



ANNUAL REPORT

July 1st 2013- July 1st 2014

Board of Directors:

Justin Frost; Liz Charles; Rebecca Lush; Michael Lush; Emma Bales; Daniel Bales.

Registered Australian Charity ABN: 94164356030

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DIRECTOR'S REPORT

Establishment and Management

EMMA BALES

Reflecting on our first official year of operation, I do have to say what a great year we have had! Firstly thank you to all our supporters, including our board and sponsors and all who believe in The Reading Seed's vision. We feel it is a great concept to really create sustainability for many people and change so many lives for the better. It is with support that we can really enable this change to happen.

The concept of The Reading Seed has been evolving since 2012 when Daniel and myself arrived back in Australia from living in South Africa for 3 years. Taking a year to research, get our amazing board together and have all necessary registrations in place, we have now achieved the accomplishment of creating this wonderful charity. Looking forward on the progress we can make to grow and prosper as a charity appears very fulfilling and exciting.

I would sincerely like to thank all of our fellow directors/board members for the decisions, ideas and suggestions everyone has contributed to the establishment of The Reading Seed. Michael, Rebecca, Justin, Liz and Daniel took on the charity's concept and supported the idea even when everything was still a pipedream – so thank you for showing faith! Our board has brought so much optimism and knowledge to our organisation and I know that without the positivity and team effort, The Reading Seed would not have become what it is a year later.

As a board we have constructed our constitution from which our organisation's objectives are based. We have found our identity and grown our brand; set up numerous policies for selection of charities we work with and projects we will support. We have selected a charity to work with, which is Changing Lives Ministries, a children's home in Johannesburg, South Africa and elected projects to fund including our Remedial Teaching Project and Further Studies Scholarship. Our bank account had been opened and we have been receiving donations from generous sponsors. Our website was set up and we

have an online presence which we will continue to keep updated in order to gain exposure and publicity. We will continue to increase this through avenues of social media and blogging.

This financial year has seen us become a company limited by guarantee on July 2nd 2013 with ASIC, obtaining an ACN and ABN. On the 17th September 2013, we managed to become registered with the ACNC (Australian Charities and Non-profit commission) and able to operate as an Australian registered charity. We then received tax exemptions from the ATO; including income tax exemption; GST concessions and Fringe Benefit Tax rebate all from the 17th September 2013 as well.

Lastly I would like to thank our sponsors. I am very appreciative that you believe in The Reading Seed's values and objectives as it is from your generosity that we can help the children from Changing Lives Ministries optimise their learning and succeed in their lives.



TREASURER'S REPORT

DANIEL BALES

2013/14 was a highly successful inaugural year for The Reading Seed!

Whilst it was the first year that The Reading Seed has officially operated as a registered charity and non for profit organisation, years of thought, support and effort from a core group of volunteers. This has been led by our Emma Bales, who has followed on from her extensive volunteer teaching efforts in South Africa with countless hours researching and registering The Reading Seed. Simultaneously Emma has completed a Diploma in Small Business Management which has helped to ensure that we are structured appropriately for now and as we grow into the future.

As Treasurer and someone focussed on the governance processes it has been great to be part of our board of volunteers that has supported Emma in the establishment of the Reading Seed. We are very fortunate to have amongst our board a group of people with the same passion for education of underprivileged children, but individually can provide a great foundation on which our organisation can continue to establish, and grow, including Finance, HR, Health and Safety, Project Management, Events and of course Education. All members have made a significant contribution to the effective start up and subsequent operations of The Reading Seed, thank you.

As a 100% volunteer run organisation that strives to ensure 'every dollar donated is a dollar delivered' the finances of The Reading Seed are extremely straight forward;

1. Income – We do not receive government grants and rely 100% on donations from Australians that wish to support a small charity with very low overheads and is directly involved in the organisations and projects it supports. In the 2014/15 tax year we raised approximately \$3,650 from individual donations. An additional \$xx was accrued interest payments

2. Outgoing – We made donations to our Registered Charity, Changing Lives Ministries, totalling \$2,678.

3. Assets – The Reading Seed holds no physical assets, and the bank balance at the end of the 2014/15 financial year was \$932, correlating with the balance of income and outgoing for the year.

