



STRAWBERRY HILL OVERSEAS AND COMMUNITY CONCERN

Annual Report of the Trustees

For the year ending 31st December 2020

Charity registration number 1120787



**Two of the five new SHOCC funded classrooms at St
Jude's Primary school, Mto Wa Mbu, Tanzania**

The Trustees present their report together with the accounts for the charity for the year ending 31st December 2020. This report has been prepared in accordance with the requirements of the Statement of Recommended Practice (FRS102) on 'Accounting and Reporting by Charities', and the Update Bulletin 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 (Secretary)
Dr Kevin Cook (Chair)
Mrs Valerie Cunningham
Dr Caroline Healy
Mr Michael Murnane
Ms Sally-Ann Richards
Ms Eva Papadopoulou (Appointed 21.10.2020)
Mrs Lauren Siva (Appointed 02.12.2020)

Principal Office

St Mary's University, Strawberry Hill, TWICKENHAM. Middlesex. TW1 4SX
020 8240 4000

<https://www.stmarys.ac.uk/strawberry-hill-overseas-community-concern/shocc.aspx>

Bankers

Lloyds Bank plc, PO BOX 1000, BX1 1LT

Charitable Objects

Following discussions at meetings during 2019 and 2020, the Charitable Objects of the charity were amended and agreed by the Trustees at their meeting on 30th June 2020. They were accepted by the Charity Commission on 7th July 2020. The Objects now read:

To advance in life and relieve the needs of the poorest and most vulnerable individuals in the UK and overseas by:

- advancing their education,
- providing support and activities which develop their skills, capacities and capabilities to enable them to participate fully in society.

Background and approach

Strawberry Hill Overseas and Community Concern (SHOCC) is a UK charity working with poor and vulnerable individuals in the Twickenham area and overseas. The charity was founded in September 2007, replacing its predecessor Strawberry Hill Overseas Concern (SHOC).

SHOCC is a relatively small charity working with trusted partners; individuals and communities that have demonstrated need and have clear goals. We support projects financially and provide appropriate tailored advice and encouragement. Our projects illustrate what Paul Vallely has recently (2021) termed reciprocal philanthropy where we have an ongoing relationship with our partners, treat them with respect and have a two-way, empathetic approach, aiming for projects quickly to become self-sustainable. We have very few administrative costs and 99% of every donated pound goes to our projects.

Projects that might receive financial support are submitted for consideration to the Trustees. Such projects need to have a link with the university such as through a Trustee, member of staff, student or alumni. Trustees seek funds to meet these needs by making bids to funding bodies and seeking financial support from individuals. Trustees are also responsible for placing the work and success of the charity in the public domain. They do this through a newsletter, maintaining the charity web site and by using social media such as Facebook, Instagram and other means. While SHOCC often provides the main funding contributions, our projects typically feature contributions from the beneficiary communities themselves.

Since 1971 staff and students have committed themselves to a period of work overseas or have worked on a voluntary basis with local disadvantaged groups. Since 2018, the charity has organised an annual volunteering programme funded through a Catenian legacy. This enables one or more students to work for a short period at one of our overseas projects.

An examination of projects funded since 2008 has shown that SHOCC has provided nearly £600,000 for 43 different projects in locations as far apart as Twickenham, Guatemala, South Sudan and Tanzania. Four fifths of our funding has been provided for education related projects with the remainder given for health and humanitarian relief such as responding to Covid-19 pandemic demands. [See Table 1 below for details].

Table 1 Projects funded 2008-2020

Projects	School construction	Pupil fees	Health related	School farms	School equipment	Humanitarian assistance eg Covid related	Staff/student bursaries	Totals
Amount donated	£338,751	£97,873	£64,621	£30,345	£24,987	£21,869	£8,417	£586,863
Percentage	57.7%	16.7%	11.0%	5.2%	4.3%	3.7%	1.4%	100
Number of projects	12	5	8	3	5	5	5	43

