



Trustees' report and financial statements
for the year to 31 March 2018

Charity No. 1138282

ServeDirect

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ServeDirect

Trustees' report

The Trustees present their report and accounts for the year ended 31 March 2018.

Trustees

Nick Allen
Phil Ball
Jeremy Dugdale
Lucy Freckleton

The existing trustees appoint new trustees who are fully briefed on their role and responsibilities. Trustees regularly review the risks to which the charity may be exposed.

ServeDirect was constituted by a Declaration of Trust on 15th September 2010 and was registered as a charity on 6th October 2010.

ServeDirect Uganda Ltd (SDU), a charitable company registered in Uganda, is the current beneficiary of the funds raised by ServeDirect in the UK. The directors of the company are Jerry (Jeremy) Dugdale and Phil Ball, who are responsible for the management of the charitable activities. SDU has no employees and neither of the directors benefit financially from their work for the charitable company. SDU holds the title to the land and buildings used by the three key projects in Lukomera, as well as a legally binding Memorandum of Understanding for the new project in Gulu. Project Guardians are appointed by ServeDirect to provide support on site and ensure that the projects invested in are effective. They report regularly to the Trustees. Project Guardians based at Lukomera, Johannes and Ge Holwerda were appointed in February 2017 and are due to finish at the end of April 2018. In addition, Melissa Rogers was appointed Project Guardian based in Gulu, in November 2017.

Bankers

HSBC Plc, 55 Above Bar Street, Southampton, SO14 7DZ

Objectives

ServeDirect's objective is the prevention or relief of poverty and or hardship anywhere in the world by providing or assisting in the provision of education, training, healthcare projects and all the necessary support designed to enable individuals to generate a sustainable income, be self-sufficient and the opportunity to reach their potential.

In planning our activities for the period we have been mindful of the Charity Commission's general guidance on public benefit and prevention and relief of poverty for the public benefit. The trustees always ensure that ServeDirect's activities are in line with our charitable objectives.

How we work

ServeDirect is a Christian charitable trust. Our Christian values are the foundation for all our work though the beneficiaries of our activities include children and families of different faiths and those who have no faith.

ServeDirect looks to support local people who are working hard to change their communities for the better. As a trust we come alongside individuals to support them in their vision. In delivering support we ensure that funds are spent with the local community to utilise local skills and materials, thereby creating employment and increasing wealth in the communities we work in as well as ensuring that projects can be delivered economically and efficiently. Identifying projects that are sustainable and that can become self-funding in the future is also key.

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Trustees' report (continued)

Activities and achievements

ServeDirect continues to support and raise funds for four key projects, Wobulenzi Town Academy, Connect Education Centre Lukomera (formerly known as The Bridge Primary Resource Centre), The Rock Health Centre and the newly opened Connect Education Centre Gulu.

During the year, Serve Direct Uganda successfully registered as a Non Governmental Organisation in Uganda. This status is seen as an important factor within the local government and district offices for credibility.

Wobulenzi Town Academy

ServeDirect was initially set up as a charity in the UK to support the work of Wobulenzi Town Academy (WTA). WTA is a secondary school providing affordable, quality secondary education in Uganda to vulnerable children of both sexes. It is based in Lukomera, which is north of Kampala, an area that few NGOs are working or investing in. Most of the children are boarders and have travelled some distance to access low cost education. About one third of the children are day scholars from the local area. Just under half of the students at WTA are girls, which is in line with the Ugandan average of 47%. WTA is able to provide education to children from low income or no income households by enrolling a proportion of higher fee paying students. The school is financially sustainable covering all basic running costs with school fees. The collection of school fees in a timely manner continues to be a challenge but processes are constantly reviewed to improve this.

In Term 1 2018 the school had 579 pupils enrolled (Term 1 2017, 658 pupils). This drop in student numbers is due to a combination of the school starting to bring total numbers down nearer to the 600 design size for the facilities and a lower than anticipated enrollment in term 1 due to the generally poor economic situation in the country. It is anticipated that numbers will slowly increase back up towards 600 throughout the year.

