

**LIVELY MINDS**

**REPORT AND ACCOUNTS**

**for the year ended**

**31 DECEMBER 2014**

**REGISTERED CHARITY NUMBER 1125512**

**LIVELY MINDS  
REPORT AND ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2014**

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**LIVELY MINDS  
OFFICERS AND PROFESSIONAL ADVISERS**

**Board of Trustees**

Alison Hart, Chairman  
Shantonu Chundur  
Charles Egerton  
Susanna Payne  
James Shepherd  
Colman Treacy (appointed 2014)  
Remus Brett (appointed 2015)

**Founder & CEO**

Alison Naftalin

**Charity Address**

Lively Minds  
1b Waterlow Road  
London  
N19 5NJ

**Independent Examiner**

David Melunsky  
56 Temple Sheen Road  
London  
SW14 7QG

**Bankers**

HSBC plc  
High Holborn Branch  
London

**LIVELY MINDS  
TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2013**

**LEGAL STATUS**

Lively Minds is an independent charity, registered number 1125512, established under a trust deed adopted on 1 August 2008. Lively Minds was registered as a charity on 14 August 2008.

**CHARITABLE OBJECTIVES**

The objectives of the charity are:-

- To further all aspects of the education (including social, hygiene and physical training) of children and young persons up to the age of 25 in Sub-Saharan Africa by providing and assisting in the provision of facilities, including, but not limited to, toys and other play resources, and of training.
- To advance in life and relieve needs of young people up to the age of 25 in Sub-Saharan Africa by the provision of (a) recreational and leisure time activities provided in the interests of social welfare and designed to improve their conditions of life; and (b) support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals.
- To develop the capacity and skills of the members of the socially and economically disadvantaged communities of Sub-Saharan Africa in such a way that they are better able to identify, and help meet, their needs and to participate more fully in society.

**POLICIES**

The charity seeks to achieve its objectives by directing, supporting and facilitating the activities of its implementation partners - Lively Minds Ghana and Lively Minds Uganda. Their three programmes are:

- setting-up and supporting community-run Play Schemes;
- setting up and supporting community-run Reading Schemes; and
- implementing a Child Sacrifice Prevention Programme.

All three programmes are designed to build the skills and abilities of children and their caregivers, so that they can change their own lives for the better.

**FREE RESERVES**

The trustees' policy on income reserves is to maintain sufficient reserves for the charity to continue to meet its ongoing commitments.

**RISK**

The trustees have continued to assess the major risks to which the charity is exposed and systems have been established to mitigate these risks.

## **LIVELY MINDS' PROJECTS**

The charity designs, project-manages and supports three main programmes that run in Ghana and Uganda. All share the same objective – to build the skills and abilities of children and their carers, so that they can change their own lives for the better.

### ***Play Schemes***

Lively Minds sets up Play Schemes in deprived rural communities to give children aged 3-6 the chance to learn and develop key skills through play; skills such as reasoning, problem-solving, numeracy, literacy and creative thinking. Each Play Scheme gives over 120 children free access to creative learning opportunities at a crucial stage in their development. Without Lively Minds' programmes these learning opportunities would be unavailable. In Ghana all Play Schemes take place in Ghana Education Service ("GES") Kindergartens and are supported by Kindergarten Teachers. In Uganda there is no pre-primary provision and therefore the Schemes are the only pre-school resource in most of our communities.

Volunteer Mothers from the villages are trained to run and sustain the Play Schemes themselves. Volunteering benefits the Mothers. They develop skills in leadership, problem-solving and how to work as a team. After the Play Schemes are established, Lively Minds continues to monitor and support the Mothers, for example, running workshops in personal hygiene, nutrition, malaria prevention, sustainable farming methods and child rights.

Lively Minds also uses the Play Schemes to promote good hygiene and health practices, notably handwashing with soap. Diarrhoeal disease is the biggest killer of children in the developing world. Handwashing is free and is the best way to prevent infection.

