

## 1. Reference and Administrative details

Charity Name: For a Child's Smile (London)

Working Name: PSE For a Child's Smile UK

Charity Number: 1112963

Type: Association

Registered Address: 31 Cloddington Street, London SW6 3TQ

Correspondence Address: 77 Hartman Road, London SW6 7UE

Independent Examiner: Robin Brown

## For a Child's Smile (London)

Bank: Barclays Bank, 75 King Street, London W6 9HY

## Trustees' Annual Report

2. For a Child's Smile (London) Trustees

## September 2014 to August 2015

Mr. Nicolas Berman  
Mrs. Christine Hanny (Chair)  
Mr. Philip Hanny (Treasurer)  
Mr. Armand Vagnay (Secretary)  
Mr. Jean-Michel Bouchard

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12 Albany Park Road, Kingston, Surrey, KT2 5SW

Bank: Barclays Bank, 75 King Street, London W6 9HY

## 2. For a Child's Smile (London) Trustees

Trustees: Mrs Caroline Dutheil de la Rochère  
Mrs Camille Joly  
Mr Nicolas Breteau  
Mrs Ghislaine Hannay (Chair)  
Mr Philip Hannay (Treasurer)  
Mr Arnaud Vaganay (Secretary)  
Mr Jean-Michel Bouchard



### 3. Structure, Governance and Management

#### Legal Status

For a Child's Smile (London) (the "Charity") is an Association governed by a Constitution adopted on 24<sup>th</sup> June 2005 it was registered at The Charity Commission on 9<sup>th</sup> February 2006.

#### Management

The Charity is managed by a Board of Trustees. This body meets at least once a year to make policy and strategic decisions.

A team of volunteers runs the day-to-day operations under the leadership of Ghislaine Hannay. This team usually meets on a monthly basis to plan events and other fundraising and communication initiatives. Ghislaine Hannay has been supported by Philip Hannay and Arnaud Vaganay who hold responsibilities relating to the Charity's financial and administrative operations.

#### Trustee Selection Method

Officers and other Trustees are elected in General Meeting. The Trustees may appoint any person who is willing to act as a Trustee. Each of the Trustees shall retire with effect from the conclusion of the annual general meeting following his or her appointment but shall be eligible for re-election at that annual general meeting. Notice must be given, by letter or email, to the Charity by the person to be proposed to show his or her willingness to be appointed prior to the meeting.

#### Related Parties

The Charity raises funds and awareness on the behalf of Pour un Sourire d'Enfant ("PSE"), a Cambodian based charitable organisation. The Charity works alongside 27 other PSE branches in Europe, the US and Hong Kong. All of PSE's work takes place in Cambodia. PSE's Charter is set out in Appendix B. A summary of PSE's achievements is set out in Appendix C.

## 4. Objectives and Activities

### The Charity's Mission Statement

The Charity is a non-political and non-denominational association. Its sole objective is to assist in the relief of poverty affecting children and their respective families living in Cambodia who find themselves facing financial and other hardships

### Objectives

The Charity was established to support the work of PSE in the following areas:

1. The relief of financial hardship of children living in Cambodia by providing such children with food, shelter and health services which they could not otherwise afford through lack of means.
2. The relief of financial hardship, either generally or individually, of children living in Cambodia by making grants of money for providing or paying for items, services or facilities.
3. The relief of unemployment for the benefit of the children living in Cambodia by educating them in such ways as may be thought fit, including assistance to find employment.
4. To advance the education of the pupils in Cambodia by providing and assisting in the provision of facilities for education in local public schools in Cambodia or at the centre of remedial classes or at the vocational training centre located in Phnom Penh.

The Charity focuses on the following areas of activity:

- **Fundraising:**
  - Sponsorship – regular donations (normally monthly) to contribute to PSE's day-to-day operating expenses.
  - Donations – one-off or irregular donations used to finance PSE investments and projects.
  - Events organisation and coordination aimed at raising funds for PSE.
- **Communication:** Raising awareness in the UK of the Charity's activities as well as the works of PSE.
- **Volunteering:** Providing support in the recruitment of volunteers for PSE's 'summer camps.



## **5. Achievements and Performance**

### **5.1 UK Events & Fundraising**

Much of the Charity's focus in 2014/15 has been on developing awareness of PSE's actions in schools. The Charity was selected as the Charity of the year at l'Ecole des Petits and at l'Ecole de Battersea, benefitting from a number of fundraising activities including a Read-a-thon, a raffle and a 5-year-old requesting his friends donate to the Charity as his birthday present.

