Receipts and payments				
		2024	2024	2024
		Unrestricted funds	Restricted funds	Total funds
		£	£	£
Payments				
Charitable Payments				
Insurance		-	-	-
Repairs and Renewals		-	-	-
Materials and equipment		-	-	-
Printing and photocopying		-	-	-
AGM and trustee expenses		-	-	-
Keep Sailing - Richond Park Academy Trip Deposit - Invoice 205		675	-	675
Leoline Coach Hire - Richmond Park Academy Trip		500	-	500
Keep Sailing - Richond Park Academy Trip Final - Invoice 205		878	-	878
		-	-	-
		-	-	-
		-	-	-
Sub total		2,053	-	2,053
Fundraising expenses				
Detail 1		-	-	-
Detail 2		-	-	-
Detail 3		-	-	-
Other fundraising costs		-	-	-
Sub total		-	-	-
Total Gross Expenditure		2,053	-	2,053
Asset and investment purchases, etc.		-	-	-
Total payments		2,053	-	2,053
Net of receipts/(payments)		3,289	-	3,289

Statement of assets and liabilities at the end of the year				
		31st Dec 2024	31st Dec 2024	31st Dec 2024
		Unrestricted funds	Restricted funds	Total funds
		£	£	£
Cash funds				
Bank current account		5,341	-	5,341
Bank deposit account		-	-	-
Cash/Floats		-	-	-
		-	-	-
Total cash funds (Agree balances with receipts and payments account(s))		5,341	-	5,341
Other monetary assets				
Tax claim		-	-	-
		-	-	-
Sub total		-	-	-
Investment assets				
		-	-	-
Sub total		-	-	-
Non monetary assets for charity's own use				
Stock		-	-	-
Land and buildings		-	-	-
Motor vehicles		-	-	-
Other		-	-	-
		-	-	-
Sub total		-	-	-
Liabilities				
Accounts not yet paid		-	-	-
Expenses incurred but not invoiced				
Squarespace annual subscription		202	-	202
Google workspace subscription		86	-	86
Domain subscription		48	-	48
Vistaprint		48	-	48
Event hosting - Eventbrite		7	-	7
Subscriptions not yet paid		-	-	-
Loan - detail		-	-	-
Expenses carried over from 2023		-	-	-
Domain subscription		-	-	-
Google workspace subscription		-	-	-
Squarespace subscription		-	-	-
Expenses carried over from 2022		-	-	-
Squarespace subscription		-	-	-
Other liabilities		-	-	-
Sub total		391	-	391

Governance and Leadership

The founding four trustees continue to oversee the foundation. Lucy Preston, Ian Martin, Jonathon Pinner and Alexa Pinner will remain in post for this next year as well.

Alexa Pinner initiated the foundation and assembled the board of trustees.

She remains the main point of contact for schools and new partnerships.

Lucy Preston brings knowledge and perspective from her diverse experience on other boards and organizing committees both in her personal and professional life.

Ian Martin supports the organization with sailing and coaching expertise. He helps to ensure the sailing programs which schools participate in are appropriate for our purposes and supports the pilot program.

Jonathan Pinner brings a wealth of operational and commercial experience to the board, specifically around partnerships and long term strategy.

The current structure of the Board of Trustees is simple. All decisions are presented and made during board meetings, which are minuted and records are kept.

Fundraising and Financial Support

This year we hosted 3 fundraising events and one online campaign.

The fundraising activities were small, but allowed us to test new systems and venues.

The first fundraising event was the launch of our online campaign - Start Sailing 2024. The campaign was advertised online through social media channels. The campaign raised £444.87 and was conducted using the JustGiving platform.

The campaign was successful in that it introduced the charity to a wider audience, and raised some funds. The campaign could have been more successful with a wider audience by promoting through more than just social media channels, especially because our following at the time was very small. For the 2025 campaign we should include a kick off event followed by social media and email campaigns. At this time a mail campaign seems cost prohibitive.