### ***Reading schemes***

Lively Minds' Reading Schemes use story-telling to spark imagination, creative-thinking skills and literacy. Lively Minds gives primary schools a collection of illustrated books (in English) and trains upper primary students to read aloud to the pupils in lower primary school and translate the books into the local language.

Lively Minds' Reading Scheme focuses on comprehension and reading stories in a fun and dramatic way. This approach strengthens the literacy and language skills of both the readers and those listening. It also fosters a love of books and reading. Each Reading Scheme benefits around 100 children per year.

### ***Child Sacrifice Prevention Project***

Child Sacrifice is the ritual killing, mutilation or removal of the body parts of a child for witchcraft, ritual practices or sale. This terrible crime has been increasing in Uganda over the last few years. Lively Minds Child Sacrifice Prevention Programme aims to eliminate child sacrifice in Uganda by tackling the beliefs and mindsets that are sustaining it. Lively Minds runs schools workshops, around a short story called "Saving Little Viola". The story engages students in discussion on the factors sustaining child sacrifice and promotes suggestions about methods to protect against and prevent it.

## **New strategy and adaptations to Original Model**

In January 2014, Lively Minds was fortunate to benefit from the Economic and Social Research Council's internship Scheme. Hannah Smith, a PhD Psychology student, was seconded to us for 6 months to help design new evaluation tools and measure outcomes. The findings from these results was extremely encouraging, with significant skills' improvements seen in beneficiary children, Volunteers and in their health and wellbeing (see impact report for further information).

In view of the impressive achievements, it was agreed at a trustee strategy meeting held in June 2014 that the charity should aim to replicate the project widely to maximise reach and meet the urgent need.

In approving the expansion strategy, trustees took two key considerations into account.

First, Lively Minds has been delivering all aspects of the project itself. This has enabled the project to be carefully controlled and ensured high quality delivery of training. However, it has meant that unit costs are high as delivery is labour and transport intensive. This in turn has limited scalability. Having established the success of the training curriculum, it was agreed that the most obvious pathway to scale and sustainability was to strengthen and utilise existing government channels to deliver and own the project and to switch to a "training of trainers" model.

Second, the Government delivery channels will be different in Ghana and Uganda. In Ghana, Lively Minds has identified GES and the Ministry of Education as the key partners. This is because Kindergarten ("KG") teachers are already located in the target communities, can be easily mobilised, and there is an infrastructure in place to monitor and support teachers. Moreover, there is an urgent need to improve the capacity of KG teachers, and KG teacher training is the top priority of the Government's Kindergarten Operational Plan. Further, a key learning from the Ghana project is that there is a need to improve teacher compliance and participation in the project. If teachers can supervise the Volunteer Mothers effectively, the Schemes will perform better and there would be less need for Lively Minds to provide this quality-control support. This in turn would decrease costs. Moreover, the Play Schemes take place during school hours, with the result that efforts to improve teacher attendance at the Schemes would decrease absenteeism generally.

In Uganda, there is no pre-primary provision. However, there is a system of Village Health Trainers ("VHT") who are locally elected individuals who train communities in health issues.

### **Pilot Scheme in Ghana**

It was decided to pilot this new expansion strategy in Ghana, given that the Play Schemes are already taking place in Kindergartens.

Rather than train Mothers in the communities direct, Lively Minds will hold centralised training workshops for KG Teachers. These teachers will then cascade this training to the Volunteer Mothers in their community, supervise the Play Schemes and provide the monthly parenting workshops. Over time, Lively Minds will give advanced training to high performing Teachers so they can set-up new Schemes with only light touch support. Regional and district officials of the Ghana Education Service will be responsible for selection and mobilisation of schools, monitoring the Play Schemes and supporting the KG teachers.

They will also be involved in the training programme - and over time will take over responsibility for this aspect too.

The pilot commenced in September 2014 with a centralised training workshop taking place for 6 schools. In December 2014, Lively Minds won an Innovations in Education competition organised by UNICEF and Results for Development. As a result, UNICEF agreed to partner with us to continue to pilot this project for 25 additional schools and to streamline the existing Schemes into this model.