The Charity remained one of 3 charities to benefit from funds raised by Justice au Cœur, a teacher-student fund raising organisation based at the Lycée Français. A presentation was delivered to the children at Larmenier & Sacred Heart. The Charity also benefitted from the actions of a young volunteer at St Phillips School to fundraise by selling lavender bags.

The Charity showed the PSE film at the Jameson pub in West Kensington, London. This event attracted approximately 35 people. The Jameson provided the Charity a side room, free of charge, which included a large screen for the film to be shown. This allowed for a good and convivial atmosphere.

The Charity was registered on the BT Donate fundraising site in addition to Justgiving. BT Donate's charges are lower than Justgiving.

A number of fundraising events were held through the year by the Charity & by volunteers, these have included walking along Hadrian's Wall, running in the Hyde Park 10K, in the Regent's Park 10K and the Angkor Wat half marathon and climbing Mont Blanc. Summer camp volunteers organised a Christmas fair at Santander.

Caroline de la Rochère & Camille Joly, responsible for institutional fundraising, made a presentation of activities to Temasek, an investment company based in Singapore with offices in London. Temasek subsequently made a donation of US\$10,000 to the Charity.

### **5.2 Communications**

The Charity completed the translation of the updated Flyer into English.

The Charity has continued to post announcements and news regularly on the UK Facebook page (<https://www.facebook.com/forachildsmileuk>) boosting likes over the year.

The Charity has continued to send out quarterly bulletins and other news items to the Charity's contact list in both English and French via Mailchimp.

### **5.3 Volunteers for the Summer Camps**

The Charity provided assistance with the recruitment of volunteers for the 2015 Summer Camps. Previous year Summer Camp volunteers promoted the Summer Camps in various universities, organised PSE events in the UK and on many social media platforms. They held an Assessment and Interview Day at UCL where British and UK-based volunteers were selected.



## 6. Financial Review

Core incomings increased by almost 10% in 2014/15 compared with the prior year 2013/14. Sponsorship increased by over 13% while Donations & Fundraising were up over 2%.

The Total Incomings reduced by almost 14% to £56,720 as prior year Gift Aid reclaims were much reduced.

The numbers of sponsors increased by over 10% over the year.

Costs were kept under control, representing a percentage of incomings equal to 1.52% of core incomings (excluding the benefit of Gift Aid reclaims for prior years). The main reduction was achieved by finding a Pro-Bono Independent Examiner. This ensures the majority of money raised by the Charity goes to delivering PSE's key programmes in Cambodia. The Charity's accounts for the 2014-2015 financial year are set out in Appendix A.

	2013/14	2014/15	% Change
Sponsorship	£21,441	£24,243	13.1%
Donations & Fundraising	£27,078	£27,649	2.1%
Gift Aid reclaim	£3,417	£3,614	5.8%
Interest Income	£25	£14	-44.0%
Core incomings	£50,014	£54,880	9.7%
Gift Aid reclaims relating to prior years	£15,828	£1,200	-92.4%
<b>TOTAL INCOMINGS</b>	<b>£65,842</b>	<b>£56,720</b>	<b>-13.9%</b>
Costs	£1,220	£832	-31.8%
<b>NET FUNDS RAISED</b>	<b>£64,622</b>	<b>£55,888</b>	<b>-13.5%</b>
Costs as % Core Incomings	2.44%	1.52%	
Number of Sponsors at year end	49	54	10.2%

### Transfers to PSE

The Charity made 3 payments to PSE, Cambodia, during the year. A total of £63,700 was sent in October, February and June.

The payments were allocated the following projects:

Source	Project	Amount
Sponsorship	n/a	£40,650.65
Donations & Fundraising	Summer Camps	£5,039.59
	Help for Families impacted by the fire at Prek Toil	£6,882.55
	Help to rehouse families	£5,395.00
	Increasing access to PSE's remedial school curriculum	£5,732.21



## **7. Future Plans**

### **7.1 Events & Fundraising**

The Charity plans to support volunteers holding events showing the PSE film as well as hosting social parties and shows. A friend of the Charity has offered to raise money from a concert in Putney; and the French British Improvisation team have offered to do a bilingual show for the benefit of the Charity.

To date most activity has been based in London. The Charity intends to look for opportunities to hold events in other parts of London and in cities/towns outside London. The Charity's team will use existing contacts to further these projects.

The Charity will continue to support volunteers who wish to raise funds for the Charity by helping them to publicise their fundraising activity via Facebook and the PSE website.

