

LIVELY MINDS

REPORT AND ACCOUNTS

for the year ended

31 DECEMBER 2015

REGISTERED CHARITY NUMBER 1125512

**LIVELY MINDS
REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2015**

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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
Remus Brett
Brian Scott

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 2015

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 two programmes are:

- setting-up and supporting community-run Play Schemes;
- setting up and supporting community-run Reading Schemes (Ghana only);

Both 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 which in the current financial year means reserves of not less than three months' expenditure on charitable activities

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 two programmes that run in Ghana and Uganda. Both 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. Volunteer Mothers from the villages are trained to run and sustain the Play Schemes themselves using local materials.

Each Play Scheme gives over 100 children free access to creative learning opportunities at a crucial stage in their development. Without Lively Minds' programmes these learning opportunities would be unavailable. Volunteering benefits the Mothers too. 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 most cost-effective simple way to prevent infection.

In Ghana all Play Schemes take place in Ghana Education Service ("GES") Kindergartens and programme activities and training for the Volunteer Mothers is delivered using a training of trainers method, with Kindergarten Teachers as the trainers. In Uganda there is no pre-primary provision and therefore the Play Schemes themselves are the only pre-school resource in most of our communities. In 2015 training in Uganda was carried out directly by Lively Minds staff.

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 to 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.

REVIEW OF ACTIVITIES AND FUTURE PLANS

2015 has been another successful year. Although UK income has remained constant, Lively Minds Ghana received a grant from UNICEF of £122,281 directly. Lively Minds Ghana is a separately registered organisation and this income is recorded in their records, which are audited independently.

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 2015 we set up 25 new Play Schemes through the new training of trainers approach. We trained 50 KG teachers, who then trained 944 Mothers in their communities. Together they teach over 2,900 KG children each week. Our evaluations show a 38% improvement in school readiness assessments after 6 months; 66% increase in play and stimulation at home; and decreases of 57% and 49% in incidence of diarrhoea and malaria respectively. Compliance levels in these communities have been good with 98% attendance from teachers (compared to a national average of 75%) and 91% success rate from 397 monitoring visits.

Towards the end of the year we set up 11 new Reading Schemes, also using the training of trainers approach. We trained 35 teachers, who in turn trained 460 Readers. These Readers now run weekly sessions for the remainder of the school.

We also continued to support 30 existing Play Schemes and 15 Reading Schemes, through monitoring visits, top-up training sessions for teachers and evaluations.

We were also pleased to host visits from UNICEF, Results for Development Institute and the Varkey Foundation.

Highlights from Lively Minds Uganda

Lively Minds Uganda operates from Jinja. In 2015 the Country Office was headed up by Joshua Buluke, although in early 2016 he left Lively Minds and was replaced by Grace Anyeno.

During 2015 we set up 7 new Play Schemes benefitting 1,120 children and 238 Volunteer Mothers. We continued to support 20 existing communities through monitoring visits and the provision of monthly capacity-building activities.

Our 2 year grant from DFID came to an end in July 2015. As part of the grant conditions, we commissioned an independent evaluation of the project. The conclusions were extremely positive and supportive:

- “Evaluation findings revealed that before the project, children were shy and lacked learning opportunities. As a result of the project, children’s thinking skills and social skills have greatly improved”
- “Evaluation findings indicate that as a result of the above interventions, volunteers, most of whom were illiterate gained a wide range of knowledge and skills that did not only facilitate their work at the Learning Centres but also led to other benefits like harmonious relationships with spouses as well as recognition and visibility in their communities.”

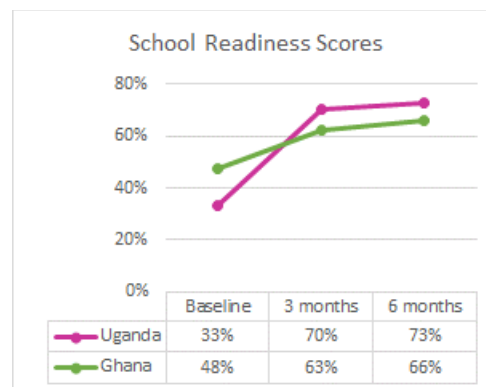
Impact

We evaluate each community as their Play Schemes open (baseline) and then again at 3 and 6 months. The results below are for the 7 Play Schemes opened during 2015 in Uganda

and the 31 Play Schemes opened since October 2014 during our Train the Trainers pilot in Ghana.

