

Charity registration number 1100045

Company registration number 04607292 (England and Wales)

KIDS FOR KIDS
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024



KIDS FOR KIDS

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Mr F D N Campailla
Mr P H Doyle
Mr A King-Smith
Mrs P M Parker OBE, Chairman
Mrs E A Sutton
Mr K M O Abulrahman
Mr L Traxon
Mrs K Jankel (Appointed 1 June 2023)

Charity number

1100045

Company number

04607292

Independent examiner

Darren Harding ACA FCCA DChA
Richard Place Dobson Services Limited
1-7 Station Road
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West Sussex
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KIDS FOR KIDS

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Indiscriminate bombing in Khartoum has destroyed countless neighbourhoods. A family's home destroyed.

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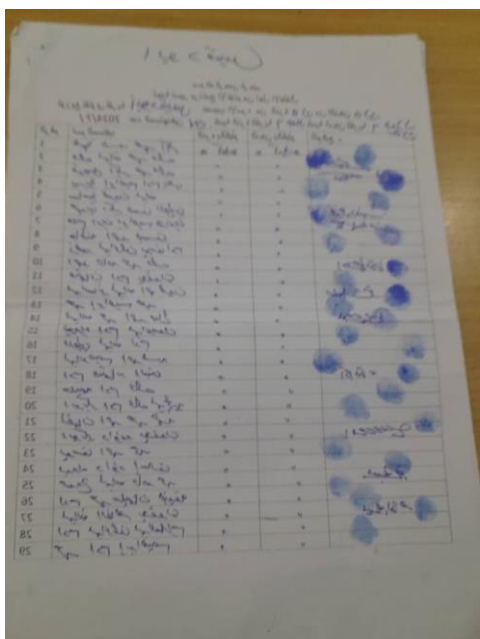
CHAIRMAN'S STATEMENT

FOR THE YEAR ENDED 31 MARCH 2024

I cannot remember a year of such unrelenting tragedy as these twelve months. The withdrawal of UNAMID from Darfur left a vacuum which has not been filled. There are now no international forces to help enforce peace and there are no international observers. The international community and world press are virtually silent. Pressure, even from our own Government, is minimal. There appears to be no one prepared to intervene to stop the atrocities. Murders, rape and brutalities, especially against women and children, continue. The Rapid Support Force (the former Janjaweed) is continuing to lay siege to the regional capital of North Darfur, where Kids for Kids has been operating for 23 years and it is where our wonderful volunteers have been working. Now they are back in their own villages, many of which have had no internet or mobile signals so it has at times been impossible to reach some of them.

Yet, despite continuing violence and the unpredictable movement of the two fighting forces, incredibly our volunteers, the members of the Kids for Kids Steering Committee, have been finding ways to help our communities. Our main aim of providing sustainable help remains, but whilst the fighting prevents stability it has not been possible to adopt new communities, although this remains our long term plan once peace returns to the region. Reports of families existing on one scant meal a day made me determined to provide whatever emergency aid was possible. Failed harvests meant few people had been able to save seed to plant and without a 2024 harvest next year could be even worse.

The incredible news is that we have found a way of getting funds to Darfur. You will remember that banks closed as soon as the violence erupted in April 2023. This has led to massive hardship. Markets closed and business ceased. We are now using CASHI which is based in Washington DC and is run by long term supporters of Kids from Kids who knew us from our very first years in Sudan. They transfer funds to volunteers whom we authorize, via mobile digital transfers, who have a system called Bankak on their mobile phones. Thankfully signals are now much more reliable and your donations are reaching the families most in need. We of course do not hand out money – we use the digital transfers to purchase the items the communities identify as their greatest need. As I write that is protein, minerals and vitamins, in other words a balanced diet, for their children. Reports of stunted growth are widespread. Our initial Pilot Project – implemented a few months after the financial year under review - was a success. We are now working on providing vegetable seeds – it is too late to plant the staple crops of millet and sorghum which we initially provided – and our new Kids Kitchen Kits initiative. These are packages of food for families with children aged 5 and under and include pulses, lentils, groundnuts and whatever fresh produce is available in the markets. Tragically local families cannot afford to buy even the most basic of necessities in the soaring inflation, but for us, sterling is strong so we are able to make your donations really stretch to reach many families.