The Charity also intends to continue developing relationships with schools including Justice au Coeur at the Lycée Français, Larmerier and Sacred Heart and L'Ecole des Petits and L'Ecole de Battersea.

The three Trustees responsible for institutional fundraising – Caroline de la Rochère, Camille Joly and Nicolas Breteau – will continue fundraising efforts by meeting corporates and institutions and raising awareness of the good works of PSE For a Child's Smile. They will also hold a gala dinner at the French Ambassador's residence in London to mark the 20<sup>th</sup> Anniversary of PSE in September 2016.

### **7.2 Communication**

The Charity's team will add English subtitles to two of PSE's films so they can appeal to a mixed English & French audience.

The Charity will continue to translate the quarterly news bulletin into English and to send it out along with other news items to the Charity's contact list via Mailchimp.

### **7.3 Volunteers for the Summer Camps**

The Charity intends to continue providing assistance with the recruitment of volunteers for the 2016 and 2017 Summer Camps and the others to come. The Charity is actively extending the network of Summer Camp volunteers in the UK and other English-speaking countries. The Charity will continue to organise Assessment and Interview Days to select volunteers. The Assessment Days for both the 2016 and 2017 Camps will be held at UCL.



## **PUBLIC BENEFIT**

The Charity works for the public benefit by increasing public awareness of the acute problems faced by children in Cambodia. Its grant making activities are specifically focused at funding programmes helping underprivileged people. The Trustees have complied with the provisions of the 2011 Charities Act to have due regard to the guidance published by the Charity Commission, including public benefit guidance.

## **RESERVES**

The Charity maintains reserves covering 3 months of operational expenses. Reserves to respond to unforeseen events in Cambodia are held centrally, so the Charity does not need to contribute to such reserves.

## **RESPONSIBILITIES OF THE TRUSTEES**

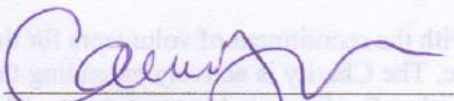
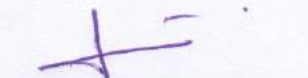
The Trustees are required to keep proper books of account with respect to the affairs of the Charity, and to prepare statements of account for each accounting period consisting of an income and expenditure account and a balance sheet.

The members of the board constitute the Trustees of the Charity and are also responsible for safeguarding the charity's assets, and hence for taking reasonable steps for the prevention and detection of error, fraud and other irregularities.

In preparing the accounts The Charity is expected to;

- select suitable accounting policies
- make judgements and estimates that are reasonable and prudent
- follow the recommendations of the Charity Commission and of the accounting profession with regard to form and content of the accounts, or to disclose and explain any departures there from
- prepare the accounts on the going concern basis unless it is inappropriate to assume that the Charity will be able to meet its objectives.

Signed by order of the trustees

  
Camille Joly (Trustee)  
Ghislaine Hannay (Chair)

Date :

21/6/16

Registered address: 31 Chiddingstone Street, London SW6 3TQ



## Appendix A: CC17a

For a Child's Smile (London)	Charity No	1112963	CC17a
Annual accounts for the period			
Period start date	01/09/2014	Period end date	

### Section A Statement of financial activities

Recommended categories by activity	Details of own analysis	Note	Restricted				
			Unrestricted funds	Income funds	Endowment funds	Total this year	Total last year
			£	£	£	£	£
			F01	F02	F03	F04	F05
<b>Incoming resources (Note 3)</b>							
Incoming resources from generated funds			-	-	-	-	-
Voluntary income	Donation	S01	56,706	-	-	56,706	65,817
Activities for generating funds		S02	-	-	-	-	-
Investment income		S03	14	-	-	14	25
Incoming resources from charitable activities		S04	-	-	-	-	-
other incoming resources		S05	-	-	-	-	-
<b>Total incoming resources</b>		S06	56,720	-	-	56,720	65,842
<b>Resources expended (Notes 4-8)</b>							
Cost of Generating Funds			-	-	-	-	-
Cost of generating voluntary income	Marketing	S07	698	-	-	698	462
Fund raising trading cost	Events	S08	-	-	-	-	258
Investment management costs		S09	-	-	-	-	-
Charitable activities		S10	63,700	-	-	63,700	92,500
Governance costs		S11	134	-	-	134	500
other resources expended		S12	-	-	-	-	-
<b>Total resources expended</b>		S13	64,532	-	-	64,532	93,720
<b>Net incoming (outgoing) resources before transfers</b>		S14	(7,812)	-	-	(7,812)	(27,878)
Gross transfers between funds		S15	-	-	-	-	-
<b>Net incoming (outgoing) resources before other recognised gains/(losses)</b>		S16	(7,812)	-	-	(7,812)	(27,878)
<b>Other recognised gains/(losses)</b>							
Gain and losses on revaluation of fixed assets for the charity's own use		S17	-	-	-	-	-
Gain and losses on investment assets		S18	-	-	-	-	-
<b>Net movement in funds</b>		S19	(7,812)	-	-	(7,812)	(27,878)
<b>Total funds brought forward</b>		S20	26,214	-	-	26,214	54,092
<b>Total funds carried forward</b>		S21	18,402	-	-	18,402	26,214