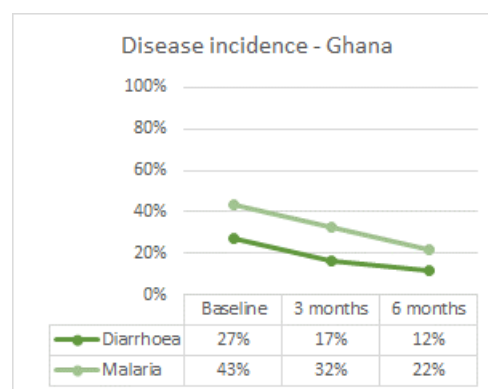
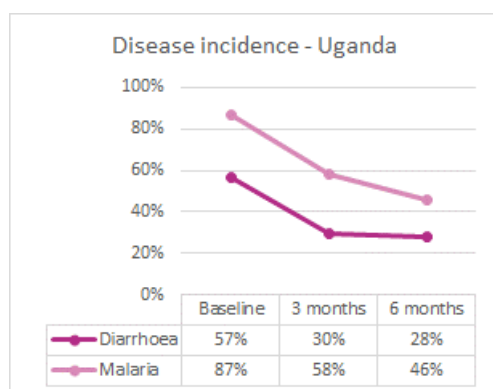
Improvements in the children’s cognitive skills

51 children from Uganda (average age 4.8) and 312 from Ghana (average age 5.4) 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, we saw an increase of 120% on baseline scores after 6 months. In Ghana, where the children already attend Kindergartens, the average results rose by 38% after 6 months.



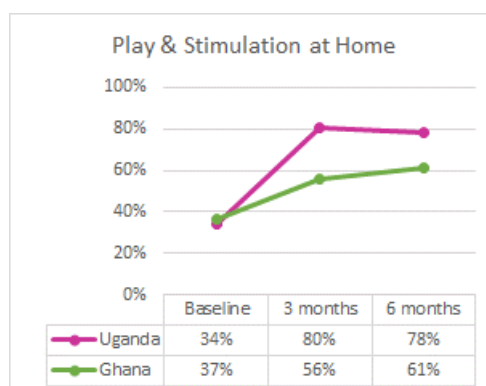
134 Volunteer Mothers in Uganda and 935 in Ghana were also surveyed at the same time-points, and reported the following changes:

Reduction in disease - 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, incidence of both diseases have been seen to fall. In Uganda, incidence of malaria among Volunteer Mothers’ households fell by 50% over 6 months, and of diarrhoea by 47%. In Ghana, incidence of malaria fell by 57% and diarrhoea by 49%.



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, we saw an increase of 129% in this rate after 6 months; in Ghana, an increase of 66%.



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.

“Since I became a volunteer with Lively Minds, my life has greatly changed; relationship with my husband has improved. I often quarrelled with my husband especially when I asked for money but now this has stopped. In my village I am called “Madam” by both the children I train and adults and this has enhanced my self-esteem and recognition. I have also learnt to manage my time well to ensure balance between work at the centre and domestic work.” **Volunteer Mother, Igombe Play Scheme, Uganda**

“We are now part of a team, which I really like.” “We have also become friends. Sometime if one of us is having a problem, we share that in a small group and others are trying to help the person who is having a concern.” “We feel supported, because we can ask the teacher questions or even other group members. They always provide us with an answer.”

Volunteer Mothers, Ghana

For more detailed information about our impact, please visit <http://www.livelyminds.org/our-impact>

UK activities

We have been able to expand our UK team. Founder (Alison Naftalin) and part-time Fundraising and Marketing Manager (Julia Scodie) were joined by a Monitoring & Evaluation Officer (Chris Lewis) in April and a fundraiser (Laura Spilsbury) in August. We were sad that Julia Scodie left Lively Minds in November 2015 to pursue other interests. Between January and March we were joined by Lillie Swift as part of an internship scheme funded by Sussex University. We also appointed an international project manager, Lotte Bierhuizen who was succeeded by Luke Newham to support and supervise our team and project in Ghana.

Alison was invited to attend and speak at the Lego Conference in March 2015, as part of our prize for winning the Lego Foundation/Ashoka Changemakers “Re-imagine learning” competition. Alison was also invited to speak at a UNICEF Activate talk in June 2015.

FINANCIAL OVERVIEW

Lively Minds’ annual income for 2015 was £218,978, slightly down by 5% on the 2014 income. However in addition to this UK income, we also received a grant of £122,281 from UNICEF Ghana directly in to our Ghana accounts (this has been accounted for in the Lively Minds Ghana audit). This income 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:-

Sir Halley Stewart
 Coat
 UNICEF Ghana
 Sussex University
 Headley Trust
 DfID
 Lego Foundation
 Comic relief
 Vitol foundation
 Anonymous donor trust
 Toy Trust
 Vitol
 Open Gate Trust

CORPORATE

- **PWC ‘Young Philanthropy Syndicate’:** Throughout 2015 as well as receiving regular donations, we also received pro bono professional volunteering assistance from a group of associates.
- **Giraffe:** The Bluewater and Stratford Giraffe restaurants held collections for us in April
- **Knight Frank:** Generously sponsored our Comedy Night in April
- **Genesis Investment Management LLP:** We were their chosen Christmas Charity and were the recipients of a generous gift and featured in their client Christmas newsletter.

EVENTS

We are very grateful to Kirstin Knell, Catherine Cator, Lucy Keaveny, Rachel Shelley and Naomi Webb who organised two fund-raising comedy nights – one in April and one in November.

We also participated in Run to the Beat and the Hackney Half Marathon. In May 2015 we took part in the e-bay/FSI auction. We are hugely grateful to Rachel Shelley who provided a number of star prizes and who fetched the highest winning auction lot, and to Kirstin Knell who sourced a number of prizes.

