



The Matt Kendall Foundation

Charity Registration Number 1165110

Annual Report and Accounts

For the year ended 31 March 2017

MKF is a grant giving charity that believes no young person should have their future put on hold because they can't afford the basics that most people take for granted. We provide small financial grants for disadvantaged 16-25 year olds from Birmingham, to support them into work, training or education.

Vision and mission

Our vision is a city in which all our young people have the opportunity to thrive and reach their full potential.

Our mission is to provide financially disadvantaged young people, who have a plan (for their personal development), with the financial support they need to make it happen.

Values

We:

- Are committed to equality and welcome and encourage people of all religions, races and background to apply to MKF and fundraise on our behalf - we work and provide grants without discrimination.
- Treat every application and person as an individual
- Value all those that support the work of MKF in whatever capacity
- Are committed to providing a professional service
- Are committed to considering every application

HEADLINES

In 2016-2017 we have:

- Raised £28,992
- Provided £4,319 grants to young people
- Developed a partnership with Birmingham City Council to distribute small grants through their youth service provision.
- Gained over 3421 supporters through our social media and website presence
- Engaged with over 20 local business who have actively supported our work through donations, in-kind support and raising funds

**The Matt Kendall Foundation
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For the year ended 31 March 2017**

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Section 1: General Information

i) Trustees

The Trustees who served during the year and at the date of approval of the accounts were:

MKF Board of Trustees and Directors

Sophie Wilson, Chair of the Board
Georgina Watts, Treasurer
Clare Abbotts, PR and Communications
Alan Crawford, Secretary
Kerry McDonald
Annie Laughrin
Andre Bilborough-Castro
Dr. Fathi Jamil

The Board of Trustees has responsibility for the strategic direction and performance monitoring of the organisation and for the assessment and distribution of grants. It meets at least six times a year. A summary of Trustees' attendance at Board meetings during the year ended 31 March 2017 is shown in Table 1 below.

The Board delegates the responsibility of a review of the periodic management accounts and the annual financial statements of the organisation to an external company, Integrity Accountants who provide written reports to the Board.

TABLE 1 Trustee Meetings Attendance 1st April 2016 – 31st March 2017

Date of Meeting	Attended By	Apologies	Total in attendance
17/05/16	SW, ABC, FJ, AL, GW, AC, CA, KM	None	8
20/07/16	SW, ABC, FJ, AL, GW, AC, CA, KM	None	8
28/09/16	ABC, FJ, AL, GW, AC, CA	SW, KM	6
22/11/16	SW, FJ, AL, GW, AC, CA, KM	ABC	7
19/01/16	SW, FJ, AL, GW, AC, CA, ABC	KM	7
08/03/16	SW, FJ, GW, AC	CA, KM, ACB, AL	4

Recruitment and Appointment of the Board of Trustees

The original board of trustees came to together to set up the charity in May 2015 under the request of our founder Matt Kendall shortly before he passed away on the 18th May 2015.

Matt had wanted a diverse group of friends and family, with the requisite skills and experience to take the charity forward, and this will always be the basis on which future trustees are recruited and appointed.

In the future, as MKF is committed to equal opportunities, we will operate an open recruitment process to attract individuals with the necessary skills and commitment to help us succeed. MKF will seek to recruit board members who reflect diverse backgrounds. Prospective members will be asked to submit a letter of interest and their Curriculum Vitae, and will be interviewed by a group of trustees.

Trustees may serve up to two, three-year terms of office.

Changes to the Board of Trustees

There have been no changes to the Board since the foundation was set up in May 2015.

Executive Remuneration

Trustees are not remunerated and undertake the positions on a voluntary basis.

ii) General Information

Charity Registration Number: 1165110

Bankers

Barclays Bank
161 High Street
King's Heath
Birmingham
West Midlands
B14 7LA
Telephone: 0345 734 5345

Registered Office

c/o BVSC, 138 Digbeth,
Birmingham B5 6DR

Accountants

Integrity Accountancy Services Limited
166 Highfield Road,
Hall Green,
Birmingham, B28 0HT.

iii) Structure,] Governance and Management

Constitution

MKF is a registered charity operating across Birmingham City. It is a grant-giving organisation which is managed and governed by a Board of Trustees.

