

**For a Child's Smile (London)**

**Trustees' Annual Report**

**September 2015 to August 2016**

## 1. Reference and Administrative details

<u>Charity Name:</u>	For a Child's Smile (London)
<u>Working Name:</u>	PSE For a Child's Smile UK
<u>Charity Number:</u>	1112963
<u>Type:</u>	Association
<u>Registered Address:</u>	31 Chiddingstone Street, London SW6 3TQ
<u>Correspondence Address:</u>	77 Hartismere Road, London SW6 7UE
<u>Independent Examiner:</u>	Robin Stewart 12 Albany Park Road, Kingston, Surrey, KT2 5SW
<u>Bank:</u>	Barclays Bank, 75 King Street, London W6 9HY

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

<u>Trustees:</u>	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
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### 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 25 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**

The Charity and friends of the Charity held several awareness building and fundraising events during the year, many of them centred on showing the PSE film – evenings were held in Wimbledon, Southampton and at Edinburgh University. In February 2016, the Charity took part in the overall PSE tour, holding screenings of the film in both Fulham and at UCL.

Robert Bridge held one of his “Knitting Concerts” at All Saint’s Church in Putney for the benefit of the Charity, helping to spread awareness to a wider audience and funds were raised through a retiring collection.

The Charity gratefully took up “La FBI’s” (the French British Improvisation team) offer to perform a bilingual Improvisation show; the Charity benefitted from the ticket and food & drink.

A volunteer ran in the Regent’s Park 10K events for the benefit of the Charity.

The Charity continued to develop relationships with schools in particular Justice au Coeur at the Lycée Français, Larmenier and Sacred Heart and L'Ecole des Petits and L'Ecole de Battersea.

### **5.2 Communications**

The Charity added sub-titles to several of the PSE films so they can appeal to mixed Francophone and Anglophone audiences. They were used at several events during the year and shared with other PSE branches.

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.

La Page sponsored new banners for the Charity that were used during all the events.

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

The Charity provided assistance with the recruitment of volunteers for the 2016 Summer Camps. Previous year Summer Camp volunteers promoted the Summer Camps in various universities around the UK and on social media. They held an Assessment and Interview Day at UCL where British and UK-based volunteers were selected. The UK Branch of the Summer Camp Organisation Team also conducted Skype interviews with applicants living in the USA or Asia.

## 6. Financial Review

Core incomings (excluding Gift Aid reclaims attributable to prior years) decreased by 9.3% in 2015/16 compared with the prior year 2014/15. Sponsorship increased marginally - up 0.6% - over the year, however Donations & Fundraising amounts were down by 23.6% as the significant fundraising activity by L'Ecole des Petits in 2014/15 was not repeated this year, excluding that, the fundraising amount was up compared with the previous year. Total Incomings reduced by 12.3% to £49,756.

The numbers of sponsors increased by 7.4% over the year.

Costs were further reduced to £478 representing 0.96% of incomings as the Charity cancelled its subscription to Just Giving leaving its account with BT Donate as the sole fundraising site. The charity was able to use a Pro-Bono Independent Examiner again this year. 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 2015-2016 financial year are set out in Appendix A.

	2014/15	2015/16	% Change
Sponsorship	£24,243	£24,391	0.6%
Donations & Fundraising	£27,649	£21,123	-23.6%
Gift Aid reclaim	£3,614	£4,233	17.1%
Interest Income	£14	£10	-28.6%
Core incomings	£54,880	£49,756	-9.3%
Gift Aid reclaims relating to prior years	£1,200	-	-%
<b>TOTAL INCOMINGS</b>	<b>£56,720</b>	<b>£49,756</b>	<b>-12.3%</b>
Costs	£832	£478	-42.5%
<b>NET FUNDS RAISED</b>	<b>£55,888</b>	<b>£49,278</b>	<b>-11.8%</b>
Costs as % Core Incomings	1.52%	0.96%	
Number of Sponsors at year end	54	58	7.4%

### Grants to PSE

The Charity made two grants to PSE, Cambodia, during the year. A total of £55,431.51 was sent in December and May.

The payments were allocated the following projects:

Source	Project	Amount
Sponsorship	n/a	£25,532.30
Donations & Fundraising	Summer Camps	£1,959.22
	Building a covered section to the sports ground	£12,445.60
	Improvements to the IT systems	£15,494.39
	<b>TOTAL</b>	<b>£55,431.51</b>

## 7. Future Plans

### 7.1 Events & Fundraising

The Charity plans to assist in getting Xavier de Lauzanne's documentary film on PSE "Les Pepites" (Little Gems) shown in cinemas in UK. The French British Improvisation team have offered to do a second bilingual show for the benefit of the Charity, the Charity will organise the event and help publicise it.

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 and L'Ecole des Petits and L'Ecole de Battersea.

The three trustees for institutional fundraising - Caroline de la Rochere, Camille Joly and Nicolas Breteau plan to hold a fundraising gala dinner to celebrate PSE's 20th anniversary in June 2017 at the French Ambassador's residence. They also plan to submit an application to icap, an international brokerage firm, in order to be chosen as one of 200 charities that would benefit from the icap Charity Day, a worldwide fundraising event. They are looking for a patron in order to increase the chances of being chosen and have contacted Rich Klubeck, agent to Angelina Jolie, to enquire as to whether she may be interested to act as patron.

