

# Annual Report, 2020

Natalya's Fund

*Charity registered in England & Wales, no. 1042890*

*10 February 2021*



## Summary

A valuable trustee resigned during the summer. Nevertheless we made sizeable grants and received a good number of donations. The two fundraising campaigns we undertook both met their targets, the year culminating in a very successful appeal at short notice for Iringa Street Children. Progress was made in working out our vision.

This year (2021) we should endeavour to recruit at least one trustee, and also at least one champion to help increase our support base.

## Trustees

Janeann said she felt it was the right time to step down, and left at the end of August. We then continued with three trustees, while discussing candidates to supplement our number.

Following the initial Covid-19 lockdown in March, all trustee meetings were held on Zoom. A monthly prayer meeting was commenced, and very quickly there were results; in particular, we established a good working relationship with Mumbles Baptist Church, and we raised the full amount needed in our Advent appeal (see below for both). Seven business meetings were held.

The following matters were also discussed:

- A Working Name for the charity
- A strap-line
- The vision of the trustees
- Taking stock of our situation

## Projects

Three projects were supported, two of them with new partners in the field. Towards the end of 2019 our existing partner, FISCH, had requested funding, which we sent them in January; this was for:

- school uniform and stationery
- vocational training
- football boots

In Advent we launched an appeal and raised money for uniform and stationery for the 2021 school year. We reached the target we had set, enabling all the children identified to attend school.

One of the two new partners was Tools for Self Reliance, who sent a number of kits of carpentry tools for young people in locations in Malawi. An initial grant was made out of existing funds, and a second from money raised in a Lenten 'Count Your Blessings', which exceeded its target of £1,714 by a matter of £12. Taken together, the grants paid for all the carpentry tools in the consignment, plus the share of the transport costs. The consignment is on its way to Malawi.

The third project was with Helderberg Academy in South Africa. We sent a grant to pay for some sports equipment and Bibles for poor and fatherless children in that region.

### Effects of Covid-19

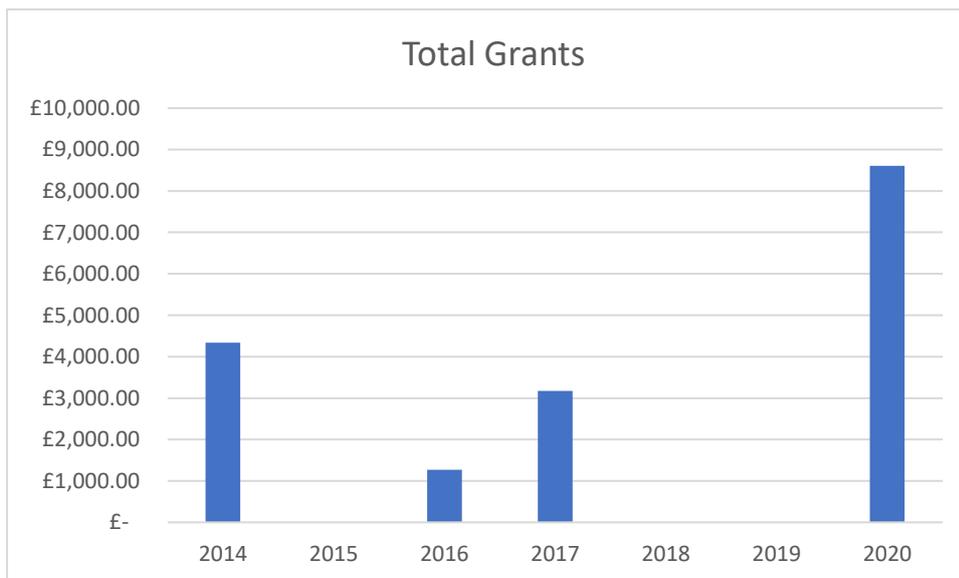
The pandemic affected Helderberg Academy more than the other two projects; their work was severely hampered and our grant has had little or no effect as yet. However, the money and items purchased are still available and have not been wasted. Also, they have found our contact supportive.

The Tools for Self Reliance project was significantly delayed by the restrictions in terms of reconditioning tools and packing them for transportation.

FISCH has adapted locally to the pandemic but, as it happens, there has been little effect on the work we were supporting.

### Total of Grants to All Projects

The total of grants to all projects was £8,605, the largest so far since we were established in 1992. The total grant figure is a measure (admittedly not perfect) of God's goodness as expressed by Natalya's Fund. The gaps in the graph show that money given by our supporters may sometimes not be used for several years, which is not satisfactory. Therefore we should endeavour to give a grant at least every year. (See objectives.)



