

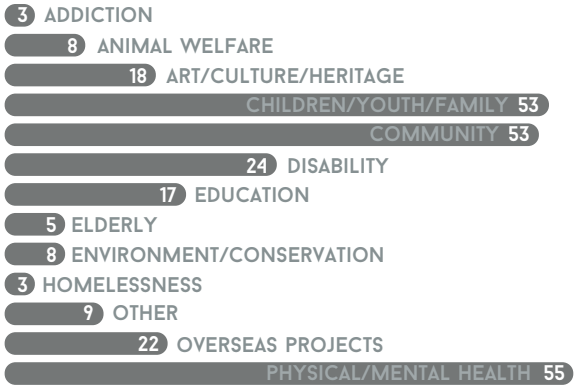


Association of
Jersey Charities

ANNUAL REPORT 2021/22



283
MEMBERS



LOCAL

WE SUPPORT
JERSEY
REGISTERED
CHARITIES
AND BRANCHES
OF UK
CHARITIES

NATIONAL

YEARS ESTABLISHED

51

EST 1971

6,340

EMAILS DEALT WITH LAST YEAR

GRANTS AWARDED IN THE LAST 5 YEARS: **£788,543**

OVER GRANTS AWARDED TO **£4MILLION** **37** CHARITIES

109 CHARITIES ACCESSING PROFESSIONAL GUIDANCE IN THE LAST 5 YEARS

15 TRAINING SESSIONS (2 ONLINE)

133 PARTICIPANTS ATTENDING

OVER
HALF A MILLION
50@50
AWARDS TO

1 MEMBER OF PAID STAFF

52
CHARITIES

CHAIRMAN'S REPORT

The impacts of Covid 19 and its variants have once again presented many challenges for the AJC and its members but we believe we have adapted well to those challenges.

Encouragement and facilitation of charitable work

In partnership with Jersey Finance and the Anna Leaf Foundation we held the 2021 Charity Awards in September, recognising excellence across the sector. There were awards for small, medium & large charities, and a special 50th Anniversary Award to Jersey Marine Conservation for work on our environment. Details of the winners can be found here <https://www.jerseycharities.org/winners-2021>. The awards are not just about celebrating achievement by the sector but also promoting our work to the rest of the community. This year the event was held virtually.

Working with the Institute of Directors and Jersey Evening Post we promoted the opportunity for fund raising represented by payroll giving and will continue this in 2022 with the objective of a much greater take up by employers. This initiative could lead to a substantial new stream of regular and unrestricted giving as well as greater engagement by the members of community who benefit from the work of our members. I believe this is a major opportunity for member charities but it will clearly take time and effort by all of us to reach its potential. I record my thanks to IoD, the Jersey Evening Post and the Jersey Fundraisers Forum led by Beth Gallichan.

We also supported the work of Uniti (<https://uniti.life/>) a local business that has created a new app to match volunteers with charities needing them. This is a free service to charities and volunteers, which will sustain itself by providing its technology to the corporate and public sector. The first client for the service was the Government of Jersey with the launch taking place after the year-end. We know from our recent survey of members that it has become more difficult to attract volunteers so this is a very welcome initiative as is www.volunteer.je. Without voluntary service very few charities in Jersey would be able to operate so the more the Island can do to encourage volunteering and communicate the benefits to prospective volunteers the better.

Encouragement of cooperation

We have continued to work hard to encourage cooperation between charities through our work with the Jersey Funders Group. We also made cooperation and innovation a feature of our 50@50 awards programme, with £520,000 distributed to 52 Jersey charities.

We also worked with the Government to support and promote cooperation between charities.

WE ALSO MADE COOPERATION AND INNOVATION A FEATURE OF OUR 50@50 AWARDS PROGRAMME, WITH £520,000 DISTRIBUTED TO 52 JERSEY CHARITIES.

Distribution of funds

During 2021 we have again played an active role as members of the Jersey Funders Group to coordinate the work of grant givers to maximum benefit. We continued to operate a strict grant approval process in accordance with the agreements reached with the respective donors. To provide further assurance we appointed Ian Silvester and Marcus Liddiard as independent members to our grants committee. I record my thanks for their voluntary work for the AJC in the year.

During the year we received lottery profits for 2019 and 2020 totalling £1,456,102 and approved grants totalling £516,366. As noted approved distributions from other restricted funds totalling £203,346. In addition and as noted above we distributed over £500,000 to members as part of our 50th Anniversary celebrations.

