

Creative Powr (CIO) Trustees' Annual Report (TAR)

For the Financial Year Ended 31 December 2024

1. Reference and Administration

Detail	Information
Charity Name	CREATIVE POWR
Charity Registration Number	1205754
Charity Structure	Charitable Incorporated Organisation (CIO) - Foundation
Date of Registration	16 November 2023
Reporting Period	1 January 2024 to 31 December 2024

Trustees Serving During the Year (1 January 2024 – 31 December 2024):

- **Elliot Charles** (Chair & Founder)
- **Mishal Ebrahim** (Trustee & Brand Partner)
- **Madhvi Dalaal** (Trustee)
- **Kenneth Charles** (Trustee)

2. Structure, Governance, and Management

Creative Powr is constituted as a Charitable Incorporated Organisation (CIO) registered in the United Kingdom. The legal structure provides the credibility needed to build trust with partners, volunteers, and funders, and ensures eligibility for a wide range of grant funding opportunities.

Trustee Recruitment and Induction: The Board of Trustees provides rigorous financial oversight, essential governance, and invaluable strategic counsel, ensuring alignment with the charitable objects and adherence to the highest standards of accountability. Trustees possess diverse international expertise in technology, non-profit leadership, marketing, and engineering. For instance, Trustee Madhvi Dalaal provides an invaluable front-line perspective as the founder of PadMad Kenya, ensuring strategies are contextually relevant to the organizations Creative Powr serves in Africa.

Operational Management: The charity operates predominantly through a sophisticated, volunteer-led delivery model utilizing small, highly skilled, **AI-Enabled Agentic Teams**. Day-to-day management is

steered by the Founder and the Brand Partner (Mishal Ebrahim), focusing on translating the strategic vision into seamless, cutting-edge operational reality. The management process leveraged continuous improvement cycles, using Jira for task creation, assignment, and resource capacity management, contributing to streamlined operations and accountability.

3. Objectives and Activities

Charitable Objects: The charity's primary object, as registered with the Charity Commission, is **THE PROMOTION OF THE EFFICIENCY AND EFFECTIVENESS OF CHARITIES FOR THE PUBLIC BENEFIT THROUGH THE PROVISION OF DIGITAL LITERACY SUPPORT, TRAINING AND WORKSHOPS, MAINLY BUT NOT EXCLUSIVELY TO CHARITIES LOCATED AND OPERATING IN AFRICA, TO ENABLE THEM TO FURTHER THEIR PURPOSES.**

Activities Undertaken to Meet Objectives (The AI Realignment of 2024): The mission of Creative Powr is built on bridging the rapidly emerging "AI Divide" for the non-profit sector. The activities during the 2024 reporting period centered overwhelmingly on establishing the **AI-First DNA and operational framework** necessary to fulfill this objective sustainably and at scale.

This required a necessary internal focus, recognizing that foundational strength must precede widespread external project delivery. This preparatory work encompassed:

1. **Developing the AI-Enabled Service Model:** Refining the technical portfolio based on services proven in the competitive commercial market (via the founder's agency, 1.3 Creative). These services include AI-Powered Productivity, Website Development, CRM Integration, and Digital Performance Dashboards.
2. **Building the Tool Stack:** Developing and implementing AI-driven tools internally, such as the Recruitment Assistant GPT, Persona Creator GPT, Status Report Assistant GPT, and specialized Content Assistant GPTs for social media (Facebook, Twitter, LinkedIn). This crucial activity established the efficiency baseline required to deliver high-value pro-bono services with a lean, volunteer-led structure.
3. **Governance and Compliance:** Dedicated effort was spent ensuring legal and operational readiness, including finalizing Volunteer Contracts and ensuring compliance with ICO Registration requirements by October 2024.

4. Achievements and Performance in 2024

The 2024 financial year was designated as **"Year 1: Building the Foundation"** in the charity's roadmap. The primary achievement was the successful overhaul and establishment of a new operating model focused entirely on integrating Artificial Intelligence and robust Agile methodologies into every process area.