Achievements and performance

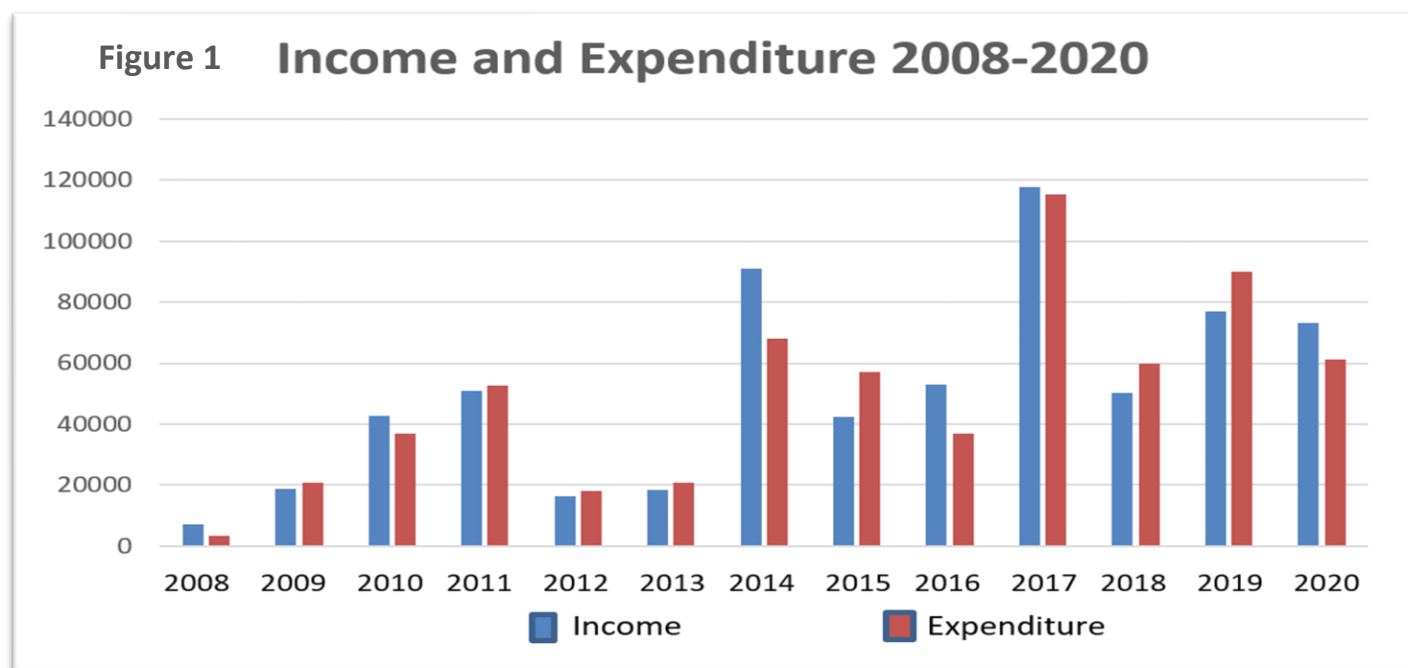
During 2020 SHOCC received £73,631 to support the work of 13 partners and projects in the local area and the Global South. As in past years, costs were kept to the minimum and 96% of our income went directly to projects.

The total funds received during the year were almost the same as in 2019 [see Figure 1 below for details of individual project funding]. Most of this funding was what the Charity Commission terms ‘restricted funds’ in that they were donated for specific projects such as the £15,750 and £15,225 donated for the construction of classrooms at Kisaki Secondary school and St Jude’s primary school, both in Tanzania. SHOCC organised six campaigns during the year to raise funds to support our projects, both locally and overseas, in a time of Covid. The Covid pandemic meant that we had to postpone our highly successful volunteer programme. As Table 2 shows, we continued to support our long-standing projects in Guatemala, Uganda and Tanzania whilst adding new projects in Richmond, South Sudan, Tanzania, Zambia and Zimbabwe.