Our total costs of administration and governance were £72,345 in the year (2021 £73,024), which was 5.6% of total grants approved (2021 6.9%), although clearly grant giving and administration is not the only service we provide to members. We continue to work hard to keep our costs to a very minimum by leaning heavily on the voluntary efforts of our committee, especially Marie du Feu who continued to act as grants officer on a voluntary basis. Marie is stepping down this year after 7 years as a Committee member. The Committee and if I may say members owe her a huge debt of gratitude.

Training

Although the Covid pandemic continued to present challenges for our training programme we managed to deliver a number of training events during 2021, which included topics such as:-

- Briefing from the Charity Commissioner
- Outcomes Based Accountability (OBA)
- Investment Management Reporting
- Governance principles for charities
- Accounting for donations
- Safeguarding
- Data protection
- Media training

We also hosted a number of webinars as part of our 50th year celebrations, which proved very popular and will continue in the new financial year. They are not expensive to arrange and tend to attract greater attendance.

Assist and represent members

Lyn has continued to provide telephone and email support to members on a wide range of matters. This is an especially valuable service for smaller charities. In addition our activity on social media and via our email newsletter and website remained extensive, promoting the work of members and their needs as widely as possible.

WE ALSO HOSTED A NUMBER OF WEBINARS AS PART OF OUR 50TH YEAR CELEBRATIONS, WHICH PROVED VERY POPULAR AND WILL CONTINUE IN THE NEW FINANCIAL YEAR.

Through regular engagement with Government we have sought to represent the views of members on a wide range of topics from bank charges to tax repayments.

In early 2022 we carried out a survey of our members to understand their level of satisfaction with our services and to help us understand more clearly the major issues facing charities to enable us to serve them better. We received 100 responses and key ratings out of a maximum score of 5 were as follows: -

Member Survey Results	Score out of 5
Grant giving including administration & support	4.6
Training programme	4.1
News emails to members	4.5
Representation of the sector	4.5
Informal advice to members	4.6

We were pleased with the results but there is always room for improvement - something we will bring continued focus to in the current year.

Conclusions

As noted in the financial review below our own financial situation remains challenging with only £6,879 in reserves to meet our own operating costs, some way short of our target of six months running costs, some £36,000. Given the challenges that also face members we have decided to defer a subscription increase from the current £15 but it is something that we will need to consider again for next year.



I record my thanks to all Committee members but especially Marie du Feu and Kirsty McGregor who are stepping down this year and of course to Lyn Wilton our administrator.

Our 50th year has been another one of progress, whilst there were and are plenty of challenges I truly believe that through our work, and that of you our members, the community is more aware of the value of Jersey's charitable sector, which will hopefully lead to greater support in the form of donations of time and money.

KEVIN KEEN, CHAIRMAN

TREASURER'S REPORT

2021 was another busy year and one in which the Association celebrated its 50th anniversary by putting a dent in the Anonymous Donation investment and awarding over half a million pounds to over 50 charities.

As well as the 50@50 awards the Association made total grant commitments of almost £800,000; two thirds of this was made from lottery profits and the balance made from Ocorian emergency funding and the Association's own reserves.

The Charity Awards were held during the year with the majority of the prize money kindly donated by Jersey Finance and its staff, and the running costs covered by the Ana Leaf Foundation.

The Association incurred operational costs of £72,375 in the year which primarily related to staff and IT costs to administer the grants programme and governance costs. In addition £7,120 was spent on member advertising space in the Jersey Evening Post.

However total income for the year was high at over £1.7million due to receiving the 2019 and 2020 lottery profits in the year along with further emergency Covid-19 related funding from Ocorian Trustees, therefore despite the 50@50 awards and high level of grants awarded in the year the Association had net income before revaluations of £290,598.

After revaluations the Association had net income of £401,543 as the investment portfolio generated (predominantly unrealised) gains of £110,945 however the markets remain volatile due to the ongoing crisis in Ukraine.

The Association's net assets increased to £4,048,986 from reserves of £3,647,443 at 31 March 2021. Within this the value of the investment portfolio stood at £2,749,723.

Along with the investment portfolio, the Association had cash deposits and current debtors totalling £1,872,262 less net liabilities (predominantly grants awarded but not yet paid out) of £572,999. Not included in liabilities are further commitments of £429,035 relating to multi-year grants that are conditional on financial need.

Of the £4,048,986 held at 31 March 2022, £1,226,426 is restricted. The majority of this is restricted funds to be used for grants; £1,056,225 relates to the remaining 2019 and 2020 lottery profits and



£89,212 relates to emergency funding. Also in restricted reserves is £80,989 that can be used to fund sector training initiatives.