A. Foundational Achievements (The Inward Focus)

The necessary inward focus required significant strategic effort:

- **Process Engineering and Digital Infrastructure:** Creative Powr achieved a massive internal digital transformation by focusing on its own operational efficiency. This included:

- Implementing sprint retrospectives, planning, and clean-up cycles for continuous process improvement (Operations, Management).
 - Enhancing and integrating Creative Powr's own WordPress site for optimal engagement.
 - Developing extensive knowledge base documentation (e.g., QuickBooks, inbound marketing concepts) to rapidly train new volunteers.
- **The Challenging Road to AI-Enabled Delivery:** While management and finance areas frequently reported **Green** status, the core Product Development process area faced persistent challenges, consistently reporting **RED** status from June through the end of the year (July, August, September, October, November, December).
 - This red status was a direct consequence of aligning the complex delivery model: key volunteers (Kilian Estivill for the Delivery Framework, Roshin Ebrahim for AI Ethics/Data Surveys) departed or became unavailable, leading to critical tasks being blocked or put on hold (e.g., integrating Discovery Phase Activities into the Agile Framework).
 - **Management Response:** Instead of abandoning the critical projects, the Founder, Elliot Charles, personally committed to solving these internal capability gaps by developing new **GPTs (Generative Pre-trained Transformers)** to aid in product development concepts and planning, enabling the charity to prepare to resume progress in early 2025. This demonstrates adaptive, strategic commitment to AI excellence despite resource setbacks.
- **Volunteer Capacity Building:** Recruiting highly skilled AI-enabled volunteers proved challenging, leading to volatility in departments like Marketing (frequently **Red/Amber** status due to volunteer departures, job conflicts, and personal issues:). However, through targeted effort, the Human Resources area maintained a **Green** status for most of the second half of the year, successfully onboarding crucial expertise, including:
 - Ethical AI Advisor and Scrum Master (May 2024).
 - Multiple Web Designers and Administrative Assistants (October/November 2024).
 - This necessary internal focus ensured that by year-end, the infrastructure and talent pool were significantly stronger, ready for the external focus planned for 2025.

B. Public Benefit Statement

The trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and in planning future activities.

Creative Powr's activities during 2024, despite being largely internal, provided tangible public benefit by:

1. **Ensuring Future Effectiveness:** By prioritizing the adoption of AI-first methodologies and building robust, scalable operational systems, the charity maximized its potential long-term efficiency. This approach ensures that when Creative Powr deploys its services to external charities (especially those operating in Africa, as per our object), every resource is used optimally to amplify *their* mission and impact hundreds, or eventually thousands, of lives. The foundational AI work completed this year is a direct investment in the future operational capacity of the entire non-profit sector.
2. **Validating the Model (Early Impact):** The founding principles of the charity are rooted in demonstrated public benefit, such as the early pro-bono work enabling the Chambers Federation to secure international funding (USAID) and scale economic opportunities for conflict survivors in the Democratic Republic of Congo. The 2024 investment was entirely focused on building the formal structure required to replicate this high-leverage impact at a mass scale.

5. Financial Review

The financial year ending 31 December 2024 represents Creative Powr's first full year of operation as a CIO.

Income and Expenditure Summary: The charity's initial operational expenses for the year (estimated to be approximately **£9,000** based on the operational budget) were entirely covered by the Foundational Corporate Sponsorship provided by 1.3 Creative. Key expenditures included necessary technology licenses (QuickBooks, Atlassian (Jira, Confluence), Google Workspace, Slack, ChatGPT, Midjourney, BuddyBoss, hosting) and essential operational support.

The roadmap set an ambitious Year 1 funding target of £75,000, including **£66,000 in expected grant funding**. As external focus was necessarily curtailed to concentrate on internal realignment and setup (as detailed in Section 4), the majority of this target income was not secured within the reporting period. This resulted in a lean expenditure profile, covered entirely by the stable corporate sponsorship, maintaining the charity in a financially robust and stable state while preparing for scaled operations.

Reserves Policy: The charity is committed to establishing and maintaining a financial reserve fund. The policy aims to ensure operational continuity, manage unforeseen costs, and provide the long-term stability required to commit to multi-year, deep-impact partnerships with charity partners. The accumulated fund (the excess of income over expenditure in the reporting period) will be retained to provide this critical buffer and fund planned growth and capital expenditure in the subsequent year, in line with the projected statement of financial activities.