The second fundraising event was the Lessons in Resilience panel discussion hosted at Richmond Park Academy. The event was a success in a few ways. The invited guests delivered a fabulous evening with great insights. Lucy Preston hosted the event and did a fantastic job delivering the theme. We used Eventbrite to manage event tickets and it proved to be a useful platform at a low cost. We were able to widen our audience to the community of East Sheen children and parents. We tested and used our Square devices for the first time as well. An unexpected success of the evening was capturing the contact details of parents who were interested in volunteering their time for collaboration. One parent shared their email details because they are a videographer/editor who produces promotional videos and materials. Things that could be improved are similar to the online campaign. Increased promotion to a wider audience will lead to increased engagement. We also did not charge a ticket fee for the event. We went with a 'Pay What You Wish' model. It is unclear if this is the best model for this type of event given that our sample was very small. This type of event proved to be very easy to run at a very low cost and could be repeated at different venues with different themes very easily.

The third event was a Kids Committee (KC) event, the Family Quiz Night. The KC felt very strongly about running a quiz night and they organized most of the major details for the event - the questions, the quiz masters, assembling treat bags for purchase. Alexa and Luise managed the promotion and logistics of supplies and the space. The event was hosted by Richmond Park Academy. On the night it was a very small turn out, lack of promotion and time of year (it was Christmas season) are the most likely turn out. However, the event broke even and was an excellent learning experience for the KC. We were also able to produce engaging social media content. After the event, the KC met to reflect on the event and they identified that they needed better promotion, including signs up around the school.

The total income received from all fundraising efforts this year is:

- £262 online donations (Justgiving)
- £444 2024 Start Sailing Campaign
- £135 Fundraising events

The Sail Up Foundation was also awarded a £4500 grant from the Thames Water Charity. This unrestricted funding will be used to support new sailing programs in 2025 as well as reimbursing expenses accrued in 2024.

The organisation serves England and Wales and will continue to do so. Fundraising has been conducted in the UK and all donations have come through UK channels (ie. Justgiving and Eventbrite). The grant was transferred directly from the Charities Aid Foundation, on behalf of the Thames Water Charity.

Trustees have not received any remuneration for their work as a trustee. The foundation does not employ any staff and there are no employee benefits of any value. We have one volunteer who is not a trustee.

Future Plans

In 2025 our strategic goals are

- Increase the number of beneficiaries of grant funding to 5 schools by formalising the grant process
- Increase annual fundraising by 500% through larger, higher profile events
- Develop a sustainable donor retention program to retain 10% of new donors
- Grow our social media presence by 150% to 500 followers

Donor and Partner Acknowledgements

- The Thames Water Trust

Legal and Regulatory Compliance

The charity has complied with all relevant laws and regulations, including charity law, GDPR and tax reporting. The Sail Up Foundation's registered charity number is 1205293 and is displayed on the website and in all social account profiles.

The charity is registered with HMRC and has completed the first tax report.

Conclusion

Thank you to our Board of Trustees for your steady support and leadership throughout the year. Your guidance has helped us stay focused and move forward. We're ready to take on 2025 with a clear direction and strong momentum.

The Sail Up Foundation Receipts and Payments Account

Year start date

Year end date

For the year from	01/10/23	To	5/4/25
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Receipts and payments