Unrestricted reserves total £2,822,560 of which £2,731,459 relates to the Anonymous Donation received in 2010. Also in unrestricted reserves is £63,344 for sector development costs. This leaves just £27,757 to fund the Association's running costs which are significantly higher than this however under the SLAs recently signed with various donation providers, including Government, the Association can charge a small fee that will be used to contribute towards the Associations day-to-day expenses.

KIRSTY MCGREGOR, TREASURER

GRANTS PROGRAMME

This will be my last opportunity to report to you, the members, so I hope you will forgive me for looking back over my time with the Association since joining the Committee in 2015 in addition to reviewing grants activity over the last year.

I originally joined the AJC as Review Officer – overseeing both member and grant applications – and also did a stint as Treasurer until the workload involved in combining the two positions on a voluntary basis became excessive. Back in 2015, the AJC's principal source of funds for grant making was the CI Lottery – and despite the uncertainty over the award of the distribution contract and the timing of the release of Lottery funds, with careful financial management, the AJC has maintained a continuous Lottery grants programme throughout my involvement. We have also been able to diversify our sources of grant funding income – notably so during the pandemic. Behind the scenes, I made numerous changes to the grant administration process – designing and implementing the Smartsimple grant management software now in use and setting up an in-house accounting system in place of the outsourcing arrangements in effect in 2015. Along the way, the grants criteria and website guidance were refreshed and simplified, and new schemes set up such as the small grant and multi-year grant options. The constitution was amended in 2019 to allow for the creation of a formal Grants Committee and provisions for co-opting independent panel members. This initiative has been successful in both reducing the workload of those AJC Officers not on the Grants Committee and in giving the independent members an opportunity to become involved with the AJC's work without taking on the responsibility of being a charity governor.



Looking at the year to 31 March 2022, our major project was the 50@50 awards – the centrepiece of the AJC's 50th Anniversary celebrations. As expected, applications for the £10,000 awards far exceeded the available funding and some tough decisions had to be taken as to which applicants were most worthy. In the end, we made 52 awards bringing the total amount distributed under the scheme to £520,000 – which is the largest donation of member funds ever made by the Association.

Interestingly, the 50@50 scheme saw applications from several smaller member charities which rarely, if ever, seek grant funding. In light of this, and to encourage other smaller charities to apply for funding, the Grants Committee has amended the conditions for small grant applications – increasing the sum available to £10,000 and amending the definition of “small” so that charities with employees may now apply – as long as none of those employees have an executive role in the running of the charity. There will soon be a new “small grant” application form on the website – meanwhile members (and I stress members as these grants are only available to members) can apply using the existing template form.

Our normal quarterly grants cycle continued throughout the year with £516,466 approved and payable from CI Lottery profits; £182,752 from restricted donations (principally Ocorian Trustees) and £89,325 from member funds – all as detailed in our audited financial statements. In addition to the amounts approved for payment in the current year, a further £429,035 was awarded on a conditional basis to applicants seeking multi-year grants which will only become payable if the applicants meet the relevant conditions at a future date.

My final task as an Officer of the AJC was to recruit my replacement – and I’m pleased to confirm that Fiona Le Corre will be taking up the (paid) role of Grants Manager in July. I will be supporting her until the end of 2022 to ensure a seamless transition. We both look forward to reviewing your next grant applications.

MARIE DU FEU, CHAIRMAN – GRANTS COMMITTEE







WORKSHOPS AND TRAINING

With a slow start to 2021 while restrictions were still in place, we eventually managed to get a training programme set up.

This included:

- **A talk by the Charity Commissioner**
April 2021
- **Data Protection X2 sessions**
A presentation by the JOIC – June 2021
- **Safeguarding Adults X2 sessions**
Tina Hesse, Highlands College
– July 2021 & March 2022
- **Safeguarding Children X2 sessions**
Tina Hesse, Highlands College
– July 2021 & March 2022
- **Accounting for Reserves**
Our Treasurer Kirsty McGregor
– July 2021
- **Media Training X2 sessions**
With Alex Mallinson guiding participants through the world of media
– July & August 2021
- **Supporter Journey X2 modules**
Sarah Coutts, Sarah Coutts Consulting, online training
- **Supporter Experience X2 modules**
Sarah Coutts, Sarah Coutts Consulting, online training
- **Managing and Monitoring Charity Investment Assets**
A talk by Richard Sayers of Enhance Group – October 2021

Further training is booked for the remainder of 2022 and is available to view or book on our website.