Public Benefit

The Charities Act 2011 requires all charities to explicitly consider how their charitable aims are carried out for the public benefit. The Board of Trustees must:

- ensure that they carry out the aims of MKF for the public benefit;
- have regard to the Charity Commission's guidance on public benefit; and
- report on MKF's public benefit in the Trustees' Annual Report.

The Board of Trustees has considered these requirements alongside MKF's aims and activities, all of which are detailed in this report. The Board is satisfied that MKF has charitable aims that are carried out for the public benefit, in particular:

- the benefits to individuals that we support are clear
- the beneficiaries are entirely appropriate to the aims;
- there is no unreasonable restriction to applying for a grant from MKF's
- there is no private benefit.

In arriving at this conclusion, the Board of Trustees also had regard to the Charity Commission's guidance on public benefit.

Charity's Objects

The Matt Kendall Foundation's charitable objects are detailed in the Memorandum of Association and are:

To act as a resource for young people up to the age of 25 living in Birmingham, by providing grants to young people from economically or socially disadvantaged backgrounds as a means of:

- (a) advancing in life and helping young people by developing their skills, capacities and capabilities to enable them to participate in society as independent, mature and responsible individuals;
- (b) Advancing education;
- (c) Relieving unemployment

iv) Aims and Objectives

The Matt Kendall Foundation (MKF) was founded in May 2015 by Matt Kendall, a 35 year old youth and community worker from Birmingham shortly before he passed away after a two year battle with cancer.

MKF is a grant giving charity that believes no young person should have their future put on hold because they can't afford the basics that most people take for granted. We provide small financial grants for disadvantaged 16-25 year olds from Birmingham, to support them into work, training or education.

We believe, as Matt did, in the enthusiasm and un-tapped potential of young people; we know that the number of young people in Birmingham not in education, training or employment is over twice the national average, and we don't think that is good enough. It is damaging for them, for their community, for Birmingham and the local economy.

Just a small amount of money can help disadvantaged young people to raise their aspirations for the future. And that is what we are here to do.

Section 2: Strategic Report for the year ended 31st March 2017

i. Achievements 2016-2017

Progress against our 2016-2017 Work Plan is detailed in the following section.

Governance and Policy/Process Development

2016-2017 has seen the development of our client management system (CMS) which has been supported pro-bono by the IT company lizuka. The MKF CMS system will allow us to actively manage the grant process through logging and recording of applications, automated responses and letter generation and the management of trustee approval processes.

This has been a significant piece of work which will enable us to work more efficiently as the number of applications increases.

PR & Marketing

Excellent progress has been made in respect of PR and Marketing over the past 10 months.

Our website and social media presence has been developed. Our Facebook page has attracted 1,734 'likes' to date, and we have 286 Twitter followers. The website has received 1020 unique visitors and 3,5096 hits since going live in February 2016.

Over the next year, our social media platforms will be extended to include Linked In so as to engage with family and youth professionals and local businesses; and with Instagram and Snapchat to engage more effectively with young people.

We have developed strong links with digital and print hyperlocal news sites (including B14 News), broadcast and print media who continue to advocate the Foundation and share content, helping to increase attendance at fundraising events.

We have sent out 3 newsletters and 3 news bulletin to supporters who have opted to receive them) to update them on the progress being made.