During the year ServeDirect continued to help improve the hygiene facilities at WTA by funding a new girl's washroom block for the boarding section. In addition ServeDirect funded an expansion to the computer lab – taking the number of student workstations from 33 to 51, helping to meet the increasing demand for computer practical lessons. Finally, a solar powered electricity back up system was funded and installed at the school to ensure 24 hour lighting, improving evening prep times as well as security for the students.

Exam results from the 2017 sitting compared favourably with the national average and with similar local schools. Given that WTA has no selective entry and students learn in mixed ability classes of up to 100 in English, which for many is not their first language, this is a great achievement. 53% of students studying for O level exams gained good aggregate grades in Division Three or higher (2016, 49%), which compares with the national result of 48% (2016, 42%). The reduction in staff/pupil ratios achieved with the additional classrooms is part of the plan to improve these results further. Students attaining a grade of Division Three or higher are able to progress to the next level of education. 4 WTA students failed outright which compares well with an 8.7% national failure rate at this level (2016, 13.2%).

50 students took A levels in 2017 (43 in 2016). Results continue to be mixed but 35 students achieved 2 principle passes that allows them access to university courses. The first Science A level exams were sat in 2016 and emphasis continues to be made to improve Science results generally within the school.

Investment in teacher training and team building at the school continues to be a focus of both the school administration and ServeDirect. A new Headteacher was appointed at the end of 2017 as part of this process. Nationally, there continues to be a shortage of Science teachers which has put pressure on salaries. Library lessons continued in the year and three of the most

ServeDirect

Trustees' report (continued)

promising pupils from last year's S6 class have been employed as assistant teachers for a year to develop small study groups, improve the use of the library and develop a reading culture at the school.

ServeDirect continues to fund a nutritious Sunday lunch for the pupils.

Connect Education Centres (CEC)

The first Connect Education Centre (formerly known as The Bridge Primary Resource Centre) opened in February 2013 in Lukomera, after a successful pilot. Although Uganda has been successful at enrolling more than 90% of children in primary school only just over a quarter of young people remain in secondary school (Ugandan Bureau of Statistics 2015).

At present to register for secondary education, pupils must pass an official Primary Leaving Exam (PLE), but poor primary education prevents students achieving this. To help close this gap the CEC was set up to allow local schools access to additional teaching resources, a library and provide pupils with free booster lessons in English and Maths. These sessions have also been attended by local children outside of school hours' keen to join in the activities. Qualified primary school teachers encourage local children to read and enjoy learning using the library resources, educational toys and planned activities. During the year to 31 March 2018 there were 14,629 visits by children to the centre (2017, 12,298 visits). About three quarters of these visits were from local schools with the rest being visits from individual local children. Just over 50% of student visitors were girls. The CEC Lukomera continues to support a local special needs unit with dedicated materials and teaching.

During the year land was donated by the Catholic Church to develop a similar facility in Gulu. ServeDirect funded and built the new Connect Education Centre in Gulu, which is twice as big as the CEC Lukomera. This CEC opened in February 2018 and has already proved to be a great resource for local primary school children and their teachers. Melissa Rogers was appointed Project Guardian and oversees the running of the CEC Gulu. The new CEC also provides a base for our local partner READ for LIFE that specialises in nursery and primary teacher training throughout the Gulu Municipality.

The Rock Health Centre

In response to local needs ServeDirect funded the building and running of a health centre adjacent to the WTA site. As well as treating students at WTA it also serves the local community which has a population of approximately 15,000. Previously the nearest health facility was 7km away. In the year to 31st March 2018 1,613 patients were treated at The Rock, 54% of which were WTA students. These numbers reflect a different method of reporting than previous years as it excludes the interactions through outreach clinics and student health sessions.

Even though the fees charged have been purposely fixed at affordable rates, The Rock is now financially sustainable covering all basic running costs through these charges to the local community and the WTA students.

The Rock continues to provide maternity services with 8 births at the centre in the year and Antenatal visits have also increased. A new more experienced Clinical Officer was appointed at The Rock to help it broaden its services and to become more effective within the community.

During the year a craft cooperative (the Trustworthy Project) was set up at the Rock to help women learn new skills and become financially independent. At the same time they are able to learn more about child nutrition and childcare.