In order to recoup some of the costs of the training, some of them will now be charged for, but we endeavour to provide as much training as possible free to charities.



JBC Pollinator Project Volunteers, 2020

COMMUNICATIONS AND ADVOCACY

This has been a most exciting year for the Communications and Advocacy committee with a lot of activity needing to be made known to the community, giving plenty of opportunities to represent our members. This is largely due to the initiatives we activated to celebrate our 50th anniversary year.

By March last year we had instigated a series of webinars. Hosted by our chairman, Kevin Keen, these covered a number of subjects of particular relevance at this time for the Third Sector, with invited guests airing their views and expertise on each subject in question. The webinars are available to view online through our YouTube site. The subjects covered have been - Fundraising post Covid; Forging successful partnerships between charities and the private sector; Looking ahead to 2022, an evolving picture, and the latest one is The importance of the third sector to Jersey.

As Covid continued to curtail fundraising and other public events for charities, our weekly advertising slot with the JEP ceased to serve its function, and so we devised two 'Charity Supplements' in the Jersey Evening Post. These showcased a number of local charities and allowed them some publicity.

WHILST WE CELEBRATED 50 YEARS,
JERSEY FINANCE ARE NOW 20 YEARS
OLD AND THE FINANCE INDUSTRY
IN JERSEY IS CELEBRATING ITS 60TH,
DIAMOND, ANNIVERSARY.

A major collaboration this year has been our partnership with Jersey Finance. Whilst we celebrated 50 years, Jersey Finance are now 20 years' old and the Finance Industry in Jersey is celebrating its 60th, diamond, anniversary. Over the year Jersey Finance have instigated many charity-oriented events and opportunities to support us and charities generally. This will culminate in July with a Diamond Jubilee Gala Ball and we are grateful for their support and the opportunities raised by it.

A particularly notable initiative during this last year has been the 50@50 campaign and awards. This one-off opportunity afforded both the AJC and the award recipients with a wealth of opportunities to inform the public of their work, and the difference made by these awards. The AJC has publicised this through the usual channels, plus a spread in Gallery magazine (with more articles and information yet to follow) but our award winners were also offered a chance to enhance their profile by taking over our social media channels for one day a week over the year. This continues.

WE CONTINUE TO MEET WITH SENIOR GOVERNMENT REPRESENTATIVES TO DISCUSS FUNDING FOR THE SECTOR AND OUR MEMBERS IN PARTICULAR, AND WE WELCOME THE OPPORTUNITY TO REPRESENT THE SECTOR THROUGHOUT ALL ASPECTS OF OUR COMMUNITY AND ITS GOVERNANCE.

By September it was time for the biennial charity awards, which this time around were held virtually. This could have meant a much lower profile for our event and the award winners, but in fact there were new and different opportunities for publicity and representation. For example, the AJC logo was represented in a floral bed in Howard Davies Park (which formed the backdrop for the award presentation), and the event was filmed for our YouTube channel.

A particular subject has been the focus of our attention this year, and that is furthering the interest and adoption of payroll giving in Jersey. This has particular champions from the sector, but also the AJC, and especially our Chairman. As a result payroll giving is now considerably easier to set up and administer due to changes adopted by Treasury and Exchequer. Our continuing ambition is to increase uptake by local companies, and we are pleased that this ambition is shared with and promoted by the Institute of Directors.



Behind the scenes we continue to meet with senior Government representatives to discuss funding for the sector and our members in particular, and we welcome the opportunity to represent the sector throughout all aspects of our community and its governance.

LIZ LE POIDEVIN, DEPUTY CHAIRMAN

ADMINISTRATOR'S REPORT

With Covid still effecting us all throughout most of 2021 we all managed to continue adapting. As restrictions eased, we could begin to operate in our more traditional ways, although some of the changes turned out to be for the better. Online meetings and training sessions proved popular with many, especially those still a little nervous of mixing in large groups.

We began the year being unable to put on much of the training we wanted to but gradually managed to increase this as the year went on.

The two main highlights of 2021 were of course our 50th anniversary, and this was the theme of the 2021 Jersey Charity Awards, with an extra award in celebration of our 50th birthday. The awards themselves, which begin the planning process in January, was moved to a virtual format, as we were unable to guarantee that we could do this in person at Government House. I'm sure all who were involved were as delighted with the event as we were.