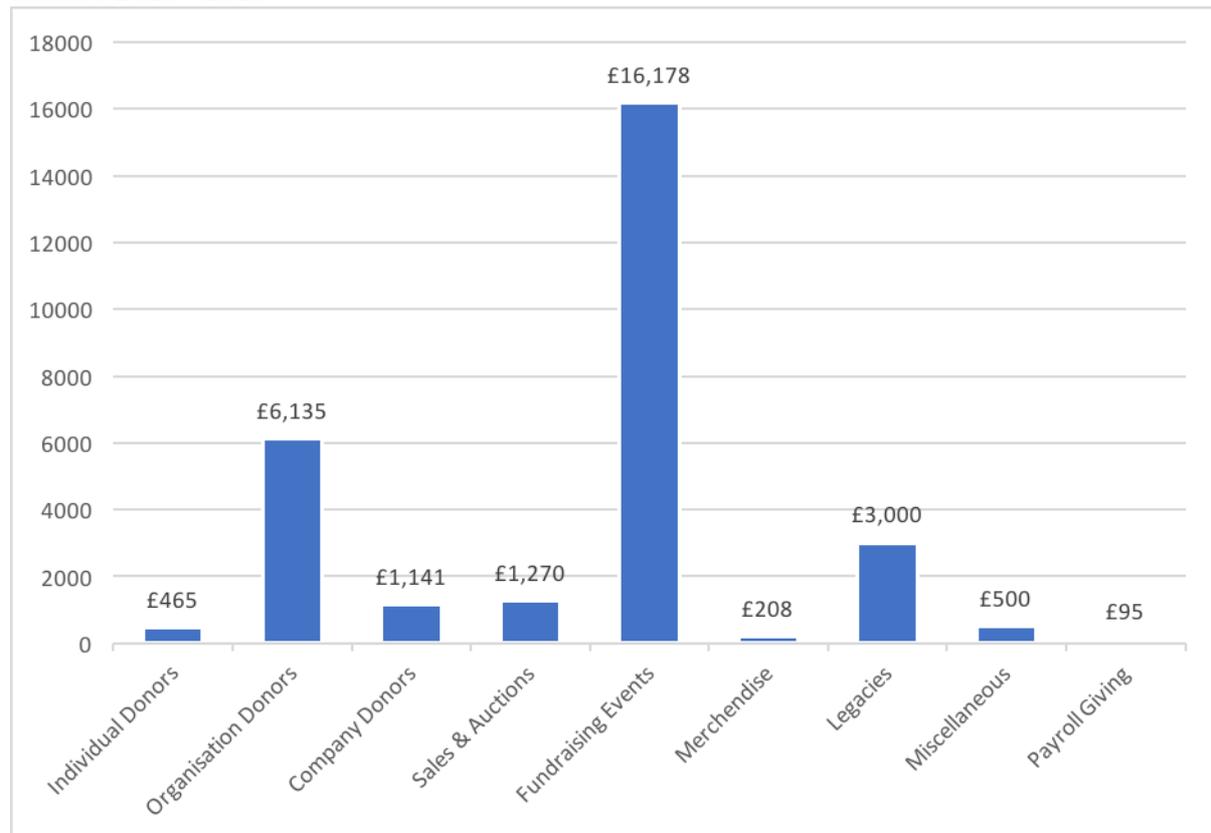
Our Facebook activity continues to be our most effective communication channel – evidenced by the average engagement with our posts at over 45%.

Volunteer Fundraisers

Volunteer fundraisers and supporters of MKF are an integral part of our team. Over the past year, we have had hundreds of individuals actively involved in supporting our fundraising drive either as individuals, teams, or organisations.

A breakdown of the income achieved is shown in the diagram over-leaf:

Income 2016 - 2017



Fundraising events of note, include:

Organised Events

Shakedown 2016: The annual MKF Shakedown took place in July 2016. The brain child of our founder Matt, Shakedowns are family friendly music festival, which take place in the grounds and club-house of the wonderful Moor Green Allotments in Moseley. Attended by well over 200 people, the 2016 event raised £3,492 for the foundation.

MKF Guitar: The MKF Guitar spent the spring and summer of 2016 on tour, collecting signatures from a huge number of famous artists including Paul Weller, Snow Patrol, Razorlight, Richard Hawley, The Charlatans (Mark Collins), Stone Roses (Mani), Joy Division (Peter Hook), The Libertines, Jamie Lawson (after just winning an Ivor Novello Award) and Iain Archer. In October 2016, the Guitar went auction, raising a phenomenal £1,270

Birmingham Half Marathon, Brighton and London Marathons: Team MKF have been out in force this year, running 10k's, half and full marathons to raise money for the Foundation. The total amount raised has been £8,869

Individual Fundraising Events: From 'cricket bat challenges' to 'Iron Man' competition, friends of the foundation have been challenging themselves to some fantastic endeavors and raising lots of money along the way.

