

STRAWBERRY HILL OVERSEAS AND COMMUNITY CONCERN

**Annual Report of the Trustees
For the year ending 31st December 2014**

Charity registration number 1120787

Strawberry Hill Overseas and Community Concern (SHOCC) is the St Mary's University charity that works with the disadvantaged in the UK and overseas.

The Trustees present their report together with the accounts for the charity for the year ending 31st December 2014. This report has been prepared in accordance with the requirements of the Statement of Recommended Practice (2005) on 'Accounting and Reporting by Charities', as have the accounts which have been drawn up on the accounting policies set out in Note 1 of the Financial Statements.

Trustees

Mrs Elizabeth Byrne Hill
Dr Kevin Cook (Chair)
Mrs Valerie Cunningham
Rev Fr Gerard Devlin
Rev Sister Amicia Eyston
Dr Caroline Healy
David Leen
Mrs Lin McGarry
Ms Gwen O'Leary
Ms Sally-Ann Richards

Principal Office

St Mary's University, Strawberry Hill, TWICKENHAM. Mddx. TW1 4SX
020 8240 4000
<http://www.smuc.ac.uk/shocc/index.htm>

Bankers

Lloyds Bank plc, PO BOX 1000, BX1 1LT

Objectives

Within the overall object of *the relief of disadvantage in the UK and overseas* as set out in Strawberry Hill Overseas and Community Concern Trust Deed our agreed objectives are:

- To advance the education of pupils in schools overseas by providing and assisting in the provision of facilities for education
- To advance the Roman Catholic faith for the benefit of the public in accordance with the statements of belief of the Roman Catholic doctrine
- To develop the capacity and skills of members of socially disadvantaged communities in the UK and overseas so that they may be better able to identify and help meet their needs and to participate more fully in society

- To promote and protect the physical and mental health of HIV/AIDS sufferers through the provision of financial assistance, support, education and practical advice.

Background and approach

Strawberry Hill Overseas and Community Concern (S.H.O.C.C.) is a UK charity working with disadvantaged people in many parts of the world. The charity was founded in September 2007, replacing its predecessor Strawberry Hill Overseas Concern (SHOC). Strawberry Hill Overseas Concern (S.H.O.C) was founded in 1971 by a group of staff and students who wished to explore the idea of establishing a link with educational institutions in the Global South. Several staff had experience of teaching overseas and they were aware both of the educational and personal needs of individuals and communities overseas and of the potential of such links to St Mary's. Together they wished to devise ways of bringing the needs of the Global South to the attention of the university community. Within a year, SHOC had become a recognised feature of college life.

In 2008, the name of the charity was changed to reflect its local, national and international dimension. Whilst not giving up its overseas work, the new charity sought to bring together the many aspects of voluntary work of a more local nature being carried out by the university. Charitable status was obtained and trustees appointed.

S.H.O.C. was always very much a shared staff-student experience and the new charity has attempted to continue this tradition. For some this means working as a volunteer locally or overseas; for others it has involved corresponding with students or helping with fund raising initiatives. A strong, positive feature of both SHOC and SHOCC is that they both involve present and past members of the college community.

S.H.O.C.C. concentrates on four main areas of activity. These are Projects, Fund-raising, Publicity and Volunteering. Projects that might receive financial support are submitted for consideration to the Trustees. Such projects have to have some direct and tangible link with the university and there should be some benefit to the charity and the institution. Trustees seek funds to meet needs and are responsible for making bids to funding bodies. They also encourage staff and students to raise funds through a range of activities both within and outside the institution. Trustees are also responsible for placing the work and success of the charity in the public domain. They do this through newsletters, maintaining the charity web site, by using social media such as Facebook and other means. A small group of Trustees is responsible for the charity's volunteering programme. This group works with the university's careers service and seeks to provide staff and students with advice on volunteering in the local community and overseas. Starting in 2015 it will also be responsible for placing undergraduates and staff at some of our projects overseas.