Part of the 50th anniversary celebrations was to offer all 52 recipients a chance to take over our FaceBook page for a day, and this has proved extremely popular. I have learned so much more about you all through this exercise, and likewise the general public and potential clients. A very worthwhile exercise!

Unfortunately, a further wave of Covid prevented us from running the AJC annual Christmas Fair, but everything crossed for a return of the popular seasonal event in 2022!

And then we have annual returns and subscriptions – the worst part of my job, having to nag very busy charities to let us know their up to date contact details, and to pay their subs! But we cannot stress the importance of this. We could be in breach of the Data Protection Law if we are displaying incorrect personal details on your pages of our site. And although most of you have your own sites/social media, people may find us first, plus it is an easier way for people to browse all member charities, especially if they are looking for a charity to support or donate to – you really wouldn't want to miss out on that! So if you haven't already done so, and many of you haven't, please update your details on our website. I can let you know how to do this, just get in touch



And speaking of getting in touch, any time you need information or help, I'm here with the answers. And if I can't help then I know a man or woman who can!

It is a pleasure to assist you in your wonderful work, and I count myself lucky to be able to do so.

LYN WILTON, ADMINISTRATOR



BeachAbility Sandcruiser



JET Wood - John Saw



Aureole Music



Arthouse Jersey come to where we're from



OTC Our People

WELCOME TO OUR NEW MEMBERS!

Over the past 12 months, a total of **22 new charities** have joined us bringing our membership to 283. Some established charities and some with a new status of charity with the introduction of the Charities Law. Unfortunately the opening of the charity commission register has resulted in some charities deciding not to register and to wind up their organisations.

- **Portsmouth Diocesan Trust**
- **Beresford Street Kitchen**
- **Highlands College Foundation**
- **Georgetown Methodist Church**
- **Jersey Methodist Circuit**
- **Tiny Seeds Limited**
- **Collett Trust for Endangered Species**
- **Paws and Claws**
- **St Michael's School Limited**
- **Together Making a Difference**
- **St John's Parish Church**
- **The Parish Church of St Saviour**
- **British Red Cross**
- **Friends of The Holy Land Jersey**
- **Jersey 2 Africa 4 Football Foundation limited**
- **James' Ark**
- **Jersey Critical Care Survivors**
- **Jersey International Centre of Advanced Studies**
- **Jersey Community Foundation**
- **Mont Nicolle School PTA**
- **Paisaia European Landscape Foundation**
- **Ballet d'Jerri Limited**

Details of all member charities, including their aims and objectives can be found on our website here: jerseycharities.org/members

JERSEY CHARITY AWARDS 2021

About the Jersey Charity Awards

The Jersey Charity Awards highlight professionalism and excellence within the local charitable sector, recognising and celebrating charities' recent achievements and best practice, thus raising the profile of charity and voluntary activity in Jersey. There were three Awards categories; Outstanding Achievement in the small charity category, Outstanding Achievement in the medium charity category and Outstanding Achievement in the large charity category (based on the number of staff/volunteers and turnover).

This year, we hoped charities would pay particular attention to issues that have and are still affecting all of us, by demonstrating their response to managing and overcoming adversity, such as the Covid-19 pandemic, tackling climate change, championing health and wellbeing, and collaborating with other charities on these issues, and they didn't disappoint!

The AJC's Jersey Charity Awards virtual ceremony, pre-recorded and hosted by Ashley Tracey of BBC Radio Jersey, was live streamed on 12th September at 2pm, and is still available to view on our YouTube Channel.

An afternoon tea for 2 was delivered to all the entrants, judges and contributors, to enjoy whilst watching the awards, provided by the crew at Beresford Street Kitchen.

THE WINNERS

- **Jersey Sea Cadets** was announced as the winner of the small charity category, with **Jersey Marine Conservation** in second place and **Jersey Biodiversity Centre** in third place.
- **Jersey Childcare Trust** was awarded the top place for the medium category, **Caring Cooks of Jersey** taking second place and **St John Ambulance** as third runners up.



Jersey Sea Cadets

Winner - Outstanding Achievement for a Small Charity



Jersey Child Care Trust

Winner - Outstanding Achievement for a Medium Charity

- The large category award was given to **Durrell**, with **Jersey Heritage Trust** taking second place and **Jersey Employment Trust** taking third place.



Durrell
Winner - Outstanding Achievement for a Large Charity

- There were two extra awards; The Outstanding Contribution to charity award for an individual, which is chosen not by the judges but by the event organising committee, went to **Jackie de Almeida of Maufant Youth Club**, for going above and beyond to engage with their young people and their families.