Chris Tye 'Stronger in Numbers': A close friend of Matt's and an incredible artist, Chris Tye has committed to donating a % of his album sales to the foundation.

Shakedown Sessions: We held a Winter Shakedown Session at the Hare and Hounds, Kings Heath.

Individual Donations.

We have had wonderful support from Matt's family and friends by way of personal individual donations; including a monthly donation of £250 from his uncle and the donation of pocket money from one of his young cousins.

Corporate Donations

We have been very fortunate to receive donations from corporate partners, DHL (£610) Carillion (£500) and John Lewis (£500).

Organisations

We received tremendous support from Felton Fleet School in this financial year. They managed to raise an incredible £7,867 through a variety of different fundraising events.

In Kind Support

As well as fundraising endeavors, the foundation has been extremely fortunate to receive all manner of 'in kind' support. This includes accountants, financial advisors, musicians, website designers, data management software providers, graphic designers and many many more.

We are extremely grateful to **all** our supporters who have shown such commitment and passion for the foundation and have made our achievements this year possible.

ii) Grants and Impact 2016-2017

Impact

Over the year in review, the MKF have awarded 9 grants, totaling £4,319.

Natalie's story

Once jobless, homeless and desperate, Natalie used her grant to get the experience she needed in the US to get her dream job as a football coach.

"Since returning back from America in October 2016, I passed my driving test first time (!) and began working(!) in a primary school as a Sport Mentor supplemented by some childcare work. I also coach at Leicester City Football Academy every weekend and manage my own under 8's team.

Without the grant I don't know where I'd be now. I had an unbelievable experience in America, but moreover I learnt the professional skills and gained the confidence I needed to make a living out of my passion. My plan is to own my own football academy and help others to follow their dreams, like the Matt Kendall Foundation did for me.

I can't believe how great my future looks now. "

Serena and Milly's Stories

Both young people were based at St. Basil's accommodation and needed specialist equipment and support to get on and complete courses in beauty therapy.

Thanks to the grant from the Matt Kendall Foundation, Milly was able to complete her practical assessment and will be starting her own business as a beauty therapist. She's doing so well that she's even moved onto independent accommodation.

Serena has been successful in gaining a place in Birmingham University College of Food and enrolled to start her degree in September 2017. She has also moved into her own independent accommodation and passed all her practical and theoretical exams with distinction.

St. Basils' worker Ade Duncan said about Serena and Milly's story:

"Thank you so much for your assistance as without your generosity, these two hardworking young people would have been unable to achieve the education and independence they crave and desire."

Partnership with Birmingham City Council

To support our endeavor to reach the young people who really need our support, the Matt Kendall Foundation has entered into a partnership agreement with the Birmingham City Council Youth Service. We have provided them with a large grant of £3,000 which they are to distribute through a small grants process (approx. £75-£100) to young people who need immediate support. A service level agreement is in place, with monthly reporting being provided to the MKF.

Section 3: Financial Review

i) Review of the Year

MKF reports income of £28,992 for the year 2016-2017. Expenditure is reported as £5772 of which £4,319 was in grant distribution.

ii) Reserves

Upon discussion, the board concluded that MKF should seek to make £11,000 cash available in reserves so that current minimum support levels of approximately 12 young people per year could be maintained if, for some reason, all fundraising activities were to curtail.

This reserve amount would enable the Trust to invest £17,500 as planned and still have enough income to process ongoing and future grant applications.

The trustees conclude that MKF should continue to adopt the going concern basis in preparing the accounts.