Table 2. Projects funded in 2020 with sources and uses made of funding

Project	Amount provided	Where the funding came from	What our funding achieved
Outspan Schools Uganda	£8,950	Northamptonshire parents and SHOCC general funds	Education of 40 pupils at the two Outspan primary and secondary schools..
Santa Maria Hospice, Coatepeque, Guatemala	£7,662	Regular donors through our Just Giving site and private donations	Leadership diploma for women with HIV. Annual running costs of hospice. Covid 19 appeal. Fees for hospice worker to attend university agronomy course.
St Jude’s primary school Mto Wa Mbu Tanzania	£15,225	Donations made through our Just Giving site and private donations	New classroom, books and stationery for school, fees for orphans and seminarian.
Christ the King infant school South Sudan	£1,500	Leatherhead Catholic Church parishioners	Towards costs of constructing first classroom at new school.
St Paul’s primary school Marigat, Kenya	£1,650	Private donations	Fees for two orphan pupils and food during the Covid pandemic
Kisaki secondary school Tanzania	£15,750	Brian Murtagh Charitable Trust, Erica Leonard Trust, anonymous donor	Continuation of construction of new school.
Orkilili School Tanzania	£2,937	Campaign donations made through Just Giving site	Food and equipment during Covid pandemic
Family, Moshi, Tanzania	£1,773	Anonymous donations	House completion and school fees for orphan
Kasubi School, Kampala, Uganda	£1,176	Covid 19 Just Giving campaign	Food for teachers during covid pandemic
Kabwe School, Zambia	£250	Anonymous donor	School books for orphan
University alumnus, Harare, Zimbabwe	£560	Anonymous donors	Hospital fees for cancer operation
Vineyard Food bank, Richmond	£1,000	Covid 19 Just Giving campaign	Provide food parcels for homeless during covid pandemic
React, Twickenham	£500	General donations	Support for disabled children

Our income of £73,631 came from a variety of sources with individual donations totalling £18,809, including excellent returns from the Sponsored Walk, the Lent Jam jar collection and the sale of Christmas cards. Our Just Giving site raised £26,867 and we received £22,570 from Trusts. Give as you Earn brought in a further £669 and HMRC provided us with a further £4,216 in tax refunds.



A major exercise carried out during 2020 examined our financial situation over the period 2008-2020 and looked at our sources of income. It made use of an industry classification of donors as shown in Table 3 below. The information is being used by the Trustees to revise our Fundraising strategy. The results show that our Just Giving campaigns and one-off donations provide most of our funds followed by single donations of above £5,000 and donations from Trusts. Funding sources that we hope to develop further are corporates and Give as you Earn within the university.

Table 3 Sources of funding 2008-2020

Just Giving Campaign donations inc. Outspan	One off donations	One off large donations >£5000	Trusts	Legacies	Corporates	HMRC Tax rebates	Committed monthly giving inc. GAYE	Sales	Total
£274,231	£130,511	£96,427	£73,708	£48,406	£38,703	£28,639	£14,989	£4,921	£710,535
38.6%	18.4%	13.6%	10.4%	6.8%	5.4%	4.0%	2.1%	0.7%	100%

Our Stories of Change exercise

A second major exercise during 2020 sought to provide Stories of Change for each of our projects over the period 2008-2020. This involved providing a project brief, project background and analysing the inputs, activities, outputs, outcomes and impacts for every project. As SHOCC is run by volunteers, it was not felt appropriate to make use of the Social Return on Investment (SROI) approach to the measurement of impact. Instead, we prefer to obtain photographic evidence and anecdotes from beneficiaries about how SHOCC's activities have affected them. This has proved to be a very valuable exercise and will be incorporated into all future project planning. An example for our project at Outspan, Kampala Uganda is shown below.



SHOCC is a small charity working with trusted partners. We work with managers who have demonstrated need and have clear goals. We will then support a project financially and through tailored advice and encouragement. As a result, our projects illustrate reciprocal philanthropy where we have an ongoing relationship with our partners, treat them with respect and have a two-way, empathetic approach, aiming for projects quickly to become self-sustainable. We have very few administrative costs and 99% of every donated pound goes to our projects

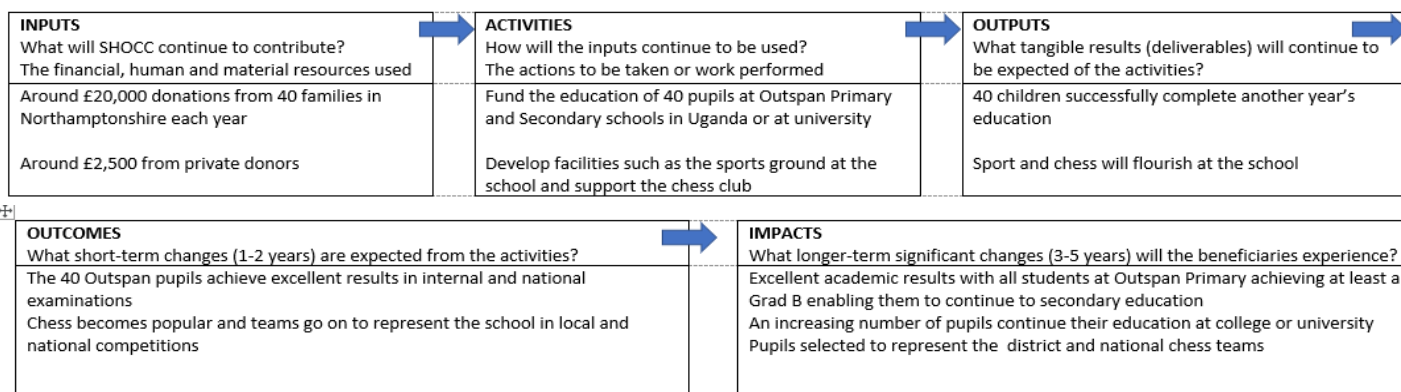
OUTSPAN UGANDA AND OTHER STUDENT FEES [SDGs 2, 4, 10]

