

# ROBERTSON OUTDOOR BURSARY (R.O.B)



## ANNUAL REPORT 2016

Registered Charity Number 1156739

## 1. INTRODUCTION & WELCOME

The trustees present their third annual report for the charity for the year 1<sup>st</sup> January 2016 – 31<sup>st</sup> December 2016.

In our third year of operations R.O.B has continued to fundraise, grow partnerships and increase the amount of people we are supporting to gain educational qualifications in Tanzania.

The key changes this year have been seeing a drop in regular donations from 'friends of ROB' and shifting the focus of our awards to fund training and education for women.

We are delighted to report that we are standing by our pledge that every penny donated will be spent to support our awardees. We continue to collaborate with our corporate sponsors, partners and volunteers to minimise administration costs through ways of working that harness their expertise and resources as we develop and grow.

Since the inception of our foundation we have now helped 56 people working in the outdoor industry in Tanzania gain qualifications that will help them improve their careers and through this the lives of themselves and their families.

Our journey continues and we are learning and developing how we can maximise our operations to make appropriate use of every penny donated to us. We thank all those who are walking this journey with us.

Yvonne Robertson  
Founding Trustee

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

## 2. ACTIVITIES AND ACHIEVEMENTS

This year, with a healthy bank balance from our 2015 fundraising efforts we began our operations with agreeing our annual awards. We were disappointed to lose several of our regular donors through our 'friends of ROB' scheme, but recognised that this was an indicator of the natural life span of a donor. We were delighted with those that continued to support us via this route. Recognising this life span of a regular donor was important step for us that led us to start to consider what our strategy would be to gain support for our work and continue fundraising

### 2.1 Key Milestones

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

- **March:**  
Awards to 5 employees of the African Walking Company to fund their place on the Wilderness First Response Course
- **May:**  
5 awardees successfully complete Wilderness First Response Course
- **June:**  
Asha Juma successfully completes Food Production Course
- **September:**  
Development of an introduction to guiding programme for women & awards to 22 women to fund their place on this.
- **November**  
22 women complete 'Introduction to Guiding Programme'
- **December :**  
Fundraising Event 'the Santa pub quiz' at the office Bar Argentiere

### 2.2 Kit Collections.

This year we had no kit collections.

### 2.3 Fund Raising

The 'Friends' of R.O.B continue to support us with their regular donations and we have held one main fundraising event.

However, the number of 'friends' has diminished indicating their natural 'giving' life span is between 2-2 ½ years. This is important information for us to recognise and use in our future fundraising strategy. In the light of this we made the decision to organise a charity climb to raise funds and awareness for ROB that will take place in October 2017.

Event

- Office Bar Argentiere, France Pub Quiz 5<sup>th</sup> December

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

#### **2016 Awards**

This year we met with the African Walking Company to agree a strategy as to how we could best spend our donations in 2016. In light of the success and usefulness of the Wilderness First Response Course we agreed to sponsor a further 5 people on this programme. For the rest of the year we decided our focus would shift to supporting women, who still have very few career opportunities in Africa. Therefore in collaboration with a local trainer we developed an 'Introduction to Guiding Programme', which aimed to introduce women to the core elements of guiding, including a first aid qualification. In November, 22 women completed this programme.

### **4. CORPORATE PARTNERS**

In this third year of operations our relationship with the African Walking is now well established and we are working well together identifying the best use of our funds.

A key milestone this year was forming a relationship with a Tanzania based trainer who we worked with to develop the women's programme.

We have continued to maintain and build on our relationships established with our corporate partners:

- Swank Healthcare (USA)
- Cotswold Outdoor (UK)
- Exodus Travel (UK)
- 8<sup>th</sup> Day Adventure (UK)
- Namaste Sport (Argentiere France)
- You Inspire (UK)
- The Office Bar in Argentiere, Chamonix
- Colorado Mountain Club, United States of America

This year we were delighted to welcome the following new partners :

- Alex Lamunge, Tanzania

### **5. FINANCES**

During the period we received total donations including gift aid of £897. We are currently receiving regular donations of £328 per annum.

This year we awarded £3,915 in grants. Our total expenditure for the period was £4029. Our operating excess of income stands at £6,257 (Appendix 1 financial report)

We pledge that all money donated to us will be spent on our educational awards and will not be spent on administrative expenses. Of our total costs, £3915 was spent on grants. We spent £29 on Virgin Money collection fees and £85 on other administrative costs.

## 6. LOOKING FORWARD

The key lessons learned for us this year were about target our awards and most significantly about the need for a new focus on fundraising. Our priority for the next year therefore is to raise awareness and gain more support for the charity. We need to continue to work closely with partners in Africa to understand where best we can be of help and spend the money wisely that our donors have so generously given.

In the year ahead we will:

- Organise a charity climb of Kilimanjaro for a minimum of 10 people
- Raise awareness and increase the number of regular donors.
- Identify and build new partnerships within Tanzania
- Review success and effect of the training we have offered
- Develop an advanced guiding programme to be delivered on our behalf
- Continue to update our website, streamline our administrative processes as far as possible and grow our social networking presence.

We are looking forward to a successful fourth year of our charity.

[www.robertsonoutdoorbursary.org](http://www.robertsonoutdoorbursary.org)

## 7. ANNUAL ACCOUNTS 2015

### ROBERTSON OUTDOOR BURSARY

Income & Expenditure Account for the Period 1<sup>st</sup> January to 31<sup>st</sup> December 2016

<b>Incoming Resources</b>	<b>£</b>	<b>£</b>
2015 operating excess		<b>6,257</b>
Other donations		<b>328</b>
Gift Aid on these donations		<b>29</b>
Fundraising		<b>495</b>

Bank Interest		1
Total Income Receivable		<u>7010</u>
 <b>Resources Expended</b>		
Grants made for charitable purposes	3915	
Virgin Moneygiving collection fees	28	
Other costs	<u>85</u>	4028
Net income for period		<u>2982</u>

**STEVE TO COMPTETE**  
**ROBERTSON OUTDOOR BURSARY**

**BALANCE SHEET AS AT 31ST DECEMBER 2015**

<b>Current Assets</b>	£
Cash at bank	
Debtor - Virgin Moneygiving	
Total Assets	<u>                    </u>
Represented by:	
Accumulated Funds: Net income for period	<u>                    </u>

The Income and Expenditure Account and Balance Sheet were approved by the trustees on

**Yvonne Robertson**  
Founding Trustee

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**Steve Smith**  
Treasurer & Trustee

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**Sally Batley**  
Trustee

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