# Section B

# Balance Sheet

## Restricted

		Note	Unrestricted funds	Income funds	Endowment funds	Total this year	Total last year
			£	£	£	£	£
			F01	F02	F03	F04	F05
<b>Fixed Assets</b>							
Tangible Assets	(Note 9)	B01	-	-	-	-	-
		B02	-	-	-	-	-
Investments	(Note 10)	B03	-	-	-	-	-
<b>Total fixed assets</b>		B04	-	-	-	-	-
<b>Current assets</b>							
Stock and work in progress		B05	-	-	-	-	-
Debtors	(Note 11)	B06	11,143	-	-	11,143	3,423
(Short term) investments		B07	-	-	-	-	-
Cash at bank and in hand		B08	7,258	-	-	7,258	23,291
<b>Total current assets</b>		B09	18,402	-	-	18,402	26,714
Creditors: amounts falling due within one year	(Note 12)	B10	-	-	555	-	500
<b>Net current assets (liabilities)</b>		B11	18,402	-	-	18,402	26,214
<b>Total assets less current liabilities</b>		B12	18,402	-	-	18,402	26,214
creditors: amounts falling due after one year	(Note 12)	B13	-	-	-	-	-
Provisions for liabilities and charges		B14	-	-	-	-	-
<b>Net assets</b>		B15	18,402	-	-	18,402	26,214
<b>Funds of the Charity</b>							
Unrestricted funds		B16	18,402	-	-	18,402	26,214
		B17	-	-	-	-	-
Restricted income funds (Note 13)		B18	-	-	-	-	-
Endowment funds (Note 13)		B19	-	-	-	-	-
<b>Total Funds</b>		B20	18,402	-	-	18,402	26,214

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

Signature

Print Name

Date of approval




### Independent Examiner's Report to For a Child's Smile

I report on the accounts of the charity for the year ended 31 August 2015.

#### Respective responsibilities of Trustees and examiner

The charity's trustees are responsible for the preparation of accounts. The charity's trustees consider that an audit is not required this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

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 commission under section 145(5)(b) of the 2011 Act
- state whether particular matters have come to my attention.

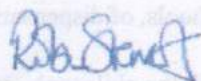
#### Basis of independent examiner's report

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 next statement.

#### 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 130 of the 2011 Act and
  - to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 2011 Acthave 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



Robin Stewart  
12 Albany Park Road  
Kingston  
Surrey  
KT2 5SW

Date: 24 May 2016

## Appendix B – The PSE Charter

The object of this Charter is to define the philosophy and ethics of our Association to assure its long term future.

The objective of our Association is to defend the fundamental rights of children throughout the world. Recognising that everyone can contribute to this objective, our Association is both apolitical and non-denominational.

### Philosophy of the Association

**"Humanity owes to the child the best it has to give". (Geneva Declaration - SDN 1924)**

Though the United Nations General Assembly unanimously approved the Convention on the Rights of the Child on 20<sup>th</sup> November 1989, in many cases, these rights are threatened or ignored.

- A hungry child must be fed
- A sick child must be treated
- A mistreated child must be protected
- An exploited child must be rescued
- An abandoned child must be taken in
- Every child should feel the affection of a loving look upon him.

PSE For a Child's Smile's mission is to intervene for the benefit of those children in greatest distress both directly and by institutional actions.

Direct action includes, but is not limited to:

- Food distribution
- Providing health care centres
- Creating protection centres
- Help for education
- Vocational training
- Supporting families

Institutional action includes, but is not limited to:

- Information Sharing
- Defending Children's Rights with national and international authorities
- Collaborating in specific projects such as construction of schools, of dispensaries, etc...
- Development of education programmes
- Supporting Non-Governmental Organisations who work with the philosophy to help children in distress.

### Ethics of the Association

#### Towards the countries where we operate

The Association respects the sovereignty of the countries in which it operates, it tries to integrate its work with the action plans of those countries and to develop its projects in close collaboration with local authorities whilst maintaining independence of action and control.