## REVIEW OF ACTIVITIES AND FUTURE PLANS

2014 has been another successful year with a 30% growth in income and further scale up of operations in both countries. The charity has achieved an enormous amount since it was founded in August 2008 and has impacted a huge number of lives.

### 2014 Highlights:

- **Learning through play champions:** We won the Ashoka Changemakers and LEGO Foundation 'Re-imagine Learning Challenge', selected as one of 10 'Play Champions' over 700+ entries from around the world. We were chosen by a prestigious panel of judges including; MP Sarah Brown, Jørgen Vig Knudstorp (CEO, LEGO Group), Mirjam Schoning (Global Head, Programs and Partnerships at the LEGO Foundation) and Stavros N. Yiannouka (CEO, World Innovation Summit for Education - WISE). As well as providing funding, the award will be a great platform to promote our work and the impact of our Play Scheme project through 2015.
- **Innovators:** We were one of five NGOs selected by UNICEF and the Research for Development Institute (R4D) to win an 'Innovation in Education' award. The initiative was launched to identify promising models of innovations in global education to help them grow. We will be partnering with UNICEF in Ghana for the scale up of our Play Scheme model in Ghana through 2015.
- **Comic Relief:** We secured a generous 3 year grant at the end of 2012 which is enabling us to roll-out and scale-up our Play and Reading Scheme projects in Ghana.
- **DFID:** In July last year we received a 2 year grant towards the charity's work in Uganda. This has enabled us to roll-out and scale up our Play Scheme projects in Uganda.
- **Other notable new grants:** Marr-Munning Trust made a generous contribution towards the upscale of our work in Ghana and will repeat the donation in 2015.
- **Waterloo Foundation:** They have continued to support our work and we were extremely grateful to receive a generous grant in December towards funding a Learning and Development Manager salary in 2015. The new manager will be vital for the success of our pilot in Ghana.
- **eBay Give at Checkout:** We won a competition to feature on eBay through small charity week with all customers having the option to donate to Lively Minds at the point of purchase. This raised over £4.3k unrestricted income.

### Our Future Plans

Through 2015 we will continue to upscale our operations in the following way:

- **Piloting scale up in Ghana** – We will continue piloting the adapted version of our Play Scheme programme so that we can explore the feasibility and effectiveness of taking it to scale.
- **Uganda** – we will train 300 more women to run 10 new Play Schemes in Uganda to benefit an additional 1,600 children per year.
- **Supporting Existing Communities** – we will continue to provide monthly capacity building workshops for our existing communities. In Ghana these will be delivered by the KG teachers. We will monitor our existing Play Schemes and Reading Schemes to ensure they are running to quality standards.

### **Highlights from Lively Minds Ghana**

Lively Minds Ghana operates from bases in Tamale and Bolgatanga. The Country Office is headed up by our Country Manager David Abukari.

During 2014 we set up 12 new Play Schemes benefitting 1,302 children and 453 Volunteers, and 6 new Reading Schemes benefitting 943 children. We continued to support our existing communities.

In October we began our new pilot and held our first centralised training workshops for 12 Kindergarten teachers in 6 communities. These teachers then cascaded training to 221 Mothers (36 per village) in each of their communities to run the Play Schemes. In December, we held two-day training workshops for all the Play and Reading Scheme teachers in our existing communities, so that these teachers would take over responsibility for the Play Schemes in 2015. We will continue to roll out the pilot through 2015 in partnership with UNICEF and the Ghana Education Authority.

### **Highlights from Lively Minds Uganda**

Lively Minds Uganda operates from Jinja. The Country Office is headed up by Joshua Buluke (Country Manager).

During 2014 we set up 13 new Play Schemes benefitting 1,961 children and 475 Volunteer Mothers. We continued to support our existing communities.

We have been able to continue to roll out our child sacrifice prevention programme to 15 Schools.