Bank Balance (July 1st 2013)		\$	-
Income	Donations to TRS	\$	3 648.71
	Interest	\$	1.13
	Total	\$	3 649.84
Outgoing	Donations to CLM	\$	750.00
	Donations to CLM	\$	1 927.58
	International Transfer Fees	\$	40.00
	Total	\$	2 717.58
Bank Balance (July 1st 2014)		\$	932.26

In addition to the monetary donations we thank our supporters for the in kind gifts to The Reading Seed, which has included;

- Logo and Business Cards – Mike and Bec Lush
- Banners – Emma Bales
- Registration Fees – Daniel and Emma Bales

I would like to thank Milly Jarvis, the volunteer Founder and Director of Changing Lives Ministries – the first charity supported by The Reading Seed. For our organisation to be successful it must support charities abroad that have similar values in providing appropriate governance whilst minimising overheads and ensuring any money raised flows directly through to the kids for which it was intended. I have had the privilege of knowing and working with Milly and CLM for many years, and they are an inspiration and glowing example of how a good people can do extraordinary things. In the face of much adversity the children of CLM are blossoming before our eyes from underprivileged, neglected toddlers with a gloomy future into healthy, educated and responsible adults and a future with options that would not have been there if it wasn't for the support, love and guidance of Milly and CLM. Certainly a worthwhile charity for the support of The Reading Seed.

Heading into the new year we have big plans to build on our now solid foundation and grow The Reading Seed. Plans are afoot to hold fundraising

events not only to raise funds to support the charities and projects of The Reading Seed, but also to raise awareness of the low levels of education amongst children in orphanages and children's homes in developing countries. By providing basic education opportunities that we take for granted in Australia can mean so much to improve the lives of these children, and The Reading Seed provides a vessel for you to help make that difference.

We thank all those that supported The Reading Seed this year, and look forward to your support well into the future.



PROJECTS FOR 2013/2014

We are very excited that we have commenced supporting two very worthwhile projects that will make quite a difference in some students' lives.

Working closely with Changing Lives Ministries, gives us regular updates of the projects and the progress being made.

Remedial Teaching Project

Edublox - In February of 2014 Milly Jarvis, director of Changing Lives (the charity we support) started organising children who were really struggling academically due to learning difficulties, to take part in this program. The program offered many great strategies to 'train the brain' in order to optimise learning and proved to be quite beneficial for the children involved, building skills for reading and writing but also confidence and self-worth. It came with a computer program called 'Compublox' and this was a great way for the children to continue their training daily. The idea with this program is consistency and the students needed to be regularly training for this to take effect. Some students really benefited from the program. Rebecca and Michael got to see Compublox first hand on a trip back to South Africa and agreed the program did have its benefits.



Further Studies Scholarship Project

We have managed to raise funds to support our first student, Thobile Maseko attend university. Thobile attends University of Pretoria studying Physical Science. Thobile has found the transition from high school to university quite difficult however is persevering. She has just completed her first semester exams and passed all subjects except chemistry. She will sit this unit in January of 2015 and will need to pass it to complete the course. It is just such a great opportunity that Thobile is able to pursue her education. She is the first student from Changing Lives, The Village of Joy to go on to university and we wish her well on this challenge!



CONTRIBUTIONS

Sponsors

This year has seen The Reading Seed raise an official \$3,650.

We have really had a period of six months where we were asking for donations and so in that time I feel we have made some progress. We have one regular donor on our books, Geoff and Kaye Bales who donate regularly each month. We have also had a couple of one off donations from Debbie and Peter White as well Liz Charles. Emma and Daniel Bales have also made donations throughout the year.

Fundraising Efforts

We have seen one fundraising event happen, whereby one of our board members, Mike, has raised money through selling soft drink at work. This raised a total of \$2000. This money however has not yet been put into the bank account as Mike's employer offer a match giving program and we should see this money come through in the next financial year.

TARGETS FOR 2014/2015

Setting a monetary target of approximately \$10 000 to be raised for the next financial year would be great. For our next financial year more fundraising needs to be set in place. This is already happening with two events having been scheduled in September – a carboot sale in Newman WA on September 7th 2014 and The Spring Dance Party held in Wauchope, NSW on September 20th 2014. Efforts to raise funds in other ways are also underway.

Efforts in promotion (social media; newspapers; at events; youtube videos) are also needed in order to gain exposure and new donors. Therefore this area will also be given priority to endorse.

Expanding to more projects is in the pipeline however The Reading Seed's current projects need to be showing that they are covered easily with the funds coming in before we can consider accepting more projects. Within the Remedial Teaching Project another program is to be utilised – Brain Gain.

Membership would commence in order to make sure we minimise overheads. This would involve having a membership fee and input from members who would help to 'spread the word' about our organisation.

Overall a great first year for The Reading Seed. We are still in an establishment phase however I feel we have achieved a lot and all learnt so much in the process. Thank you to all who have made The Reading Seed get to this point. We look forward to sharing more great progress with you in the years to come.

Emma Bales

Director of The Reading Seed