Jackie de Almeida
Winner - Outstanding Contribution Award

- And a special 50th anniversary commendation award, for the best example of collaboration, or working in the natural environment in light of climate change, went to **Jersey Marine Conservation**, who displayed examples of all of these.



Jersey Marine Conservation, winner, special 50th anniversary commendation award

- Jersey Finance Limited provided the prize money, as part of their 20th anniversary, and 60 years of the finance industry in Jersey, for which we are most grateful.



- The cost of putting on the event was again very kindly met by the trustees of The Ana Leaf Foundation. The Ana Leaf Foundation has supported these awards from the outset in 2011, and we are extremely grateful to them for this.



MEMBER ACCOLADES

Congratulations on behalf of the Association of Jersey Charities to

- **Sarah Copp**, Head Chef for Caring Cooks 'Flourish Primary' service has won 'Chef of the year' award by Public Sector Catering Awards 2021.



- **Durrell** is delighted to have won five awards - three gold and two silver - at this year's British and Irish Association of Zoos and Aquariums (BIAZA) awards for the work carried out at Jersey Zoo and field sites worldwide.



- **Ruth Brunton**, CEO, Brighter Futures, Institute of Directors 2021, Third Sector Director of the Year!

- **Jersey Mencap**: Pride of Jersey 'environmentalists of the year'.



- **Andy Le Seelleur, MBE**: Pride of Jersey 'Mental Health Champion of the year'.
- **Katie Le Quesne**, awarded the MBE, for services to the community as Chairperson of the Jersey Funders Group.
- **Jersey Heritage Trust**: The Sandford Award for Excellence in Heritage Education. An award that recognises the learning programmes at La Hougue Bie for local schools.



- **Jim Hopley** received an MBE for his services to the sector in the New Year's Honours.
- **Family Nursing & Home Care** - awarded a Stage 2 UNICEF Baby Friendly accreditation.



- **EYECAN** - Winner of public/charity sector at the Jersey Tech Awards.



Acorn Art in the Frame Caroline and Pat reuse project

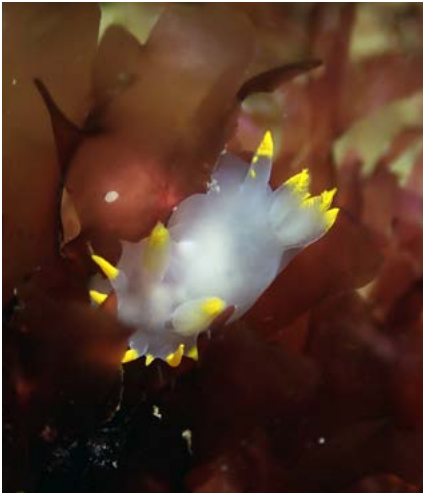
ASSOCIATION OF JERSEY CHARITIES

OUR VALUES ARE:

- **Excellence** - The committee expect every member to aspire to high standards of governance in order to attract public confidence and support.
- **Community** - We work closely with members and are committed to acting as a community resource through the provision of advice and information.
- **Openness** - We will be open in the conduct of our affairs, except where there is a need to respect confidentiality.
- **Local** - We ensure that grants made to members are applied directly or indirectly for the benefit of residents of Jersey.

OUR AIMS AND OBJECTIVES ARE:

- To encourage charitable and community work in Jersey and, in particular, to encourage co-operation and co-ordination of activities between members and prospective members, promote discussion and exchange of ideas regarding service to the community.
- To administer the distribution to members of any funds available to the Association.
- The Association also aims to work closely with members to increase public confidence in the integrity of charity.



Jersey Marine Conservations



JSAD

ASSOCIATION OF JERSEY CHARITIES COMMITTEE

Patron

Lieutenant Governor of Jersey,
His Excellency Air Chief Marshal
Sir Stephen Dalton GCB, LLD(Hon),
DSc(Hon) BSc FRAeS CCMI

Chairman

Kevin Keen

Deputy Chairman

Liz Le Poidevin

Secretary

Nichola Aldridge

Treasurer

Kirsty McGregor

Grants Officer

Marie du Feu

Committee Member

Simon Larbalestier

Committee Member

Peter Tabb

Committee Member

Jill Ryan

Grants Committee Member

Ian Silvester

Grants Committee Member

Marcus Liddiard

Administrator

Lyn Wilton



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Registered Charity Number 276



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