Mothers sign receipts with a thumb print - most women in villages are illiterate.

However, the difficulties in implementation of projects as the violence spread across the whole of Sudan has meant that there has been almost no direct project spend during the financial year 2023/24. However, the extensive efforts of our small team have paid off and our patience has been rewarded through finding effective ways to transfer funds and implement projects, so project spend can again increase during this financial year and beyond.

Long term our aim is to continue to provide our unique package of sustainable projects. We could not have had more proof than now of their success in enabling people to survive in the worst of circumstances. They have helped people get through these terrible times. The indirect affects of violence is catastrophic. I cannot begin to tell you how touched I am at the impact just having Kids for Kids in a village has. When combined with our whole package of support, from water at hand, to a simple mosquito net, the overall benefits are incalculable. We are now being asked for help for the dozens of families who have moved to our villages as part of our emergency aid – but in providing goats and donkeys, mosquito nets and blankets we are indeed providing sustainable help. Kids for Kids has never been needed more.

What of the future? Once it is possible to recommence training when there is stability once more, then I plan to introduce a Trauma Relief Programme for children. Having been captured ourselves in 2006 I know how long trauma can last. We need to help this generation of children to a happy, stress free, future.

Beyond Sudan:

I am very grateful to **our Board of Trustees** who continue to support me and to ensure the smooth running of Kids for Kids. Covid certainly helped in encouraging us to hold online meetings and, whilst I always find that meeting in person is the most effective way to plan and even to resolve problems, it is of enormous benefit when Trustees are spread around the world. Sadly, since the end of the financial year our much valued Trustee and friend **Patrick Doyle** has resigned. He has now moved

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CHAIRMAN'S STATEMENT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

permanently to Dubai and I wish him well with his professional work and charitable endeavours. I am humbled at how he has been giving me and Kids for Kids credit in the media for inspiring and transforming him from a businessman into a philanthropist. In turn, his and his family's steadfast support over many years, initiating our Ambassadors' Ball and acting as our main business sponsor, has been a real source of inspiration and strength for me. Kids for Kids and the children of Darfur will always be grateful for what Patrick and his family have made possible

The Board continues to ensure that we are up to date with all charity legislation and regulations. Indeed I am proud that our safeguarding practices were in place long before it became fashionable! We keep our Risk Matrix under review regularly and update it at every Board meeting, helping us to maintain a watchful eye on every aspect of the charity. Data protection is high in our priorities and in the new year we plan to introduce a Customer Relationship Management system to take over the Access database we have used for so long. I am enormously grateful to Peter Barclay for ensuring its efficiency for all these years. He is an extraordinary friend. From the start, I have done all I can to ensure that not only are we up to date, but ahead in leading the way on best practice. To me, transparency is essential. We are the recipients of donations, often from people who themselves understand what it is to struggle. I take very seriously the responsibility of ensuring all funds are spent wisely, with as little wastage as is humanly possible.

It has been wonderful that, despite the depressing news from Sudan, with little sign of any end in sight, our supporters have continued to raise funds and awareness undaunted. Our annual events have continued to be a great success. This means the charity's income and finances continue to be in very good shape. That is enabling us to proceed with expanding our project spend in Darfur, in a cautious and well-planned fashion, while also keeping sufficiently high levels of funds in the bank and the charity's investments to cover our reserve policy and mitigate the high risks resulting from the violence and the volatility this produces.

In 2025 we will undergo a long-planned strategic transition. I will step down as CEO. It is essential for the charity to replace me as CEO whilst I am able to work alongside the charity's new leadership to ensure the future of Kids for Kids. We are a unique charity. It would be tragic to lose our extraordinary and unique ways of working and impact. That is why the Trustees have agreed we should now implement our Transition Plan. I am long past retirement age! Plus we are in need of replacing our administrator/PA, a role that we have kept vacant as long as we could to keep our admin costs low while spend on projects was impossible. Both as full time appointments will necessitate National Insurance and Pensions. Whilst I will continue to be paid for a short time as I train my successor, initially continuing to run all the work in Sudan, I will then step back and then later we will look for a Sudan Country Director once there is a stable government. We anticipate our administration costs will rise steeply in 2025 but that, following completion of the Transition Plan, our income will rise to more than compensate for the increase in administration, but this will take some months. I ask you to be patient!