### **Impact**

We evaluate each of our communities as their Play Schemes open (baseline) and then again at 3 and 6 months. The results we have seen from the Play Schemes opened in 2014 have been extremely encouraging.

Improvements in the children's cognitive skills - 82 children from each country were given questionnaires designed to measure their cognitive ability. We do this by having them match shapes, recognise and name animals, follow a short series of instructions and solve simple jigsaw-style puzzles. In Uganda, at baseline the average score was 34%. This rose to 53%,

after 3 months, and 68% after 6 months attending the Play Schemes. This represents a 97.7% increase in scores. In Ghana, where the children already attend Kindergartens, the average results rose from a slightly higher baseline of 46% to 67% after 6 months (an increase of 47.4%). The average age of the children questioned was 4.4 years in Uganda and 5.1 years in Ghana.

Reported reduction in diseases - Volunteer Mothers in each community also answer questionnaires at the same time points. Since handwashing, hygiene and disease awareness are key focal points of our activities with the Volunteer Mothers, we ask them about the incidence in the past month of both diarrhoea and malaria. We are pleased to report that in both countries, incidences of both diseases have been seen to fall. In Uganda, 150 Volunteer Mothers were surveyed, and reported incidence of malaria among their households falling from 88% to 55% over 6 months; the incidence of diarrhoea fell from 48% to 22%. In Ghana, incidence of malaria fell from 52% to 21%; diarrhoea, from 29% to 10%.

Improvements in home based care and mother-child relationships - We also aim to promote increased interaction between Volunteer Mothers and their children in the home. In order to gauge the effect of this, Volunteer Mothers are asked whether they; play with their children, sing songs together, tell stories and also if their children are encouraged to play with toys. The different forms of interaction are counted and a score calculated. In Uganda at baseline, the average score was 39%; this rose over 6 months to 80%; in Ghana, the average scores increased from 41% to 57%.

Empowering mothers - Focus groups with Mothers in both countries highlighted that the Mothers enjoy gaining new skills. The Mothers also describe numerous positive changes they observe in their children, in particular social skills, hygiene and knowledge. The Mothers also tell us that they are gaining more recognition in their communities, feel more confident and respected and enjoy the peer support of the other Volunteers.

*"The best part of volunteering is it makes me so happy that I'm involved in the education of young children. We can show our kids 'this is what I can do'. Now I'm somebody."*

**Volunteer Mother, Bugongwe Play Scheme, Uganda**

*"Before we joined the play scheme we were a bit lonely and mostly in our homes. We didn't interact much with other people. But now we have joined the Play Scheme this has changed. We interact more with others and we feel free to say things."*

**Volunteer Mother, Namdu Play Scheme, Ghana**

## **UK Office and staff**

We continue to run with a small UK permanent team: Founder (Alison Naftalin) and part-time Fundraising and Marketing Manager (Julia Scodie). The UK team are based in Archway, London. The office was refurbished in July and we moved into a shared space with another small charity (Community Network). This has helped reduce office costs and we also share business rates. From January 2014 we were fortunate to have experienced research PHD student, Hannah Smith, work with us for 6 months full-time. We received a full grant from the Economic and Social Research Council (ESRC) to fund this. Hannah spent 2 months in

Ghana and strengthened our evaluation tools to measure the impact of our projects. Hannah continued to work with us 2 days per month from July to the end of the year.

## FINANCIAL OVERVIEW

Lively Minds' annual income for 2014 was £229,612, a 30% increase on income for 2013. This has allowed the charity to cover its current commitments and to undertake new projects as outlined in this report. The majority of the charity's income came from five major sources:

- Grants
- Volunteer Scheme
- Challenge Events
- Affinity Giving
- Individual donations
- In kind donations

## GRANTS RECEIVED IN YEAR

Lively Minds are grateful for the support during the year of the following:-

- BFSS (British and Foreign School Society)
- Comic Relief
- DFID
- Sir Halley Stewart Charitable Trust
- Allen & Nesta Ferguson Foundation
- Javon Trust
- The Marr-Munning Trust
- The Oakdale Trust
- Open Gate Trust
- Waterloo Foundation
- Anonymous trusts and foundation