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Trustees' report (continued)

Financial Review

During the year £126,370 was raised in the UK. The significant increase in donations was the result of great fundraising by our visiting teams and donations of £44,900 from The Dugdale Charitable Trust. Team trips raised £15,729 after flight and other costs of £22,480. £5,120 was received from Dutch supporters to provide maths resources at WTA and £13,000 received for the provision of a nutritious Sunday lunch at the school. Freedom Church Romsey raised £3,250 for solar lighting at WTA and the Connect Centre in Lukomera. £107,500 was paid to SDU to support the four projects in Uganda as well as £7,000 to READ for LIFE for the Connect held of 3 months of costs. General reserves at the end of the year are significantly higher than this at £18,126 as amounts were waiting to be paid across to SDU.

Partnerships and volunteer support

ServeDirect has built partnerships with local businesses and schools in Hampshire, connecting local people with the struggles of those living in Uganda. These partnerships have been a great source of financial support with many fundraising activities being organised as well as providing people with an insight into the problems of the developing world.

An important part of ServeDirect's work is to organise teams to visit and work at their projects. There are many testimonials of the life changing experiences that people have had from visiting Uganda on our website www.servedirect.org. Volunteers get involved in building and maintenance projects and also in providing educational, sporting and cultural activities for the children, which they would otherwise not be able to access. Often volunteers bring skills in education, health and business that contribute greatly to the planning of projects and in developing the aspirations of the pupils at WTA as well as at other local projects. A number of volunteers visited in the year including a team of 10 from Freedom Church Romsey, who carried out a programme of teacher training activities WTA the CEC Lukomera in July 2017. Later, in November, a team of 9 volunteers travelled from the UK to work practically to help finish off the CEC Gulu – with specific emphasis on the landscaping and external areas.

This report provides a summary of our activities and achievements but please review our website at www.servedirect.org to read stories about the children and families that have benefitted from our support.

The Future

From the success of these projects, both for the pupils attending WTA and the Connect Education Centres and the local community, ServeDirect continues to seek to replicate this work in other communities within Uganda. The new CEC Gulu was the first of these and it's effectiveness will be closely monitored during the year.

An additional 3 acres of land located next to WTA, has been identified for purchase. It is planned that this could become a centre for sports for Primary and Secondary schools within Luwero District.



Lucy Freckleton
Secretary

28th December 2018
ServeDirect
Oakdene,
Crook Hill
Braishfield
Hampshire,
SO51 0QB

ServeDirect
Independent examiner's report

I report on the financial statements of the trust for the year ended 31 March 2018, which are set out on pages 7 to 11.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act"). I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Julia Axup FCCA
c/o BPP Professional Education
Grenville House
Nelson Gate
Southampton SO15 1GX

22nd January 2019

ServeDirect
Statement of financial activities for the year ended 31 March 2018

Incoming resources	Note 1	Unrestricted funds	Restricted income funds	2018 Total	2017 Total
		£	£	£	£
Fundraising income					
Volunteer teams		38,209	-	38,209	19,386
Other		1,028	-	1,028	5,853
Donations and gifts					
Individuals		9,197	6,840	16,037	16,392
Other entities		33,621	26,270	59,891	10,500
Tax reclaimable		9,692	1,513	11,205	6,695
Total incoming resources		91,747	34,623	126,370	58,826
Resources expended					
Fundraising costs		107	-	107	155
Charitable activities	4	103,457	36,365	139,822	68,277
Bank charges		960	-	960	572
Total expenditure		104,524	36,365	140,889	69,004
Net movement in funds		(12,777)	(1,742)	(14,519)	(10,178)
Total funds brought forward		29,695	5,788	35,483	45,661
Total funds carried forward	7	16,918	4,046	20,964	35,483

ServeDirect

Balance sheet at 31 March 2018

	Note	Unrestricted funds £	Restricted income funds £	2018 Total £	2017 Total £
Current assets					
Debtors	5	6,216	1,500	7,716	4,415
Cash at bank		11,910	2,546	14,456	31,068
		<hr/>	<hr/>	<hr/>	<hr/>
Total current assets		18,126	4,046	22,172	35,483
Creditors: amounts falling due within one year	6	(1,208)	-	(1,208)	-
		<hr/>	<hr/>	<hr/>	<hr/>
Total current assets less current liabilities		16,918	4,046	20,964	35,483
		<hr/>	<hr/>	<hr/>	<hr/>
Funds of the charity	7				
Restricted income funds		-	4,046	4,046	5,788
Unrestricted funds		16,918	-	16,918	29,695
		<hr/>	<hr/>	<hr/>	<hr/>
Total Funds		16,918	4,046	20,964	35,483
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The financial statements were approved by the trustees on 28th December 2018 and were signed on their behalf by Nick Allen.