With the situation in Darfur so critical, and with Kids for Kids proving it is possible to get life-saving help through to children and families, there has never been a more important time to sustain what we are achieving.



Preparing grain for distribution to individual families with small children in Abu Digeise

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CHAIRMAN'S STATEMENT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

Volunteers are the heart of Kids for Kids

I have mentioned our wonderful volunteers in Darfur. **Adam Sebil** continues to lead the Kids for Kids Steering Committee. The support we have had for so long in Sudan from **Hatim Abu Sineina** as a volunteer has ensured our financial probity. His is one of the countless families who have been forced to flee Sudan. I am delighted that he has now joined our team officially although working at present from Saudi Arabia. Our Programme Manager **Hassan Mehisi** however is working from Cairo. It is a joy receiving his many emails bringing me news from our villages. Without the wonders of the internet Kids for Kids could not exist.

It is the same for our fundraising team! **Sage Woodruff** is someone you will all recognize as working for Kids for Kids for many years – first as a small child volunteering at school. Recently she has been living in Australia and I am grateful to her for stepping in to support our wonderful, hardworking, Deputy CEO, **Davina Patel** when our dear **Charlotte Allum** left for pastures new this Autumn. Charlotte is someone I very much value. She will be greatly missed.

Volunteers continue to ensure the successful running of our events, and indeed for all the hard work in getting our mailings into the post. The highlight of the latter are two to three days of chaos at my house as a dozen or more supporters gather to stuff envelopes, and catch up with the news! Feeding them all can be a challenge! Chief amongst the team are **Ann and Richard Lienard** who have been towers of strength during these difficult times, as I am to so many other wonderful friends. **Moir Fenwick** is once again handling the issuing of all the tickets for our Candlelit Christmas Concert - a job that needs a great deal of tact, not to mention IT skills – and I am very grateful to **Liz Rae** for a great deal of help in the office. She and her husband were part of our mailing team. David is a great loss to us all.

Mary Jane Kupsky in a volunteer par excellence. Despite overwhelming personal problems she has continued to look after all our supporters in America. Thankfully we now have two new volunteers who I so hope will take some of the burden from her, but I cannot imagine Kids for Kids without Mary Jane. Meanwhile in Australia **Lisa Chapman** has continued to raise awareness and I am hoping for great things in the new year from the other side of the globe!

As notified in last year's accounts, we do now have outside financial advisors. Part of our reserve funds are invested with Rathbones and Tilneys investment firms. A disappointing initial return to our investments was a worry to me and as I reported last year, I am grateful to Patrick Doyle for providing us with an income of 5% on a loan. This was higher than either Rathbones or Tilneys (now Evelyn) were achieving. The loan to Patrick is now being repaid and will come to an end at the end of December this year.

Regular Support enables us to plan

I am enormously grateful to those people who have recently become **Children's Champions**. Their generosity over three years means I can plan with certainty. In these volatile times their support is more valuable than ever. I have increased the levels of support to include a lower entry level at £1,000 a year for the Greatest Need. This unrestricted fund enables me to provide support quickly wherever it is identified – especially enabling me to respond quickly for requests for emergency support.

Donating regularly, however small, creates certainty for families no one else remembers. I am indebted to every one of our regular donors. My responsibility now is to ensure the future of Kids for Kids. Our remarkable achievements over our first 24 years must not be lost. Every one of you who has donated a little goat, a donkey, or perhaps a mosquito net, has helped us to transform the lives of children. Now, more than ever, the future of Kids for Kids must be secured so that more children's lives will be transformed – and families will be able to stay in their own homes.



Mrs P. M. Parker OBE

Chairman

Date: 19 December 2024