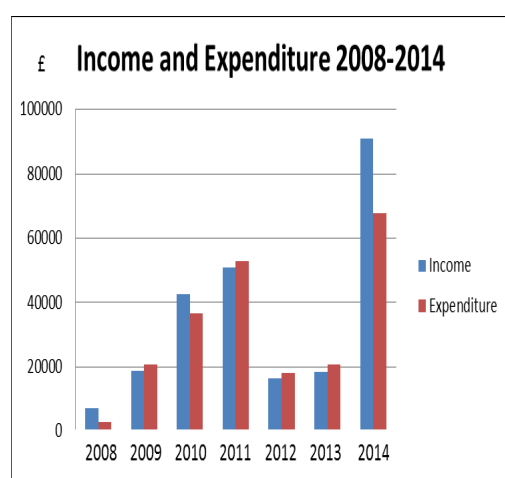
While S.H.O.C.C. often provides the main funding contribution, our projects typically feature contributions from the beneficiary communities themselves and often from other charities.

Since 1971 several hundred staff and students have committed themselves to a period of work overseas or have worked on a voluntary basis with local disadvantaged groups. Whilst it is difficult to be precise about the amounts of funding raised, it is estimated that staff and students, both past and present, have, since 1971, been linked to over 125 projects and have raised something approaching £500,000.

Achievements and performance

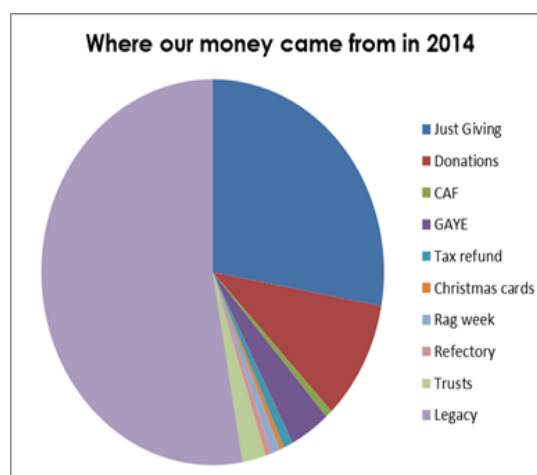
Fundraising and support

2014 was Strawberry Hill Overseas and Community Concern's (SHOCC) most successful year since its formation in 2008 and indeed since the original university charity (SHOC) was formed in 1971. Not only did it receive the largest inflow of funds, mainly due to a most generous legacy, but it was also able to distribute the largest amount of money to the largest number of projects in a single year. The charity also continued to work with Grassroots Tanzania receiving and distributing donations for this young environmental and educational project in Tanzania and receiving donations in support of Outspan Schools in Uganda. As in past years costs were kept to the minimum and over 99% of income went directly to projects.



The figure opposite shows our income and expenditure for the year and, to place the year in context, for the period since we became a charity. Our income exceeded £90,000 reversing the decline experienced during 2012 and 2013. We were also able to distribute more funding than ever before with just over £67,000 being sent to 12 projects in the UK and overseas. This was also the largest number of projects supported for several years and included one donation of £28,000 to renovate the science laboratories at a girls' school in Kenya (see details below).

Our income came from a wide range of sources with one, the legacy, representing just over 53% of total income. Other important sources included donations received through our Just Giving sites (28%) which qualify for an additional 25% government tax relief, and personal donations made through Give as you Earn and the Charities Aid Foundation (1%). A number of organisations and schools contributed to our work including Shepperton Rotary, the Simmarian Liverpool Club and St Catherine's School, Twickenham.



Fund raising activities within the university included the annual Rag Week and we are grateful to the Students' Union for selecting SHOCC as one of its charities to support. Christmas cards sold well and, together with the Lent Jam Jar collection and sponsored walk raised over £2500 (3%). We received a donation from Coca Cola as a percentage of the sales of water and other drinks in the university Refectory. Finally we are grateful once again to the Harold Hood Trust for their most kind donation of £2000 towards the work of St Marie Eugene Girls' School near Moshi, Tanzania.