It endeavours to integrate with local partners as far as possible.

It cares about operating with modesty, always respecting local culture and acting without a conquering spirit.



## **Towards children**

All the Association's actions aim to enable the integration and fulfilment of every child in their natural geographic environment, respecting the social life and the culture of their country, and thus enabling them to master their own destiny.

It is essential that the children, often victims of violence and conflicts, find in the Association a model of peace, friendship, harmony and stability.

While wanting to provide the poorest with high quality schooling, we don't want elitism for a few.

## **Towards the volunteers**

In their voluntary work, people don't like to find constraints, conflicts and competition; they want to find a place of friendship and initiative.

This harmonious atmosphere is the strength of the Association as it allows everyone to give their best.

The Association's structure must be flexible and adaptable. There are leaders and unifiers (not bosses) that provide everyone freedom to act. Where disputes or conflicts arise, everyone must prioritise unity and the interests of the Association above imposing their own ideas.

## **Towards the sponsors**

The accounts must be transparent and available at all times to any sponsor who wishes to consult them.

The management is run with complete respect for the money entrusted to us as well as ensuring its optimum utilisation for the benefit of the children.

While the Association communicates facts, it avoids producing material that is unnecessarily shocking or making its audience feel guilty.

The financial resources come mainly from private donations (sponsorships, aid from associations or businesses) complemented by public financing to allow new investments. The Association respects the donors' wishes by fulfilling any commitments and through strict management of costs.

The Association keeps complete mastery and control of financing.

## **The founders**



## Appendix C – Summary achievements of PSE

The following summary has been sourced from the *Rapport Moral 2014-2015* published by PSE and input from the Summer Camp team; it is included for information purposes only. The Charity's Trustees are not responsible for, nor have they independently verified, the accuracy of this information.

### PSE Performance in 2014/15

The following are the key metrics of achievements by PSE:

- Supported 6,700 young people, including: 3,100 children going to public school, 1,200 children receiving additional learning support; 700 children in childcare and special care; and the 1,500 students of the PSE vocational training centre (PSE Institute);
- Served 5,260 meals per day;
- Provided support to 3,300 families (91% of which survive with less than \$1.75/day/person).
- Distributed nearly 350 tonnes of rice in compensation for the financial loss incurred by the schooling of their children;
- Provided housing and housing support to 822 beneficiaries;
- Employed 619 people in Cambodia;
- Provided an average of 2,700 medical consultations per week for both the pupils and their families.

The year also included the following milestones:

- An essential contribution to the 'Educate A Child' programme for struggling students (5,700 existing beneficiaries; 32,000 potential beneficiaries);
- The launch of the 2<sup>nd</sup> phase of the 'Family Livelihood Improvement Program' (FLIP 2), which provides vocational training to the parents of PSE pupils (106 beneficiaries so far);
- The construction of 55 new houses for families;
- The opening of a new local community centre.

### PSE Results 2014/15

In 2014-2015, the activities of PSE contributed to the following educational outcomes:

- A 89% success rate for the 'Brevet' (GCSE);
- A 85% success rate for primary school exams;
- A 55% success rate for the Baccalaureate (national average: 38%).

In addition, PSE contributed to the following economic and social outcomes:

- 211 students graduated from the PSE Catering School. Nearly all of them have found a job for an average monthly salary of \$220.
- 106 students graduated from the PSE Management School. 98% have found a job for an average monthly salary of \$238.
- 94 students graduated from the PSE Vocational Training Centre.
- 32 students graduated from other schools/higher education institutions.

### Summer Camps

In 2014, over 160 students and young adults volunteered from France, Spain, the UK, the USA, Canada, the Czech Republic, Mexico and Luxembourg, organised by a management & coordination team of 24. The team of English-speaking volunteers increased considerably from 2013, which was a main goal of the UK Summer Camp team. We organised 14 summer camps across four different cities in Cambodia (Phnom Penh, Siem Reap, Sihanoukville, Oudong) and welcomed over 12,000 children over the 4 weeks of camp and we continued to provide the rice contribution to every child who attended the camp for 3 days or more per week.

In 2015, over 180 people from France, Spain, the UK, Luxembourg, Poland, Italy, Ireland, the USA, Germany and Latin America volunteered to run 17 summer camps. The new camps consisted of Smile Village, Siem Reap Paillote, the Dentist Project, Choeng Ek and OBK. All the summer camps took on the challenge of accommodating a change in the Cambodian academic schedule and were able to welcome just under 12,000 children for the four weeks of camp.