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.
- Google - GoogleAdwords grant
- Laurence Scodie for managing our payroll.
- Justin Mayhew and African Minerals Limited for their help in Uganda.
- Kirstin Knell for her generous donation and leading on planning and organising for a comedy night fundraisers
- Catherine Cator, Lucy Keaveny, Rachel Shelley and Naomi Webb for volunteering their time to assist with planning for the comedy night fundraising.
- Mary Egerton – for her generous support
- Abigail Shaw for her assistance with impact reporting

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:

26th July 2016

Independent examiner's report to the trustees of Lively Minds

I report on the accounts of the Charity for the year ended 31st December 2015 which are set out on pages 12 – 14.

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.

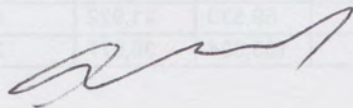
Independent examiner's statement

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: 25/7/2016

LIVELY MINDS

STATEMENT OF FINANCIAL ACTIVITY FOR THE YEAR ENDED 31 DECEMBER 2015

	2015			2014		
	Total	Restricted	Unrestricted	Total	Restricted	Unrestricted
Income						
Grants - Unrestricted	49,397	-	49,397	47,541	-	47,541
Grants - Restricted	97,614	97,614	-	141,319	141,319	-
Individual donations	31,210		31,210	15,102	-	15,102
Giftaid	4,324		4,324	4,114	-	4,114
Events	15,334		15,334	2,093	-	2,093
Corporate support	11,023		11,023	2,821	-	2,821
Challenge events	2,069		2,069	5,132	-	5,132
Sale of products	-		-	5	-	5
International Volunteer Scheme	1,197		1,197	4,744	-	4,744
Schools fundraising	1,190		1,190	2,319	-	2,319
Affinity giving	4,611		4,611	4,384	-	4,384
Interest	54		54	39	-	39
Other income	955		955	-	-	-
Total income	218,978	97,614	121,364	229,612	141,319	88,293
Expenditure	Total	Restricted	Unrestricted	Total	Restricted	Unrestricted
Direct expenditure on charitable activities in Ghana	(45,773)	(45,533)	(240)	(67,521)	(45,167)	(22,354)
Direct expenditure on charitable activities in Uganda	(58,994)	(25,082)	(33,912)	(51,712)	(40,853)	(10,860)
Management & Administration	(8,771)	(6,912)	(1,859)	(6,706)	(4,889)	(1,816)
Salaries & salary related	(102,157)	(48,979)	(53,178)	(60,369)	(33,646)	(26,723)
Fundseeking	(7,250)	(2,252)	(4,999)	(3,240)	(1,709)	(1,532)
Total expenditure	(222,945)	(128,757)	(94,188)	(189,548)	(126,264)	(63,284)
Net Income/(Expenditure)	(3,967)	(31,143)	27,176	40,065	15,055	25,009
Balance brought forward at 1 January	109,594	36,977	72,617	69,530	21,922	47,608
Balance carried forward at 31 December	105,627	5,834	99,793	109,594	36,977	72,617

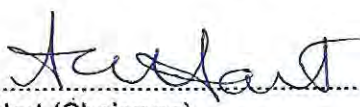
LIVELY MINDS

BALANCE SHEET FOR THE YEAR AT 31 DECEMBER 2015

	2015	2014
<u>Current assets</u>		
Balance in cash and at bank	105,627	109,594
Debtors	<u>-</u>	<u>-</u>
Total assets	<u>105,627</u>	<u>109,594</u>
<u>Current Liabilities</u>		
	-	-
<u>Net assets</u>		
	<u>105,627</u>	<u>109,594</u>
<u>Accumulated Funds</u>		
Restricted Funds	5,834	36,977
Unrestricted Funds	99,793	72,617
Total Funds	<u><u>105,627</u></u>	<u><u>109,594</u></u>

Approved by the Board of Trustees on 26th July 2016 and signed on its behalf by

.....Trustee

.....Trustee
Alison Hart (Chairman)

LIVELY MINDS

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2015

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:

Funder	Bal B/F	Receipts	Payments	Bal C/F
Sir Halley Stewart	-	5,000	(5,000)	-
Coat	-	500	(500)	-
Sussex University	-	3,600	(3,600)	-
Headley Trust	-	20,000	(18,333)	1,667
Toy Trust	-	3,000	(3,000)	-
Open gate trust	-	1,500	(1,500)	-
Waterloo Foundation	18,333	-	(18,333)	-
Comic Relief	15,000	28,750	(43,750)	-
DfID	(3,856)	25,264	(26,408)	(5,000)
Marr Munning	7,500	10,000	(8,333)	9,167
Total	36,977	97,614	(128,757)	5,834

Restricted funds received in the year came from the following:

- The Sir Halley Stewart Charitable Trust, stipulated to be for staff salaries in Ghana and Uganda.
- Coat to support activities in Uganda
- Sussex University for the salary costs of a fundraising intern in the UK
- Headley Trust to support the Charity's activities in Ghana
- Toy Trust to support activities in Uganda
- The Waterloo Foundation to fund a 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