### 7.2 Communication

The Charity will assist with the translation of the new PSE Website into English; the site is planned to be launched in October 2016. It will provide a modernised appearance and improved access to information for the general public as well as donors & sponsors. The Charity will also translate the key documents of PSE: Annual Activity Report, Account Summary, Challenges & Overviews, so PSE material is accessible to English speaking members of the public.

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

The Charity plans to assist the recruitment of volunteers to become English Teaching Assistant in the PSE Centre in Phnom Penh. Improvements in the teaching of English has been recognised by PSE as a key development point – recruiting fluent English speakers to help building oral skills is a key step in the plans.

The Charity intends to continue providing assistance with the recruitment of volunteers for the 2017, 2018 and 2019 Summer Camps and the others to come, and we hope to expand our intake of British volunteers. 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 2018 and 2019 Camps will be held at UCL most likely in March. Applications are open every year between October 1st and February 28th.

## **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

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**Camille Joly (Trustee)**

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**Ghislaine Hannay (Chair)**

**Date :**

Registered address: 31 Chiddingstone Street, London SW6 3TQ

## Appendix A: CC17a – Statement of Financial Activities & Balance Sheet

For a Child's Smile (London)	Charity No	1112963	<b>CC17a</b>
Annual accounts for the period			
Period start date	01/09/2015	Period end date	

### Section A Statement of financial activities

Recommended categories by activity	Details of own analysis	Note	Restricted			Total this year	Total last year
			Unrestricted funds	Income funds	Endowment funds		
			£	£	£	£	£
			F01	F02	F03	F04	F05
<b>Incoming resources (Note 3)</b>							
<b>Incoming resources from generated funds</b>							
Voluntary income	Donation	S01	49,746	-	-	49,746	56,706
Activities for generating funds		S02	-	-	-	-	-
Investment income		S03	10	-	-	10	14
<b>Incoming resources from charitable activities</b>							
other incoming resources		S04	-	-	-	-	-
		S05	-	-	-	-	-
<b>Total incoming resources</b>			<b>49,756</b>	<b>-</b>	<b>-</b>	<b>49,756</b>	<b>56,720</b>
<b>Resources expanded (Notes 4-8)</b>							
<b>Cost of Generating Funds</b>							
Cost of generating voluntary income	Marketing	S07	363	-	-	363	698
Fund raising trading cost	Events	S08	-	-	-	-	-
Investment management costs		S09	-	-	-	-	-
Charitable activities		S10	55,432	-	-	55,432	63,700
Governance costs		S11	115	-	-	115	134
other resources expanded		S12	-	-	-	-	-
<b>Total resources expended</b>			<b>55,910</b>	<b>-</b>	<b>-</b>	<b>55,910</b>	<b>64,532</b>
<b>Net incoming (outgoing) resources before transfers</b>			<b>(6,154)</b>	<b>-</b>	<b>-</b>	<b>(6,154)</b>	<b>(7,812)</b>
<b>Gross transfers between funds</b>							
<b>Net incoming (outgoing) resources before other recognised gains/(losses)</b>			<b>(6,154)</b>	<b>-</b>	<b>-</b>	<b>(6,154)</b>	<b>(7,812)</b>
<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>			<b>(6,154)</b>	<b>-</b>	<b>-</b>	<b>(6,154)</b>	<b>(7,812)</b>
<b>Total funds brought forward</b>			<b>18,402</b>	<b>-</b>	<b>-</b>	<b>18,402</b>	<b>26,214</b>
<b>Total funds carried forward</b>			<b>12,248</b>	<b>-</b>	<b>-</b>	<b>12,248</b>	<b>18,402</b>

**Section B**
**Balance Sheet**

		Note	Restricted			Total this year £	Total last year £
			Unrestricted funds £	Income funds £	Endowment funds £		
			F01	F02	F03		
<b>Fixed Assets</b>							
<b>Tangible Assets</b>	(Note 9)	B01	-	-	-	-	
		B02	-	-	-	-	
<b>Investments</b>	(Note 10)	B03	-	-	-	-	
<b>Total fixed assets</b>		B04	-	-	-	-	
<b>Current assets</b>							
<b>Stock and work in progress</b>		B05	-	-	-	-	
<b>Debtors</b>	(Note 11)	B06	1,899	-	-	3,423	
<b>(Short term) investments</b>		B07	-	-	-	-	
<b>Cash at bank and in hand</b>		B08	10,349	-	-	7,258	
<b>Total current assets</b>		B09	12,248	-	-	18,402	
<b>Creditors: amounts falling due within one year</b>	(Note 12)	B10	-	-	§§§ -	-	
<b>Net current assets (liabilities)</b>		B11	12,248	-	-	18,402	
<b>Total assets less current liabilities</b>		B12	12,248	-	-	18,402	
<b>creditors: amounts falling due after one year</b>	(Note 12)	B13	-	-	-	-	
<b>Provisions for liabilities and charges</b>		B14	-	-	-	-	
<b>Net assets</b>		B15	12,248	-	-	18,402	
<b>Funds of the Charity</b>							
<b>Unrestricted funds</b>		B16	12,248	-	-	18,402	
		B17	-	-	-	-	
<b>Restricted income funds (Note 13)</b>		B18	-	-	-	-	
<b>Endowment funds (Note 13)</b>		B19	-	-	-	-	
<b>Total Funds</b>		B20	12,248	-	-	18,402	

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

Signature	Print Name	Date of approval

## Appendix B: Independent Examiners Report

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

I report on the accounts of the charity for the year ended 31 August 2016.