PROJECT STATUS: LIVE

Project brief: SHOCC is working with a group of families living in Northamptonshire who are committed to providing annual fees for students at two Outspan schools in Uganda. Each year they provide a round £20,000 including gift aid to support these children. In addition, SHOCC funds the progress of several students at schools in Kenya and Tanzania. It needs to raise approximately £2,500 each year and does so through regular private donors.

Background: SHOCC became involved with Outspan in 2011 and has acted as a conduit for the families, schools and scout groups to provide support for 40 orphan children studying at the primary and secondary schools. Prior to this, the families were sending their donations directly to Outspan but, not being a registered charity, were unable to claim Gift Aid on donations. Rather than seek charitable status themselves, they asked to be linked to SHOCC. Since 2011, 40 families have raised over £112,000 for the two schools, £22,600 of which has been Gift Aid. With SHOCC's help, they have also purchased land near the school for playground facilities and, following the release of the film 'The Queen of Kabwe', have helped develop an excellent chess club. The school is named after the home of Baden Powell and has a thriving scout group with its own band. This performs at local ceremonies and is well-known locally. SHOCC also supports three orphan children in Tanzania and Kenya and one young woman who is studying to become a librarian. These fees are provided by private donors.

Our theory of change



Stories and case studies, with descriptions and anecdotes from beneficiaries [to be added when received]

Kijjambu Douglas joined Outspan Primary in 1995 as one of its first pupils and is the youngest of seven children. His father died in 1995 and his mother struggled to pay his school fees. He was selected for sponsorship in 1997 when a group of scouts from Northamptonshire visited Uganda. He moved through the nursery, primary and secondary sections joining university after successfully completing his Form 4 examinations. He obtained his diploma in Law in 2016 and his Bachelor's degree, also in Law, in 2020. He writes "Outspan has inspired me and encouraged me to realise my dream of practising law. I now have a good job with a Kampala law firm and have been able to help Outspan when it was purchasing a piece of land recently. My nephew Blessing is now a sponsored pupil at Outspan. Studying at Outspan has benefitted me in so many ways. I could write a book about them. I now try to inspire local children never to lose hope in education." (Kijjambu Douglas 2021)

Nakimera Lairah, a past Outspan student, is currently studying for her B.Ed. degree at Makerere University. Sponsorship began in 2012 and continues to help her complete her university degree. Lairah writes in appreciation of her time at Outspan commenting especially on the confidence the school has given her to pursue her dreams She writes "When I joined Outspan Secondary school, I was able to complete the full four years of secondary education without any disruption. This has given me the confidence knowing that I would make my sponsors proud of my achievements. Now that I am a full-time student, I have been able to participate in activities outside class such as University politics. I have been a representative on the Guild Committee and a leader of the female caucus. I aspire to become the Woman Counsellor L.C.3 for my home district in the 2021 elections. Hopefully, I will eventually become a Member of Parliament." (Nakimera Lairah 2021)

Emelda who was studying library management, has qualified and is now working in a secondary school as a volunteer to gain more skills. She has much appreciated the support which has enabled her to become skilled and helpful in society. Now she is more informed and can move on with life using the knowledge she has acquired. If she had not been supported, she would never have studied as the family was not able to educate her. With the knowledge acquired she can now move on with life independently seeking opportunities of employment wherever possible.



Views in and around Outspan Nursery, Primary and Secondary schools with typical classrooms at each.

The top left photo is a view of the primary school in 1997.

The nursery and primary schools (left) are located in the shanty town of Bwaise in the north of the city of Kampala.

The secondary school (right) is located some 60kms north of the city. It provides boarding accommodation.