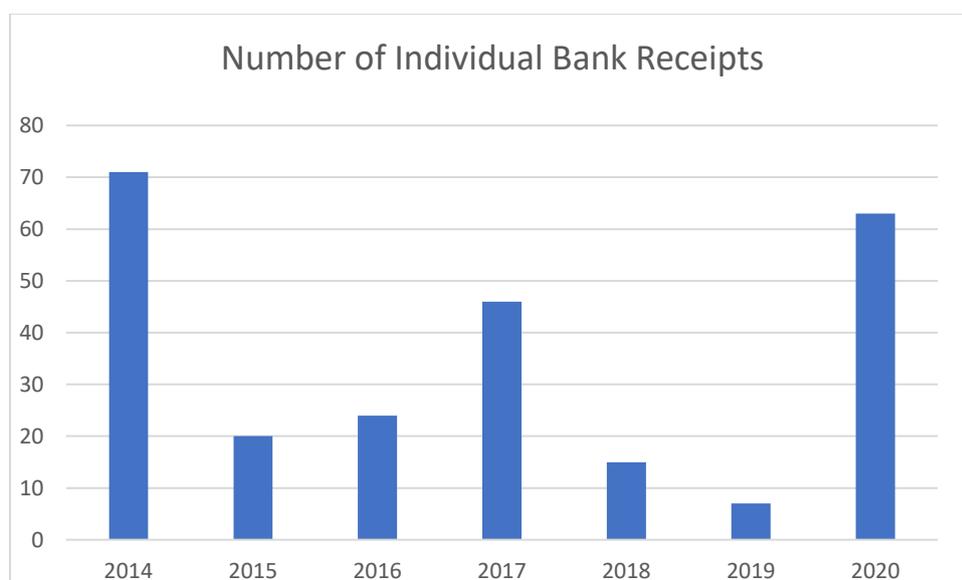
### Further Information

There is much more to read and see about these projects on our website: [Natalya's Fund | Charity for Underprivileged Children & Young People \(wixsite.com\)](https://www.natalya.org.uk/).

## Donors

We received donations from 35 individuals or couples, the most since 2014. Also, two churches, Mumbles and Ammanford Baptists, clubbed together to give a donation.

Since our home mission is to promote the joy of giving, it follows that the number of donations received is a measure of our success in that respect. An approximate measure of the number of donations received over the last 7 years is shown below. (The measure used is the number of entries in the bank receipts log.)



The chart shows that the number of donations was the second-highest in the period.

## Supporters

Our email list has 83 subscribers, up by about 10 over the year. Of those:

- 31% often open and click on our newsletters
- 24% sometimes do
- 36% rarely do

Our postal list has 29 names, down from 39 a year ago. To some extent this reduction reflects our moves to encourage supporters to transfer onto Mail Chimp.

We have 61 Facebook supporters, up from 43 last year. However, some of these are counted twice, being on one of the other lists as well.

Ignoring double-counting (for simplicity), we therefore now have 173 supporters, up by about 18 over the year.

## Easy Fundraising

An account was set up with Easy Fundraising in September, to provide another income source for the General Fund, and was promoted in the newsletter and on the website. So far there are only two supporters, and no payments have been received, as the minimum of £15 hasn't yet been reached.

## Promotion

We are committed to ensure that 100% of money donated is put to the need in the field, and have reason to believe that this factor is very important to our supporters.

### Newsletters

Three newsletters were sent out, January, June and December, in each case via both Mail Chimp and post.

### Website

The website was kept current with numerous updates. A Privacy Policy and Statement were developed, and a need for SEO ('search-engine optimisation', a process of adjustments to make the site content more recognizable to search engines) was identified.

Counters, one for all visits and one for unique visits, were installed. Visits currently total 37, made by seven different guests.

### Facebook Page

We had 18 new 'Likes' on our page during 2020, taking the total from 43 to 61. Updates and photos from projects were posted when available, along with daily updates during the Lent and Advent appeals. The post that was viewed the most had 323 views, and was a FISCH update on 11/6. This was also the post which received the most likes, comments, or shares, at 15. The post with the most 'clicks' – 59 – was a video of the girls sewing posted on 29th February.

## Champions

During the year we began discussing and praying over the idea of recruiting 'champions', who would promote our cause further afield, to increase our support base.

## Governance

Our Privacy Policy was developed and signed, and a cookies app added to the website.

## Objectives for 2021

### Recruit Trustee(s)

Recruit one or more trustees who share a common vision for Natalya's Fund, and are able and available to contribute.

### Recruit Champion

Recruit a champion and provide resources needed for him/her to fulfil their role.

### Increase Support Base

Increase support base from 173 to 200.

### Give a Grant

Give at least one grant.