

# ROBERTSON OUTDOOR BURSARY (R.O.B)



## ANNUAL REPORT 2020

Registered Charity Number 1156739

## 1. INTRODUCTION & WELCOME

The Trustees present their Annual Report for the Robertson Outdoor Bursary for the year ended 31 December 2020.

In our seventh year of operations R.O.B. had to quickly adapt to the effect that the world wide covid-19 pandemic had on our operations, most notably on our ability to fundraise but more worryingly its effect on tourism in Tanzania and the resulting impact on the lives of the people there that we are trying to support.

Despite this we commenced the year by launching an exciting new partnership with Exodus Travels to encourage women to become qualified guides on Kilimanjaro. This project, called the 'Mountain Lioness Scheme', will fund guide training for 30 women over the next three years. The first 10 women commenced their training in October 2020.

In addition to our 10 'Mountain Lionesses' we were also delighted to support three men through their guide licence training.

We were honoured to once again be invited to the Kendal Mountain Festival in November (this year a virtual event) with a presence in their virtual base camp. This gave us the opportunity to screen the film 'Ngumu' about the lives of women porters on Kilimanjaro. We also showed 2 short interviews with the film's director Olly Pemberton and ROB Trustee Sally Batley, explaining all about our work.

We have maintained strong relationships with our corporate sponsors, partners and volunteers through these challenging times, particularly with our Tanzanian partners as to how the situation was evolving. We have been working closely together to see how best we could navigate these stormy waters and continue to improve our ways of working.

The challenges of Covid significantly impacted our ability to fundraise and we are ever grateful to our loyal supporters and especially this year to our regular donors that have enabled our work to continue. Our journey continues and we will continue to adapt to the world situation and obtain the maximum benefit from every penny people donate to us.

We thank all who are walking this journey with us.

Yvonne Robertson  
Chair and founder of Robertson Outdoor Bursary

*'As long as there is a purpose there is no failure'*  
*Swahili proverb*

## **2. ACTIVITIES AND ACHIEVEMENTS**

2020 has been a challenging year for us but has marked by 3 events:

- 1) The realisation of a new partnership with Exodus Travels and the launch of the Mountain Lioness Scheme which will fund 30 women to complete their guide training over the next three years.
- 2) The training of 10 women and 3 men in October 2020 at the College of African Wildlife Management.
- 3) Being invited to participate at this year's virtual Kendal Mountain Festival and being able to screen the film "Ngumu" and some interviews about our work

### **2.1 Key Milestones**

This period of operation was marked by the following key milestones:

#### **January – March**

- Realisation of the partnership with Exodus travels

#### **April**

- Launch of Mountain Lioness Guide Training Scholarships

#### **May – August**

- Selection and recruitment of 10 women for Mountain Lioness scholarships and 4 men for Guide Training scholarships.

#### **October**

- Awardees commence guide licence training at the College of African Wildlife Management.

#### **November**

- Present at this year's Kendal (virtual) Mountain Festival with a screening of the film Ngumu and 2 interviews at their base camp.

### **2.2 Kit Collections**

Due to the effect of the pandemic on tourism our kit collection and distribution programmes were suspended. We have maintained contact and closely monitored the situation with our partners at the Lake District National Park the Kilimanjaro Porters Assistance Project.

### **2.3 Fund Raising**

This year we have been unable to hold any fundraising events but have been grateful to keep the support of our regular donors through our 'Friends of ROB Scheme'.

- We were delighted to see a continued rise in the income from Amazon Smile donations which this year raised £71.
- We also continue to receive regular income from the '*Friends of R.O.B.*' though increasing their number remains an annual focus.

### **3. AWARDS & AWARDEES**

#### **2020 Awards**

##### **3.1 Guide Training Scholarships**

At the beginning of the year we committed to fund 13 places (three men and ten women) through their guide licence training at the College of African Wildlife Management. We worked in partnership with the college and The African Walking Company to recruit and select the awardees. We have been tracking their progress through their training and waiting for tourism to return to Tanzania to see them working as guides on the mountain.

### **4. CORPORATE AND OTHER PARTNERS**

Our greatest achievement this year has been the realisation of the partnership with Exodus travels to secure funding to train 30 women over the next three years to become guides.