A snapshot of some of our current projects

Outspan school, Kampala, Uganda



Founded in 1995 by scout leaders, Dismas Otoori and Tom Ngobi, Outspan has grown to become a 500 pupil nursery and primary school located in the shanty town of Bwaise in the suburbs of Kampala, Uganda. SHOCC became the project's UK official charity in 2011 and acts as a conduit for the £375 per year donated by over 40 parents, schools, scout groups and well-wishers living in Northamptonshire. Over £100,000 has been raised for the school since it linked with SHOCC in 2011 enabling the school to

A science lesson using IT equipment purchased with funds provided by Northampton parents and supporter groups

construct new classrooms and improve facilities as well as support the education of over 40 orphans. It has also purchased land nearby for much needed sports facilities. A linked 200-pupil secondary school, Outspan College, located at Kayunga, some 70 miles north of Kampala, enables pupils to continue their education after primary.

Kisaki Girls' Secondary School, near Singida Tanzania

Towards the end of 2020, work began on the construction of the first four classrooms of the girls' secondary school a few miles outside Singida in central Tanzania. No longer is the site *"a featureless site of sand, rock and blackened scrub; no trees, no water, no electricity... and no people"* as depicted by Trustee Elizabeth Byrne Hill following a visit in 2019. During 2020 we sent £10,000 donated by the Brian Murtagh Charitable Trust and the Erica Leonard Trust and this enabled construction work to continue. Further funding is promised for 2021 and more classrooms and toilets will be constructed. It is hoped that the school will take its first students in January 2022.



Sister Schola, Project Manager, visits the new four classroom block with another Assumption Sister.

Orkilili Secondary School, near Moshi, Tanzania

SHOCC continues to support Orkilili and during 2020 provided funding to help the school during the Covid pandemic. With pupils unable to attend classes, the payment of school fees ceased and when conditions improved allowing pupils to return, face masks, sanitisers and other protective equipment had to be provided.

Students are photographed with Mama Yohana Mcha, the School Principal, outside the Cornwall Catering Block, kindly funded by a private donor.



Santa Maria Hospice, Pajapita, Guatemala



Maria Guadalupe, one of the women involved in the kitchen gardens project, waters her newly sown plants

SHOCC has been involved with the 18 bed Santa Maria HIV/AIDS Hospice (named after St Mary's University) since its opening in March 2004. Over the past 17 years it has grown to include a five-acre farm with fish tank, 800 chickens and a large garden producing fruit, vegetables, herbs and medicinal plants, for the hospice and for sale in local markets. It is well known in the local community with its shop and courses in reflexology and yoga. Since its opening, SHOCC has provided nearly £60,000 in funding.

SHOCC supported two new projects in 2020 both based at the Hospice. The first involved taking the lessons learned from the eco-farm out to neighbouring families suffering with HIV. 200 families are now involved in developing kitchen gardens and some of the poorest are also having their homes renovated. The agricultural technical workers from the hospice eco-farm provide onsite education for the care of the seedlings showing the women how to water the plants and how to establish a viable, living compost heap. The technicians also provide supervision and follow-up support and Sister Dee organizes training workshops and coordinates the project.

The second SHOCC funded project is a Leadership Diploma for women with HIV. This is an ambitious project that aims to provide women with the skills and confidence to act as leaders in their communities providing legal and support for their disadvantaged neighbours. The women attend classes at the Hospice and receive certificates on graduation. The course gives them the confidence to take issues to the local courts

St Jude Thaddeus School Mto Wa Mbu



Thanks to a grant of £6,687 received from the Jephcott Trust and other donations, we were able to send Fr Peter, the Parish priest and project Manager, a further £10,000 to continue work on the classroom project at the new primary school. SHOCC has now been involved in raising over £50,000 and five classrooms are in use and the school has grown to nearly 200 pupils.

The new classroom at Mto Wa Mbu, Tanzania nears completion with the roofing being added

Christ the King Infant School South Sudan



Work begins on the new three classroom block at Christ the King kindergarten school in South Sudan. This is SHOCC's first project in this young country and we hope to continue the link in the future.

Thanks to the generosity of a past student, we have been able to send Sister Jacinto, headteacher at Christ the King school, Tombura-Yambio in South Sudan funding to start a new kindergarten school. The pupils currently meet in the open under trees and netting and the classes have to cease when it rains and the floors become waterlogged. The donation of £40,000 has enabled us to work with Fr Morris, the local Project Manager, on a contract and three new classrooms will be completed in 2021. A further £7,500 donation has been promised to furnish the new classrooms.