Section 4: Future Plans

Over the next twelve months, the priorities for the Matt Kendall Foundation are:

Grant Applications

- Full implementation of the Case Manager data management system to manage the application and grant distribution work flow, and appointment of a volunteer to support the management of this system.
- Increasing the number of grant applications

Raising our profile

- Implementation of a Customer Management System to ensure we have a database of key contacts, stakeholders and supporters
- Continue to raise awareness of our charity and develop more formal alliances with professionals working with young people across the public, voluntary and private sectors in Birmingham (MKF Champions)

Increase our fundraising capacity

- Creation of a fundraising sub-committee of the Board to lead on the charities fundraising capabilities, supporters and events.
- Encourage more fundraising by developing a fundraising pack full of great ideas
- Develop a sponsorship and fundraising package targeted at engaging businesses as part of a Corporate Social Responsibility agenda.
- Develop a legacy package for those wishing to leave a legacy in their wills

Section 5: Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charities accountant is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the accountant is aware of that information.

Approved by

A handwritten signature in cursive script, appearing to read 'Sophie Wilson', is written in black ink on a white background.

Sophie Wilson
MKF Chair of the Board of Trustees
1st August 2017

Thank you to our supporters

To BVSC for providing us with a registered address; and for their ongoing support in promoting our work.

Sushin Kelly who volunteered his skills and considerable time to support the Foundation's website at no cost.

Greg Hayes and all the team at Iizuka Software Ltd. for the development and support of our client management system

Charlie Osborne for his wonderful flyer and t-shirt designs.

SSE, and in particular Rich Watts, for their incredible generosity in providing kit for our musicians and an engineer to help us run the Shakedown events.

Roughly Translated for providing signage at the Shakedown Event June 2016

The Hare & Hounds, Kings Heath for free use of their fantastic venue and free engineers.

To Mark Wright and the Moor Green Lane Allotments for their amazing volunteers who man the bar at Shakedown with huge smiles on their faces

To Robert Casselden from Newell Palmer financial planning, for his free financial advice.

Shohaib and the team at Integrity Accountancy for providing accountancy services for free

To James Crockford of James Crockford Photography for capturing some fabulous images at a number of our events throughout the year.

[To all the volunteers](#) who have helped at Shakedown providing a myriad of entertainment, face-painting, food, stalls, kids games, palm reading.....far too many to mention – thank you all!

[To ALL our amazing MKF musicians](#) who have given up their time (and waived their usual booking fee's) to provide some incredible sounds at our Shakedown events throughout the year.....Chris Tye, Burnside, The Dudes, The Jayne Powell Band, Gronk, Nat Bite, John Paul Villafrati, Hemnant Patel, The Clarksville Mountain Band, The Night Bees, Micky Greeny and Vijay Kishore.

[To our patrons](#), David Kendall and Dave Moorcroft.

Thank you also to all the businesses, organisations and individuals who financially supported MKF in 2016-2017 through direct donations; fundraising activities, sponsorship or grants. We are eternally grateful.

And finally, thanks to Matt's wonderful family – his wife Pamela, their daughter Sofia and Pamela's son Andre. To Linda and Dave. Your strength, warm and love inspires us all.

Management Accounts

Management Accounts prepared by Integrity Accountants, 166 Highfield Road, Hall Green, Birmingham, B28 0HT.

i) Profit and Loss as at 31st March 2016.

The Matt Kendall Foundation

Profit and Loss Account

Income	Companies	2,334	
	Events / Collections	6,986	
	Large Individual	7,000	
	Legacies	2,250	
	Merch	30	
	Organisations	7,647	
	Small Individual	6,950	
Cost of sales	Purchases	182	
			182
			33,016
Expenses	Advertising and PR	75	
	Bank charges	18	
	Grants	500	
			593
Net profit			32,423

ii) Balance Sheet as at 31st March 2016

The Matt Kendall Foundation

Balance Sheet

			£
Bank	Current account	32,605	
		32,605	
			32,605
Suppliers	Jericho Foundation	- 182	
			- 182
Net assets			32,423
			£
Profit and loss account	Net profit	32,423	
			32,423
Total funds			32,423