## CORPORATE

- **PWC 'Young Philanthropy Syndicate':** In September we pitched to and were selected by PWC 'Young Philanthropy Syndicate' as their charity partner for the year. As well as monthly payroll donations from the 13 syndicate members – we will be receiving pro-bono support and advice from them through 2015.
- **Ultimate Travel Company:** We were fortunate to be selected as one of the Company's charities and received a generous donation to sponsor a new Play Scheme (Idome) in Uganda.

## EVENTS

In December we hosted our fifth Quiz night. We held the event again at the Paternoster pub in St Pauls and raised over £1,700. This is the most we have raised from the evening to date.

We also raised over £4,800 from the Hackney Half Marathon in June from just 5 runners.

## IN KIND & OTHER NOTABLE SUPPORT

All at Lively Minds are immensely grateful to all the individual supporters who have made such a huge difference to us. We would like to give special mention to the following:

- All the charity's trustees who have donated their expertise and skills free of charge to ensure the success of the programmes and the smooth running of the organisation.
- Jack Waley-Cohen at Quiz Quiz Quiz for once again supporting and hosting our Quiz night.
- Paternoster Pub – for providing a venue for our quiz night free of charge.
- Google - GoogleAdwords grant
- Laurence Scodie for managing our payroll.
- Justin Mayhew and African Minerals Limited for their help in Uganda.
- Adam Darling for his help with financial planning.
- Remus Brett for his consulting and coaching support and generous donation
- Kirstin Knell for her generous donation and leading on planning and organising for a comedy night fundraiser which will take place in 2015
- Catherine Cator, Lucy Keavney, Rachel Shelley and Naomi Webb for volunteering their time to assist with planning for the comedy night fundraising.
- Mary Egerton – for her generous support and volunteering her time.
- Han Ko for helping with our data and evaluation of our impact
- PHD Media 'Big Hug Team' for pro-bono marketing advice and donation
- Maddie Tait for volunteering

## ORGANISATION OF CHARITY

The charity is managed by a Board of Trustees appointed on a three year basis. The trustees during the year and currently are as noted on Page 1.

## CHARITY'S ACCOUNTS

The charity's accounts, which are attached to this report, have been prepared in line with current statutory requirements, the charity's governing documents and the SORP 2005 Accounting and Reporting by Charities.

On behalf of the Trustees

Alison Hart ..... 

Chairman  
Dated: 4<sup>th</sup> September 2015

### **Independent examiner's report to the trustees of Lively Minds**

I report on the accounts of the Charity for the year ended 31st December 2014 which are set out on pages 13 – 15.

### **Respective responsibilities of trustees and examiner**

The Charity's trustees are responsible for the preparation of the accounts. The Charity's trustees consider that an audit is not required for 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 Charity Commission under section 145(5)(b) of the 2011 Act; and
- 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 statement below.

### **Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

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 comply with the accounting requirements of the 2011 Act

have not been met.



David Melunsky B Com, ACA.

Institute of Chartered Accountants in England and Wales

56 Temple Sheen Road, London, SW14 7QG

Dated:

