



Trustees' report and financial statements
for the year to 31 March 2017

Charity No. 1138282

ServeDirect

Contents	Page
Trustees' report	2-5
Independent examiner's report	6
Statement of financial activities	7
Balance sheet	8
Notes	9-11

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Trustees' report

The Trustees present their report and accounts for the year ended 31 March 2017.

Trustees

Nick Allen
Phil Ball
Jerry 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 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. 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. The current project Guardians, Johannes and Ge Holwerda were appointed in February 2017 and took over from Stan and Sue Rothwell who left Uganda in August 2016.

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 three key projects, Wobulenzi Town Academy, The Bridge Primary Resource Centre and The Rock Health Centre. In February 2017, an agreement was signed for a donation of land to build a new, larger Primary Resource Centre based in Gulu, Northern Uganda.

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 2017 the school was completely full with 658 pupils enrolled (Term 1 2016, 634 pupils). Demand for places will continue to increase, due to significant population growth and the lack of low cost but good quality school places. To ensure that the school can continue to deliver good quality education and maintain an effective staff pupil ratio a building programme was implemented in February 2016 to provide six new classrooms (including a new A Level block), a new staff room, two staff houses and new latrine/washroom blocks. These buildings were completed during 2016. Class sizes have been halved to an average of 65 pupils and the teaching staff now enjoy a much improved work space.

Exam results from the 2016 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. 49% of students studying for O level exams gained good aggregate grades in Division Three or higher (2015, 50%), which compares with the national result of 42% (2015, 48%). 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. No WTA students failed outright which compares well with a 13.2% national failure rate at this level.

43 students took A levels 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 pupils were able to access online science practicals.

Investment in teacher training and team building at the school continues to be a focus of both the school administration and ServeDirect. 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 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.

The Bridge Primary Resource Centre

The Bridge opened in February 2013, 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).

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Trustees' report (continued)

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 Bridge has been 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 2017 there were 12,298 visits by children to the centre (2016, 11,268 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 Bridge also supports a local special needs unit with dedicated materials and teaching.

Significant progress was made in the year at acquiring land to develop similar facilities in Gulu. The Connect Centre in Gulu, which is twice as big as the Bridge in Lukomera, will be opening in February 2018 and will be a great resource for local primary school children and their teachers. Melissa Rogers has been appointed Project Guardian and will oversee the running of the centre. The new centre will also provide a base for our local partner READ for LIFE that specializes 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 2017 4,804 treatments took place (2016, 3,214), 81% of which related to WTA students.

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 dentist visits the rock on a weekly basis to treat patients and the boda ambulance has been very effective in transporting emergency cases to the local hospital.

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.

Financial Review

During the year £58,826 was raised in the UK. Team trips raised £5,925 after flight costs of £13,461. Specific fundraising events were organised to fund the purchase of underwear and menstrual kits to help girls continue with their education. These events raised £4,053 in the year. £51,500 was paid to SDU to support the three projects in Uganda. UK costs are minimal but the trustees have agreed that reserves should be held of 3 months of costs. General reserves at the end of the year are significantly higher than this at £29,695 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.

ServeDirect

Trustees' report (continued)

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 14 from Waltham Chase Methodist Church, who prepared a programme of activities for pupils at WTA and children visiting the Bridge in August 2016. Later, in November, volunteers travelled from the UK to deliver underwear and menstrual kits which had been funded by sponsored events back in the UK. Enough funds were raised to provide kits to all the WTA secondary girls, the entire primary girl community, their women teachers and to many others in the community. Days for Girls, a Ugandan NGO, delivered a 3 day programme at WTA supported by the volunteer team. The team also raised funds to provide a robust water filtration system, which will benefit all the projects at Lukomera

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 Bridge and the local community, ServeDirect is now seeking to replicate this work in other communities within Uganda. The new Connect Education Centre will be the first of these and is due to open during the coming year.

Due to the geographical growth of Serve Direct Uganda, the decision has been made to apply for official status as a Non-Governmental Organisation (NGO) in Uganda. This status is seen as an important factor within the local government and district offices for credibility.