Highlight of the year



The highlight of the year in addition to our fundraising efforts and project support was the news that the Director of Proyecto Vida (further details below) Maryknoll Sr Dee Smith, had been awarded an MBE in the 2014/15 New Year's Honours. SHOCC submitted her name and details for consideration in early 2014 and was delighted at the news, received just before Christmas. The honour was awarded in recognition of her '*services to the victims of HIV in Guatemala*'. Dee celebrates 40 years of work for the disadvantaged in 2015, first in

Kenya and for the past 20 years, in Guatemala and SHOCC is pleased to be able to continue to support her work.

Projects supported

During 2014 SHOCC was able to help 12 projects most of which were overseas. A brief summary of what our funding helped to achieve is provided below.

1. Muthetheni Secondary Girls' School Kenya

Amy Hemmings (pictured right) lectured in the geography department at St Mary's from the mid-1960s until her retirement. She passed away in 2014 having been a supporter of SHOCC's work during her life. She left the charity a large legacy in her will and the Trustees decided that the renovation of the science laboratories at Muthetheni Girls' School, Kenya, would be an appropriate way to make use of part of her legacy.



The pre-renovation laboratories (photo left) had very limited facilities for the pupils. Benches lacked sinks and electricity, water and gas.

This renovation work is now complete and the £28,000 has provided pupils with a set of laboratories that now have gas, water and electricity facilities, an up to date fume cupboard and new benching and seating. The laboratories have also been painted and decorated and new doors and windows provided.

The impact of the renovation has been felt immediately with the 2014 examination results being the best for many years. The mean score achieved has increased from 6.72 in 2013 to 7.59 in 2014 placing the school amongst the best in the Province. A target mean score of 8.0 has been set for 2015. Given that three of the seven subjects included in the Kenya Certificate of Secondary Education are the three sciences, the new laboratories should make a considerable difference to overall school scores. It is hoped that many more girls will be eligible for university and will go on to study the STEM subjects.

2. Itumba Hill Primary School (Grassroots Tanzania)

This was our second largest recipient of funds receiving nearly £12,000. It is a new project for SHOCC having been started in 2013 by a husband and wife team wishing to develop an environmental project in the south of Tanzania. SHOCC acts as a recipient for funds and contributed to the work of building a new school for the local community at Itumba Hill. We intend to develop our links with the project and are hoping it may be able to be involved in our Volunteering project.

3. Outspan Schools Uganda

SHOCC continues to support this educational project and acts as a conduit for donations raised by families and schools in Northamptonshire. This year we were able to send nearly £6000 to the two schools and we receive regular updates on pupil progress. It is possible that Outspan may be able to provide places on our new volunteering project (see details below).

4. Orkilili Secondary School, Moshi Tanzania and our new volunteering programme

SHOCC has supported Orkilili since its inception and, although we did not provide any financial support this year, Trustee Elizabeth Byrne Hill visited during 2014 to negotiate arrangements for volunteers to teach at the school during 2015.



We spent 2014 in discussion with two of our projects, Orkilili in Tanzania and Ndoro Orphanage and school in Zimbabwe. Both have offered to host staff and/or undergraduates for a period of up to six weeks in the summer of 2015. We hope to expand this scheme in the future with projects in Kenya and Uganda as possible hosts.

5. Proyecto Vida Guatemala



Following a visit to the hospice in 2014, we received a report from Betsy Keating, a professional reflexologist from Dee's home town of Tottington in Lancashire. All staff who took the course which she ran (pictured left) passed and Betsy saw the need for a reflexology room at the hospice. Donations were received after Dee spoke at churches in the Tottington area and SHOCC doubled these. The hospice now has a fully equipped reflexology and massage room.