Our Covid-19 campaigns



Sister Dee prepares food parcels for distribution to HIV families in Pajapita

2020 has been a challenging year for many of our project partners. Our Schools in Tanzania and Uganda were closed and teachers were not paid. In Guatemala, families that relied on selling produce at local markets suffered when all markets were closed. In our local area the number of families relying on food banks increased dramatically. In each of these cases, SHOCC was able to provide some support in the form of funding. We ran several campaigns entitled 'Compassion for the Families of Pajapita' or Compassion for the Outspan teachers' and the response was excellent. In a matter of weeks, we had raised nearly £10,000 for these causes. We were particularly pleased to be able to help our local foodbank at the Richmond Vineyard Project and they used the funds to provide food for local needy.

Plans for the future

The main objectives set for the year 2021 are:

- To continue to support our Global South projects such as those at Orkilili, Mto wa Mbu and Kisaki in Tanzania, Marigat in Kenya, Outspan in Uganda, Tombura-Yambio in South Sudan and Proyecto Vida, Guatemala.
- To seek to widen our links with local charities and provide funding to meet their needs.
- To continue to expand our donor base through Give as you Earn, Charities Aid and our Just Giving campaigns and to investigate the opportunities for obtaining funding from a wider range of Trust Funds and Corporates.
- To continue to raise funds through sponsored events in and around the University.
- To raise an income for the year of £80,000 from a diverse funding base. A breakdown of targets for each of our projects for the year is given below:

Projects with funding targets

- Outspan school Kampala Uganda £20,000
- St Jude Thaddeus school Mto Wa Mbu Tanzania £10,000
- Kisaki school classrooms Tanzania £30,000
- Orkilili school farm project £8,000
- Local area projects £5,000

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 when becoming a charity, to widen its remit to take in local as well as international projects. It revised its Charitable Objects in 2020 seeking to focus more closely on education.

Trustees

Trustees are selected by the existing Trustees in accordance with our 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 objects, values, mission and ways of working, Trustees are encouraged to visit projects whenever possible to see at first hand the work of the charity.

During the year to 31st December 2020, SHOCC had seven trustees. In 2016 we accepted ex-Trustee David Leen's kind offer to act as independent examiner, to review our annual accounts. We welcomed two new trustees from the local

community with skills in digital communications. We continue to be grateful to the university's chaplaincy, who provide us with considerable support.

During 2020 it was necessary to hold online meetings because of Covid pandemic restrictions and these took place using Teams and Zoom. These were held to confirm the Annual Report, to review the work of the charity, to agree forward plans and budgets and to determine other matters of general policy.

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 management is in the hands of the Chair of Trustees.

Trustees and the supporter group, operating from the university, make a wide range of valuable contributions. Regular donations are received from annual events such as 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 give rise to identifiable public benefits, both in the UK and overseas.

Strawberry Hill Overseas and Community Concern's focus is on education for the disadvantaged in its local community and overseas. For them, the benefits are clear. Providing sums of money for classroom construction or for the building of an 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 construction work. 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 have asked parents and parishioners at St Jude's Primary school at Mto Wa Mbu School, Tanzania to provide 10% of the overall costs of classroom construction.

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 Kisaki or Tambura-Yambio, a local project manager is appointed and a contract negotiated between SHOCC, the project and the contractor. Three quotations are usually 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 it 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 charitable objects of SHOCC and the mission and values of St Mary's University,
- Some form of link with the University, its staff, students and alumni,
- 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 ie. 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.

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.

Financial review

The annual accounts show a total income for the financial year ending 31st December 2020 of £73,631 (2019 £73,389). The total expenditure by the charity on its project programmes was £61,713 (2019 £90,116). The charity had no project support or governance costs and spent a minimal amount on fundraising. The majority of expenditure went to school building projects in Kenya and Tanzania, for the Santa Maria hospice in Guatemala and to providing fees for children at a school in Uganda. A small amount was provided for local Twickenham needs. Details of some of these projects are provided elsewhere in this report.

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. Nevertheless, on no account can the charity be allowed to manage a negative overall budget and projects are only supported when funds are available.

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 2020 restricted funds accounted for 94.8% of total income; a small increase from the 93.8% in 2019. Cash reserves at 31st December 2020 were £16,961 (2019 £5,042)

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 Chair of Trustees Date 11th October 2021