Chair of Trustees

Notes (forming part of the financial statements)

1. Accounting policies

The accounts presents a true and fair view and the following accounting policies have been applied consistently in dealing with items that are considered material in relation to the financial statements of ServeDirect.

- **Basis of preparation**

These accounts have been prepared under the historical cost convention with items recognized at cost or transaction value and on a going concern basis. The accounts have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014, (FRS 102 SORP) and with FRS 102 and with the Charities Act 2011.

- **Recognition of incoming resources**

These are included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources; the Trustees are virtually certain they will receive the resources and the monetary value can be measured with sufficient reliability.

- **Grants and donations**

Grants and donations are only included in the SoFA when the general income recognition criteria are met.

In the case of performance related grants, income must only be recognized to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met.

- **Offsetting**

There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the FRS 102 SORP or FRS 102

- **Tax reclaimable on gifts and donations**

Gift aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

- **Donated services and facilities**

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

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Notes (continued)

- **Volunteer help**

The value of any voluntary help received is not included in the financial statements but is described in the trustees' report.

- **Governance and support costs**

ServeDirect incurs no governance nor support costs.

- **Liability recognition**

Liabilities are recognised as soon as it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources.

2. Trustees' remuneration and expenses

Flight costs of £1,208 were accrued for Jerry Dugdale and his wife relating to cover the cost of one trip to Uganda during the year. These are included in flight costs in charitable activities. There were no other payments to trustees during the year.

3. Independent examiner's remuneration

The independent examiner has waived her remuneration for the examination of these financial statements.

	2018	2017
	£	£
4. Charitable activities		
ServeDirect Uganda Ltd	107,500	51,500
READ for LIFE	7,000	-
Flights/Team trip expenses	23,687	15,063
Project guardians	1,480	1,250
DBS Checks	120	90
Other	35	374
	<hr/>	<hr/>
	139,822	68,277
	<hr/>	<hr/>

£7,000 was transferred to our partners READ for LIFE in June 2017 for the building of the Connect Centre in Gulu. Flight costs are for UK volunteers who visited the projects in Uganda. Funds were sent to support the living expenses of the volunteer Project Guardian. All of these costs are covered by donations.

	2018	2017
	£	£
5. Debtors		
Tax receivable	4,491	3,009
Other debtors	3,225	1,406
	<hr/>	<hr/>
	7,716	4,415
	<hr/>	<hr/>

ServeDirect

Notes (continued)

6. Creditors	2018	2017
	£	£
Accruals	1,208	-
	<hr/>	<hr/>

7. Charity funds

Funds held and movement during the *current* reporting period

	Fund balances brought forward	Income	Expenditure	Fund balances carried forward
Fund names	£	£	£	£
WTA	-	23,458	(21,120)	2,338
Connect Education Centres (formerly The Bridge)	5,000	8,500	(13,500)	-
Rock Health Centre	-	265	(265)	-
Project guardians	788	2,400	(1,480)	1,708
Unrestricted funds	29,695	91,747	(104,524)	16,918
	<hr/>	<hr/>	<hr/>	<hr/>
Total funds	35,483	126,370	(104,524)	20,964
	<hr/>	<hr/>	<hr/>	<hr/>

Funds held and movement during the *previous* reporting period

	Fund balances brought forward	Income	Expenditure	Fund balances carried forward
Fund names	£	£	£	£
WTA	-	4,003	(4,003)	-
The Bridge	15,934	5,019	(15,953)	5,000
Rock Health Centre	540	263	(803)	-
Project guardians	1,538	500	(1,250)	788
Girls' Kits	-	4,823	(4,823)	-
Unrestricted funds	27,649	44,218	(42,172)	29,695
	<hr/>	<hr/>	<hr/>	<hr/>
Total funds	45,661	58,826	(69,004)	35,483
	<hr/>	<hr/>	<hr/>	<hr/>