6. The Grenada Foundation

St Mary's tourism students visit Grenada as a part of their undergraduate studies led by Trustee Sally Ann Richards. She is involved with the Grenada Foundation for Needy Children. The students (pictured right) visited the project and SHOCC was able to donate £2000 towards its work with children who need financial help to attend school on the island.



7. Chekereni School Moshi Tanzania



Sister Schola inspects the building work at St Marie Eugenie. It was soon in full use thanks to SHOCC.

We have been helping St Marie Eugenie Girls' School at Chekereni, a half-hour's drive south-west of Moshi, Tanzania since we provided start-up funding to help purchase land for the school. This was back in 2005. The school opened in 2011 and now has over 300 pupils making use of first class facilities. St Marie Eugenie is now probably one of the best equipped schools in Tanzania. In 2014 the school achieved 10th best exam results out of 585 in the region with no failures. SHOCC was able to send the school a [further £4775 towards](#) its continued development thanks to a donation from the Harold Hood Trust and personal donations. Trustee Elizabeth Byrne Hill was invited to attend the official opening of the school in July 2014 and represented SHOCC at the event.

8. St Kevin's and St Paul's Schools Marigat Kenya

Our twin schools at Marigat in Kenya, St. Paul's and St. Kevin's, continued to receive our help and we sent them £6,800 during the year. This was used to renovate classrooms, complete the construction of a kitchen block and extend St Kevin's infant school. Trustees Kevin Cook and Elizabeth Byrne Hill visited the projects in the summer of 2014 and were able to confirm the advances made over the year. The kitchen block at St Paul's had been incomplete for over a year since the funding provided by the scouts from Cleveland proved to be insufficient. SHOCC agreed to provide the remaining £2000 to complete this work. The two trustees also had concerns about the state of the floors in the classrooms. These had been constructed several years ago and were wearing away with dust clearly affecting the pupils. SHOCC agreed to provide the £2500 needed to screed each of the floors thereby minimizing dust pollution.

The situation at St Kevin's is more complex as it has transpired that the two completed classrooms have been constructed on disputed land. The SHOCC Trustees have agreed not to provide any further funding until negotiations with the local community over the land are completed. The successful Lent jam jar project and sponsored walk went ahead, however, and raised £2300, sufficient to provide over 10,000 lunches for pupils at the school. The photo (right) shows some of the bags of maize and beans purchased to prepare ugali and githeri for the pupil lunches. Also shown are bags of tea, oil and sugar.



9. Kawangware Weaving centre Nairobi



In 1996 the Sisters of the Assumption at Kawangware, an informal settlement on the north-west of Nairobi, opened a centre for refugee women from Rwanda. SHOCC provided funding to convert the existing garage into a weaving room and since then have funded the purchase of looms and other equipment. A professional teacher provides a four month training programme for the refugees and the colourful carpets and garments are then sold in local markets.

In 2014 we provided £800 to cover the teacher's salary and to enable materials to be purchased. The project now reaches out to other very poor, unemployed women, often the head of the family and the only breadwinner.

10. The Sarnelli Centre Philippines



Dr. Stephen Bullivant, a member of St Mary's University staff, took part in what he called a 'Marython' in 2014 to raise funds for the Sarnelli Centre in the Philippines. Stephen ran in the Liverpool marathon reciting the rosary as he ran and raising over £1600 for the Centre for street children in Baclaran.

Funds permitting, we would like to assist this deserving project again in the future.

11. Kusiomumo Secondary School Machakos Kenya

SHOCC has provided funding in the past for this school and this enabled the roofing of a girls' dormitory block to be completed. This has had a range of outcomes including a noticeable improvement in examination results and a welcome reduction in teenage pregnancies. Girls boarding at the school are no longer molested on their way home from school.



The school urgently needed a well to provide water for cooking lunches and for the girls who board to wash each day. Water was being obtained from a local well and was being carried by the girls back to school in 20 litre drums. SHOCC provided the funding to deepen the well and also to pay off the debt on the original well. Water is now being pumped uphill to a large water tank and the girls no longer have to trudge down the hill each day to collect their supplies. The photo above shows members of the school's Board of Management (Governors) explaining the working of the well to SHOCC Trustee, Kevin Cook, when he visited the school in the summer of 2014.