We were delighted to be approached to participate once again in the Kendal Mountain Festival 2020 and are grateful for the opportunity to share our work there.

In this seventh year of operations, our relationships with our Tanzanian partners (the college of African Wildlife Management and Kilimanjaro Porters Assistance Project) are now well established and they continue to be an indispensable source of support and advice for us on how our donors' money can be most wisely spent.

### **5. FINANCES**

During the year we received total fundraising contributions and donations, of £1706 (inclusive of Gift Aid).

We awarded grants totalling £4,055 to fund 13 places on guide licence training scholarships at the College of African Wildlife Management.

We pledge that the money donated to us will be spent on our educational awards and any administrative expenses are kept to an absolute minimum. Of

our total costs, £4,055 was spent on grants, £49 on Virgin Money Giving collection fees and £195 on website and email hosting.

## **6. LOOKING FORWARD**

The key challenge for us has been adapting to the world wide Covid pandemic and the effect this has had on our ability to fundraise and for our awardees to study and find work. Tracking the progress of our awardees and identifying our next cohort for guide training will be our top priority in 2021.

Our core team is well established but we are aware and grateful for the commitment for the time and energy they donate to volunteer to work with us. We will continue to review our ways of working and seek new volunteers to support us.

Continuing to raise our profile via our website, social media presence and our newsletters will help us to continue to build on new partnerships and keep our donors, supporters and awardees up-to-date with our work.

Fundraising will be a major challenge for us in the coming year and we will be monitoring the evolution of the pandemic and its effect on our work. Maintaining our relationships with our Tanzanian partners will be critical to ensure that we spend the money, that our donors have so generously given, wisely and effectively.

In the year ahead we will:

- Recruit our next cohort of awardees to our Guide Training and Mountain Lioness Scholarships.
- Track the progress of awardees completing their guide licence training and send reports to our new partner Exodus Travels on the progress of the Mountain Lionesses.
- Maintain a web and social media presence
- Continue to consolidate our relationships with our partners in Tanzania and Europe and explore new opportunities of working with them
- Monitor and report income raised from regular donors and Amazon Smile donations.
- Explore new opportunities for fundraising

We are looking forward to a successful 8<sup>th</sup> year for our charity.

## 7. ANNUAL ACCOUNTS

### ROBERTSON OUTDOOR BURSARY

#### Income & Expenditure Account for the Year to 31st December 2020

	2020	2019
	£	£
<b>Incoming Resources</b>		
Regular & Single Donations received	1,286	3,149
Gift Aid	254	589
Other Fundraising activities	215	520
Virgin Money Giving fees	-49	-87
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	1,706	4,171
Grant from Exodus Travels for Scholarships	3,333	0
Grant from The Alchemy Foundation	0	500
Amazon Smile receipts	71	32
Raffle proceeds at Kendall Mountain Festival	0	654
Less: Cost of Leaflets, Cards and T -Shirts	0	-60
	0	594
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Total Funds Raised	5,110	5,297
<b>Resources Expended</b>		
Grants & Scholarships paid for training	-4,055	-3,085
Cost of Web Hosting and Email account	-195	-189
Cost of Printing Leaflets	0	-172
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<b>Net Income for the Year</b>	<b>£860</b>	<b>£1,851</b>

## ROBERTSON OUTDOOR BURSARY

### Balance Sheet as at 31st December 2020

	2020	2019
	£	£
<b>Assets</b>		
Cash at Bank	3,919	3,021
Debtors and prepayment	180	218
<b>Total Assets</b>	<b>£4,099</b>	<b>£3,239</b>
Represented by:		
<b>Accumulated Funds:</b>		
Balance brought Forward	3,239	1,388
Net Income for the Year	860	1,851
<b>Accumulated Funds carried forward</b>	<b>£4,099</b>	<b>£3,239</b>

The Income and Expenditure Account and Balance Sheet were approved by the trustees on 5<sup>th</sup> September 2021

**Yvonne Robertson**  
Founding Trustee

**Steve Smith**  
Treasurer & Trustee

**Sally Batley**  
Trustee