Lucy Freckleton
Secretary

26th January 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 2017, which are set out on pages 7 to 11.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. 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;
- to follow the procedures laid down in the general directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to 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 Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, 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 financial statements 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:

1. 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; or

2. to which, in my opinion, attention should be drawn 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

26th January 2018

ServeDirect

Statement of financial activities for the year ended 31 March 2017

Incoming resources	Note 1	Unrestricted funds	Restricted income funds	2017 Total	2016 Total
		£	£	£	£
Fundraising income					
Volunteer teams		19,386	-	19,386	31,665
Other		1,800	4,053	5,853	5,138
Donations and gifts					
Individuals		10,207	6,185	16,392	12,589
Other entities		7,000	3,500	10,500	6,459
Tax reclaimable		5,825	870	6,695	8,814
Total incoming resources		44,218	14,608	58,826	64,665
Resources expended					
Fundraising costs		155	-	155	128
Charitable activities	4	41,445	26,832	68,277	77,906
Bank charges		572	-	572	323
Total expenditure		42,172	26,832	69,004	78,357
Net movement in funds		2,046	(12,224)	(10,178)	(13,692)
Total funds brought forward		27,649	18,012	45,661	59,353
Total funds carried forward	7	29,695	5,788	35,483	45,661

ServeDirect

Balance sheet at 31 March 2017

	Note	Unrestricted funds £	Restricted income funds £	2017 Total £	2016 Total £
Current assets					
Debtors	5	4,415	-	4,415	6,483
Cash at bank		25,280	5,788	31,068	40,433
		<hr/>	<hr/>	<hr/>	<hr/>
Total current assets		29,695	5,788	35,483	46,916
		<hr/>	<hr/>	<hr/>	<hr/>
Creditors: amounts falling due within one year	6	-	-	-	(1,255)
		<hr/>	<hr/>	<hr/>	<hr/>
Total current assets less current liabilities		29,695	5,788	35,483	45,661
		<hr/>	<hr/>	<hr/>	<hr/>
Funds of the charity	7				
Restricted income funds		-	5,788	5,788	18,012
Unrestricted funds		29,695	-	29,695	27,649
		<hr/>	<hr/>	<hr/>	<hr/>
Total Funds		29,695	5,788	35,483	45,661
		<hr/>	<hr/>	<hr/>	<hr/>

The financial statements were approved by the trustees on 26th January 2018 and were signed on their behalf by Nick Allen.



Chair of Trustees

ServeDirect

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.

ServeDirect

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 £1,602 were paid for Jerry Dugdale and his wife relating to their trip to Uganda in the first term of the school 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.

	2017	2016
	£	£
4. Charitable activities		
ServeDirect Uganda Ltd	51,500	50,000
Flights	15,063	16,655
Project guardians	1,250	10,685
DBS Checks	90	90
Other	374	476
	<hr/>	<hr/>
	68,277	77,906
	<hr/>	<hr/>

Flight costs are for UK volunteers who visited WTA. Funds were sent to support the living expenses of the volunteer Project Guardians. All of these costs are covered by donations.

	2017	2016
	£	£
5. Debtors		
Tax receivable	3,009	6,472
Other debtors	1,406	11
	<hr/>	<hr/>
	4,415	6,483
	<hr/>	<hr/>

ServeDirect

Notes (continued)

6. Creditors	2017	2016
	£	£
Accruals	-	1,255
	<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	-	4,003	(4,003)	-
The Bridge Rock Health Centre	15,934	5,019	(15,953)	5,000
Project guardians	540	263	(803)	-
Girls' Kits	1,538	500	(1,250)	788
Unrestricted funds	-	4,823	(4,823)	-
	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/>

Funds held and movement during the *previous* reporting period

	Fund balances brought forward	Income	Expenditure	Fund balances carried forward
Fund names	£	£	£	£
WTA	1,750	5,250	(7,000)	-
The Bridge Rock Health Centre	22,008	2,160	(8,234)	15,934
Project guardians	3,170	540	(3,170)	540
Unrestricted funds	11,120	1,103	(10,685)	1,538
	21,305	55,612	(49,268)	27,649
	<hr/>	<hr/>	<hr/>	<hr/>
Total funds	59,353	64,665	(78,357)	45,661
	<hr/>	<hr/>	<hr/>	<hr/>