12. Roy Kinnear House Strawberry Hill

During the year Trustees visited the Roy Kinnear House just across the road from the University. We were able to provide a small amount of funding to enable spring bulbs to be planted in the gardens for the benefit of the disabled young residents. We are in discussions with the management of the House to determine whether the charity can provide further help in the future.

Plans for the future

The main objectives set for the year 2015 are:

- To continue to support financially our projects such as those at Chekereni, Orkilili and [Itumba Hill](#) in Tanzania, Marigat, Machakos and Kawangware in Kenya, Nandom in Ghana, Outspan in Uganda, Proyecto Vida Guatemala and Ndoro, Zimbabwe.
- To seek to widen our links with local charities and provide funding to meet their needs especially where they have a strong connection to the university.
- To continue to expand our donor base through Give as you Earn, the Charities Aid Giving and our Just Giving web sites and to investigate the opportunities for obtaining funding from a wider range of Trust Funds.
- To continue to raise funds through sponsored events in and around the university college.
- To start our Volunteer programme for staff and students at our projects in Tanzania and Zimbabwe.
- To raise an income for the year of at least £20,000 from a diverse funding base.

Structure, governance and management

SHOCC was founded in September 2007 and has been governed as a Charity since that date. It replaced the existing charity, Strawberry Hill Overseas Concern (SHOC) founded in 1971. It took the opportunity to widen its remit to take in local as well as international projects but its mission remains essentially the same. It continues to be the recognised charity of St Mary's University.

Trustees

Trustees are selected by the existing Trustees in accordance with the Trust Deed and according to the skills and experience required for the charity to function well. New Trustees are inducted into their roles under the guidance of the existing Trustees and with the help of the relevant publications of the Charity Commission. As well as becoming familiar with the charity's objectives, values and ways of working, Trustees are encouraged to visit projects whenever possible to see at first hand the work of the charity.

In the year to 31st December 2014, there were ten Trustees. Three new Trustees were appointed: Dr Caroline Healy and Ms Gwen O'Leary, both members of the university staff, and Mrs Lin McGarry. We are also grateful to the university's Assistant Chaplain, Caroline Stanton, who provides us with considerable support in many ways.

The Trustees hold regular meetings to review the work of the charity, to agree forward plans and annual budgets, and to determine other matters of general policy. There is frequent contact among the Trustees, and between Trustees and staff, outside these meetings. The charity has a large supporter base made up of representatives from areas of the university. These supporters are invited to attend some of our meetings.

The work of the charity is managed under the headings of Project Funding, Finance, Fundraising and Publicity. Individual Trustees take a leading role in relation to each of these areas and additional inputs are provided by supporters.

The operation of the charity

Strawberry Hill Overseas and Community Concern (SHOCC) currently does not make use of office space and has no overheads of this kind. Its day to day management is in the hands of one of the Trustees. Its meetings of both the Trustees and the Project Funding committee are usually held in the Chaplaincy at the University College.

Trustees and the supporter group, operating from the university, make a wide range of valuable contributions, such as organising sales and events to raise funds. Regular donations are received from annual events such as the university carol singing in London, from chapel collections, from sponsored events and from individual donations through Give as you Earn or to the charity's Just Giving sites on the web. Contributions to the charity's work are also received from past students.

Public benefit

In exercising their powers and duties, the Trustees have due regard for the guidance on public benefit published by the Charity Commission. The charity's activities, therefore, give rise to identifiable public benefits, both in the UK and overseas.