6. Plans for the Future

The foundational internal work completed in 2024 positions Creative Powr to significantly pivot its focus in the upcoming year:

- **Scaling External Delivery:** The goal remains to achieve the Year 1 objective (delayed from 2024 due to the necessary AI alignment) of onboarding and supporting 6-8 new charity partners, primarily focused on organizations operating in Africa.
- **Demonstrating Impact:** Moving forward, the charity will rigorously track performance and aim to demonstrate a minimum of a **20% improvement** across at least two key digital metrics for its partners, thereby proving the tangible value of its AI-enabled solutions.
- **Finalizing the Delivery Framework:** The blocked tasks in Product Development (Delivery Framework, AI Ethics, Data Surveys) will be prioritized for completion through new volunteer engagement and the deployment of the Founder's internal GPT-driven solutions. This will solidify the unique "Agentic Team" model for widespread delivery.
- **Sustainable Funding:** Aggressive pursuit of strategic grant funding will continue in 2025 to diversify income and secure the long-term capital needed to expand the operational model.

Declaration:

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

Elliot Charles

Mishal Ebrahim

Kenneth Edward Charles

Madhvi Dalal

Elliot Charles (Trustee and Chair)

Date: 2025-10-15







[Date of Trustee Meeting Approval Post-31 Dec 2024]

Audit trail

Details

FILE NAME	Creative Powr (CIO) Trustees' Annual Report 2024 - 10/15/25, 11:47 AM
STATUS	● Signed
STATUS TIMESTAMP	2025/10/21 10:00:46 UTC

Activity

 SENT	mishal.ebrahim@creativepowr.com sent a signature request to: <ul style="list-style-type: none">• Kenneth Edward Charles (ken.charles@creativepowr.com)• Elliot Charles (elliott.charles@creativepowr.com)• Mishal Ebrahim (mishal.ebrahim@creativepowr.com)• Madhvi Dalal (padmadkenya@gmail.com)	2025/10/15 09:48:45 UTC
 SIGNED	Signed by Elliot Charles (elliott.charles@creativepowr.com)	2025/10/15 13:58:50 UTC
 SIGNED	Signed by Madhvi Dalal (padmadkenya@gmail.com)	2025/10/21 10:00:46 UTC
 SIGNED	Signed by Kenneth Edward Charles (ken.charles@creativepowr.com)	2025/10/15 16:58:06 UTC
 SIGNED	Signed by Mishal Ebrahim (mishal.ebrahim@creativepowr.com)	2025/10/15 09:52:31 UTC
 COMPLETED	This document has been signed by all signers and is complete	2025/10/21 10:00:46 UTC

The email address indicated above for each signer may be associated with a Google Account, and may either be the primary email address or secondary email address associated with that account.

Statement of Financial Position

Creative Powr

As of December 31, 2024

DISTRIBUTION ACCOUNT	TOTAL
Called up share capital not paid	
Fixed Asset	
Tangible assets	
Non-current Assets	
Total for Fixed Asset	
Cash at bank and in hand	
1.3 Creative	-9,161.34
Total for Cash at bank and in hand	-£9,161.34
Debtors	
Current Assets	
NET CURRENT ASSETS	-£9,161.34
Prepayments and accrued income	
Creditors: amounts falling due within one year	
Trade Creditors	
Credit Cards	
Current Liabilities	
Accruals	5,148.98
Total for Current Liabilities	£5,148.98
Total for Creditors: amounts falling due within one year	£5,148.98
NET CURRENT ASSETS (LIABILITIES)	-£14,310.32
TOTAL ASSETS LESS CURRENT LIABILITIES	-£14,310.32
Creditors: amounts falling due after more than one year	
Provision for liabilities and charges	
Accruals and deferred income	
TOTAL NET ASSETS (LIABILITIES)	-£14,310.32
Capital and Reserves	
Called up share capital	
Retained Earnings	-9,048.54
Net Income	-5,261.78
Total for Capital and Reserves	-£14,310.32