#### 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

A handwritten signature in black ink, appearing to read 'Robin Stewart'.

Robin Stewart  
12 Albany Park Road  
Kingston  
Surrey  
KT2 5SW

Date: 28 May 2017

## Appendix C: The PSE Charter

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

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

### Philosophy of the Charity

**"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 20th 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'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 Charity

#### To the countries where we operate

The Charity 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.

#### **To the children**

All the Charity'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 Charity 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.

#### **To 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 Charity as it allows everyone to give their best.

The Charity'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 Charity above imposing their own ideas.

#### **To 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 the Charity as well as ensuring its optimum utilisation for the benefit of the children.

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

The financial resources come predominately from private donations (sponsorships, aid from NGOs or businesses) supplemented by public financing to allow new investments. The Charity respects the donors' wishes by fulfilling any commitments and through strict management of Charity.

The Charity keeps complete mastery and control of financing.

#### **The founders**

## Appendix D: Summary achievements of PSE

The following summary has been sourced from the *Rapport Annuel d'Activité Septembre 2015 – Août 2016* 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 this information.

### PSE Performance in 2015/16

The following are the key metrics of achievements by PSE:

- Supported 6,529 young people, including: 3,308 children going to normal classes in state schools, 460 children in remedial schooling in state schools, 659 in remedial schooling in the PSE Centre; 505 children in childcare and 119 in specialised education care; and the 1,478 students of the PSE vocational training centre (PSE Institute);
- 90% of young people come from families earning less than \$1.75 / person / day, the remaining earn less than \$3 / person / day;
- 6,900 meals were served per day;
- Provided support to 2,900 families;
- Distributed 357 tonnes of rice in the year (nearly 7 tonnes / week) to families in compensation for the financial loss incurred when their children attend school;
- Provided housing and protection to 612 children in Phnom Penh, Siem Reap and Sihanoukville;
- Employed 618 people in Cambodia;
- Provided an average of 2,100 medical consultations per week for both the pupils and their families.

### The following are the key investments / projects of the year 2015/16:

- Year 2 of the implementation of PSE's remedial education curriculum in state schools in 5 provinces: an essential contribution to the 'Educate A Child' consortium of NGOs for struggling students (6,749 beneficiaries in 247 classes in 125 primary schools);
- 'Family Livelihood Improvement Program' in collaboration with "We World" NGO, provides vocational training to the parents of PSE pupils (102 beneficiaries this year) and microcredit for parents to start a business (120 beneficiaries);
- Smile Village, established, in collaboration with STEP NGO, to house families pushed out from Phnom Penh, was inaugurated on 26<sup>th</sup> September 2015. 441 people, of whom 270 are children have been assisted; PSE continues to assist in the establishment of this new community;
- Improvements in the state schools we send PSE children to: 6 libraries have been renovated and 43 washrooms built or renovated;
- The rice warehouse and the canteen for the remedial school in the PSE Centre was renovated;
- Improvements to improve accessibility to buildings and provide 14 adapted toilets, in the PSE Centre for special needs children;
- A new rugby pitch has been built.

### PSE Results 2015/16

In 2015-2016, the activities of PSE contributed to the following educational outcomes:

- 85% success rate for primary school exams in our remedial school (national average: 75%);
- 95% success rate for the 'Brevet' (GCSE);
- 74% success rate for the Baccalaureate (national average: 62.16%).

In addition, 327 students passed their higher education diplomas:

- 165 students graduated from the PSE Hotel & Tourism School
- 67 students graduated from the PSE Business School
- 71 students graduated from the PSE Trade & Technology School
- 24 students graduated from other schools/higher education institutions.

## **Summer Camps**

In 2016, over 178 students and young adults volunteered from France, Spain, England, Scotland, the USA, Germany, Portugal, Italy and Luxembourg, organised by a management & coordination team of 26. The team of English-speaking volunteers increased considerably from 2015, which was a main goal of the UK Summer Camp team. We organised 14 summer camps across 2 different cities in Cambodia (Phnom Penh & Sihanoukville,) and opened one new camp in Takhmao, close to the new dumpsite. We could not open our camps in Siem Reap for logistical reasons but have every intention of reopening them this summer. Our Dental Project and Medical Project ran for 3 and 2 weeks respectively. We welcomed over 12,000 children over the 4 weeks of camp and we continued to provide the rice distribution to every child who attended the camp for 3 days or more per week.