Strawberry Hill Overseas and Community Concern's focus is on the disadvantaged in its local community and overseas. For them, the benefits are clear. Providing sums of money for class room construction or for the building of a HIV/AIDS hospice can be the starting point for wider development. Wherever possible, we encourage the local community to help meet the costs of projects as this gives them ownership and helps to make the projects sustainable. Their contribution often takes the form of providing the labour required to carry out the construction. Our funds can never meet all the costs of a school and input from the local community during and after construction is essential. As an example we required Muthetheni Girls' School to provide approximately 7% of the overall costs of the laboratory project and they did so willingly. This has given them 'ownership' of the project.

Risk management

As a grant-awarding charity, the main area of risk is the extent of our commitments in relation to the funding of our projects. The charity seeks to limit commitments to a level which can be met out of funds available to it. Funds cannot be provided unless they are available and projects are made aware of the time it may take to meet a commitment in full given that SHOCC is a relatively small charity. All projects must have a distinct and recognizable link with the university and funding is not provided for applications that do not meet this criterion. For large projects such as that at Muthetheni, a local

project manager is appointed and a legal contract negotiated between SHOCC, the project and the contractor. Three quotations are required for projects of this size and a separate bank account is mandatory. SHOCC agrees a timetable for the work and regular tranches of funding are only delivered on the successful completion of stages of the work. A proportion of the funding (usually 5%) is retained and is only paid to the contractor six months after the completion of the project subject to their being signed off at this time.

In assessing individual projects, the Trustees consider the following aspects of each proposal for funding:

- The significance and importance of the project in relation to the aims of SHOCC and the mission and values of St Mary's University,
- The need for and benefit/impact of the project on the community in which the project is based,
- The viability/sustainability of the project in the medium/longer term i.e. will it require future investment or will it be self-sustaining,
- The likelihood of the project proceeding to completion and achieving its aims,
- The value for money of the project taking into account the funds that are being requested in light of the potential benefit/impact of the project and the likelihood of accessing related/other funding if required.

Project applications are submitted using a standard format that requires applicants to provide information under the following headings:

Name, address, and contact details

Project title

Detailed costs

Other support/funding

Referees

The risks inherent in each project are assessed. In particular, the following aspects are considered:

- The capability of the partner organisation to carry out the project and the effectiveness of its operations;
- The commitment of the beneficiary community to the project;
- The technical soundness of the proposed works and their sustainability after completion;
- The validity of the budgeted costs and the timescale proposed for the project.

The Trustees keep the organisation of the charity under review and seek to ensure that it is adequately structured and resourced to meet the needs of its operations.

Financial review

The annual accounts show a total income for the financial year ending 31st December 2014 of £90,864 (2013 £18,119). The total expenditure by the charity on its project programmes was £67,913 (2013 £20,794). The charity had no project support, fundraising or governance costs.

The majority of this expenditure went to school building and school laboratory renovation projects in Kenya and Tanzania, to providing school fees for children at a school in Uganda and a project in Grenada.

The principal sources of funding with amounts and approximate percentages were:

A legacy from a single donor (53%)

Trusts (2%)

Individual donations (including tax recovered) – 39%

Regular giving by individuals – GAYE and CAF (£1,074) including tax recovered) – 1%

Fund raising – Christmas cards (£407), Lent Chapel Collection (£2285), Student Rag Week (£747)

Refectory Coca Cola (£524) – 4%

The financial performance of the charity is monitored against agreed budgets, with the Trustees receiving regular statements of Income, Expenditure and Reserves held.

The level of reserves is kept under regular review. The Trustees have agreed to keep this figure as low as possible as the charity has no overheads, wishing to distribute its income to projects as quickly as possible.

Reference is made in the financial statement to those funds received for specific projects (restricted funds). These are held for the purposes agreed with the donors and are expended to the relevant programmes. In the accounts for 2014 restricted funds accounted for 33% of total income.

I declare, in my capacity as a Trustee, that the Trustees have approved this Report and have authorised me to sign it on their behalf.

Signed	Kevin L Cook	Full name	DR KEVIN LAURENCE COOK
Position	Trustee	Date	30 th March 2015