# LIVELY MINDS

## STATEMENT OF FINANCIAL ACTIVITY FOR THE YEAR ENDED 31 DECEMBER 2014

	2014			2013
	Total	Restricted	Unrestricted	Total
<b><u>Income</u></b>				
Grants - Unrestricted	47,541	0	47,541	14,150
Grants - Restricted	141,319	141,319	0	114,923
Individual donations	15,102	0	15,102	19,238
Giftaid	4,114	0	4,114	2,698
Events	2,093	0	2,093	1,681
Corporate support	2,821	0	2,821	3,551
Challenge events	5,132	0	5,132	10,186
Sale of products	5	0	5	0
International Volunteer Scheme	4,744	0	4,744	8,226
Schools fundraising	2,319	0	2,319	920
Affinity giving	4,384	0	4,384	20
Interest	38	0	38	29
Other income	0	0	0	770
<b>Total income</b>	<b>229,612</b>	<b>141,319</b>	<b>88,293</b>	<b>176,392</b>
<b><u>Expenditure</u></b>	<b>Total</b>	<b>Restricted</b>	<b>Unrestricted</b>	<b>2013 total</b>
Direct expenditure on charitable activities in Ghana	(67,521)	(45,167)	(22,354)	(56,445)
Direct expenditure on charitable activities in Uganda	(51,712)	(40,853)	(10,860)	(37,173)
Management & Administration	(6,706)	(4,889)	(1,816)	(7,078)
Salaries & salary related	(60,369)	(33,646)	(26,723)	(48,885)
Fund seeking	(3,240)	(1,709)	(1,531)	(8,752)
<b>Total expenditure</b>	<b>(189,548)</b>	<b>(126,264)</b>	<b>(63,284)</b>	<b>(158,333)</b>
<b>Net Income/(Expenditure)</b>	<b>40,064</b>	<b>15,055</b>	<b>25,009</b>	<b>18,059</b>
<b>Balance brought forward at 1 January</b>	<b>69,530</b>	<b>21,922</b>	<b>47,608</b>	<b>51,470</b>
<b>Balance carried forward at 31 December</b>	<b>109,594</b>	<b>36,977</b>	<b>72,617</b>	<b>69,530</b>

**LIVELY MINDS****BALANCE SHEET AT 31 DECEMBER 2014**

	2014	2013
<b><u>Current assets</u></b>		
Balance at bank	109,594	69,530
Debtors	-	-
Total assets	109,594	69,530
<b><u>Current Liabilities</u></b>	-	-
<b><u>Net assets</u></b>	109,594	69,530
<b><u>Accumulated Funds</u></b>		
Restricted Funds	36,977	21,922
Unrestricted Funds	72,617	47,608
<b>Total Funds</b>	<b>109,594</b>	<b>69,530</b>

Approved by the Board of Trustees on 4<sup>th</sup> September 2015 and signed on its behalf by

.....Trustee

.....Trustee  
Alison Hart (Chairman)

**LIVELY MINDS**  
**NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2014**

**1. ACCOUNTING POLICIES**

**Basis of Accounting**

The accounts have been prepared under the historical cost convention, in accordance with Statement of Recommended Practice No 2, Accounting by Charities and the Charities Act.

**Income**

Incoming resources are included gross and are accounted for on a cash basis.

**Expenditure**

Resources expended are shown gross and are accounted for on a cash basis. Where possible, costs are allocated directly to the activities to which they directly relate. Other general overheads are included within "management and administration".

**2. RESTRICTED AND UNRESTRICTED FUNDS**

The movements in Restricted Funds during the year were:

<b>Funder</b>	<b>Bal B/F</b>	<b>Receipts</b>	<b>Payments</b>	<b>Bal C/F</b>
Sir Halley Stewart		15,000	(15,000)	0
Waterloo Foundation		20,000	(1,667)	18,333
Comic Relief	19,584	45,000	(49,584)	15,000
DfiD	2,338	47,569	(53,763)	(3,856)
BFSS		3,750	(3,750)	0
Marr Munning		10,000	(2,500)	7,500
<b>Total</b>	<b>21,922</b>	<b>141,319</b>	<b>(126,264)</b>	<b>36,977</b>

The DfiD have agreed to make up the overspend of £3,856 shown above. This will be received in 2015.

**Restricted funds received in the year came from the following:**

- The Sir Halley Stewart Charitable Trust, stipulated to be for staff salaries in Lively Minds Ghana and Uganda.
- The Waterloo Foundation to fund an Project Supervisor position in Ghana
- Comic relief, designated to support the Charity's activities in Ghana
- DFID designated to support the Charity's new play centres in Uganda
- Marr Munning to support the Charity's activities in Ghana