	2024	2024	2024	2023
	Unrestricted funds	Restricted funds	Total funds	Total funds
	£	£	£	£
Receipts				
Donations, legacies and similar income				
Justgiving Deposit 24 June 24	203	-	203	-
Justgiving Deposit 2 Jul 24	73		73	
Justgiving Deposit 8 Jul 24	50		50	
Justgiving Deposit 22 Jul 24	143		143	
Justgiving Deposit 29 Jul 24	69		69	
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Justgiving Deposit 01 Oct 24	18		18	
Justgiving Deposit 04 Nov 24	18		18	
Justgiving Deposit 01 Dec 24	18		18	
Justgiving Deposit 23 Dec 24	19		19	
Legacies	-	-	-	-
Gift Aid	-	-	-	-
Other similar income	-	-	-	-
Sub total	706	-	706	-
Grants				
Thames Water Grant via CAF 24 Dec 24	4,500	-	4,500	-
Other grants	-	-	-	-
Sub total	4,500	-	4,500	-
Fundraising (gross)				
Lessons in Resilience - Square Deposit 17 Jul 24	94		94	
Family Quiz Night - Square Deposit 16 Dec 24	14		14	
Family Quiz Night - Eventbrite Deposit 19 Dec 24	27		27	
	-	-	-	-
Sub total	135	-	135	-
Investment income				
Bank interest	-	-	-	-
Building Society interest	-	-	-	-
Other investment income	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total Gross Income	5,341	-	5,341	-
Asset and investment sales, etc.	-	-	-	-
Total receipts	5,341	-	5,341	-

The Sail Up Foundation Receipts and Payments Account

Year start date

Year start date

Year start date

Year end date

For the year from	01/10/23	01/10/23	01/10/23	To	5/4/25
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Receipts and payments

	2024	2024	2024	2023
	Unrestricted funds	Restricted funds	Total funds	Total funds
	£	£	£	£
Payments				
Charitable Payments				
Insurance	-	-	-	-
Repairs and Renewals	-	-	-	-
Materials and equipment	-	-	-	-
Printing and photocopying	-	-	-	-
AGM and trustee expenses	-	-	-	-

Keep Sailing - Richond Park Academy Trip Deposit - Invoice 205	675	-	675	-
Leoline Coach Hire - Richmond Park Academy Trip	500	-	500	-
Keep Sailing - Richond Park Academy Trip Final - Invoice 205	878	-	878	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	2,053	-	2,053	-
Fundraising expenses				
Detail 1	-	-	-	-
Detail 2	-	-	-	-
Detail 3	-	-	-	-
Other fundraising costs	-	-	-	-
Sub total	-	-	-	-
Total Gross Expenditure	2,053	-	2,053	-
Asset and investment purchases, etc.	-	-	-	-
Total payments	2,053	-	2,053	-
Net of receipts/(payments)	3,289	-	3,289	-
Cash funds last year end	-	-	-	-
Cash funds this year end	3,289	-	3,289	-

Statement of assets and liabilities at the end of the year

	31st Dec 2024	31st Dec 2024	31st Dec 2024	2023
	Unrestricted funds	Restricted funds	Total funds	Total funds
	£	£	£	£
Cash funds				
Bank current account	5,341	-	5,341	-
Bank deposit account	-	-	-	-
Cash/Floats	-	-	-	-
	-	-	-	-
Total cash funds (Agree balances with receipts and payments account(s))	5,341	-	5,341	-
Other monetary assets				
Tax claim	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Investment assets				
	-	-	-	-
Sub total	-	-	-	-
Non monetary assets for charity's own use				
Stock	-	-	-	-
Land and buildings	-	-	-	-
Motor vehicles	-	-	-	-
Other	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Liabilities				
Accounts not yet paid	-	-	-	-
Expenses incurred but not invoiced				
Squarespace annual subscription	202	-	202	-
Google workspace subscription	86	-	86	-
Domain subscription	48	-	48	-
Vistaprint	48	-	48	-
Event hosting - Eventbrite	7	-	7	-
Subscriptions not yet paid	-	-	-	-
Loan - detail	-	-	-	-
Expenses carried over from 2023	-	-	-	-
Domain subscription	-	-	-	41
Google workspace subscription	-	-	-	73
Squarespace subscription	-	-	-	167
Expenses carried over from 2022	-	-	-	-
Squarespace subscription	-	-	-	260
Other liabilities	-	-	-	-
Sub total	391	-	391	541

Contingent liabilities and future obligations

Signed by one or two trustees on behalf of all the trustees

Signature

Print Name

Date of approval