



## ANNUAL REPORT

July 1<sup>st</sup> 2014 - July 1<sup>st</sup> 2015

### Board of Directors:

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

Registered Australian Charity ABN: 94164356030

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# DIRECTOR'S REPORT

EMMA BALES

## *A year of prosperity, management and fundraising!*

Our second official year of operation has proved successful for The Reading Seed.

The 2014/2015 year has seen The Reading Seed raise some great funds through some really inspiring methods to contribute to some children's lives who will forever be 'better off'. We have been able to operate our organisation successfully through reaching our yearly goals and meeting all the ACNC's (Australian Charities and Non-Profit Commission) requirements and doing what we set out to achieve in our objectives, that of educating children which will lead to sustainability for many people and communities and in turn change so many lives. This is what we were about when The Reading Seed was founded and this is what we still stand for today.

The Reading Seed also turned a big one! A great achievement for a little idea that has become a reality. Congratulations TRS!

There are many people to thank for such a successful second year and firstly we would like to say a huge thank you to all our supporters, who believe in The Reading Seed's vision. The more we talk to people about The Reading Seed's concept the more ideas about fundraising or promoting the charity itself, we get from people who genuinely want to help in some way or another. Generally there is a lot of support for our concept.

I would also like to sincerely thank all of our fellow directors/board members for the decisions, ideas and suggestions the Board has contributed, in our second year of operation for The Reading Seed. Rebecca, Liz, Michael, Justin,



and Daniel all bring so much diversity and great knowledge to our organisation that has made it possible to operate successfully throughout the year.

Great thanks has to go to our sponsors and donors; you all genuinely opened your hearts to help The Reading Seed and the children involved. It is so inspiring that people resonate with our concept and that there is a need for our organisation. The children we help are progressing because of YOU!

The charity we support, 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 are still in place and progressing well.

It is great to see the progress that the Remedial Teaching Project is making with the involved student's learning abilities. There is evidence to show that their academic progress has improved!

The Further Studies Scholarship has seen us say a very sad goodbye to Thobile, who was studying to be a metallurgist at Pretoria University, as she chose to leave The Village of Joy, children's home. We wished her well and will be here if she needs our support. We continue to focus on supporting Siphokazi whom is enrolled in a vocational course of beauty therapy.

We now have a membership system currently being finalised and about to be set in place. We are looking to add members in the very near future. Our organisation has been noticed by many different people, raised funds through some great initiatives and looked after our nominated charities and the projects we intended to. Well done The Reading Seed!

We are looking forward to the next year where we will try and achieve our future goals and continue to grow and prosper as a charity.

# TREASURER'S REPORT

## DANIEL BALES

I believe this 2014/15 year will go down as a cornerstone year for The Reading Seed. Over this period we have managed to transition from a newly formed charity with new projects and limited funding opportunities, to an Australian charity that can commit and potentially build on our now solidly performing projects with support from a great individual supporter base, fundraisers by our members and the start-up of corporate sponsorships – well done to all involved.

Over the past year we have contributed to our two projects with Changing Lives Ministries (CLM) near Johannesburg in South Africa;

Remedial Teaching – TRS donated \$3,508 towards remedial teaching aids and training to assist children struggling at skill catch up on the basic cognitive skills.

Further Studies Scholarship – TRS donated \$1,976 towards fees towards higher learning education for Thobile and Siphokazi. Moving forward we expect more of the children of the CLM to require further education post high school as without this there are very limited employment opportunities with youth unemployment in South Africa one of the highest in the world, estimated at up to 50%

The Reading Seed is committed to its members in acting as an honest, open and transparent organisation and I am pleased to report that in 2014/15 we appointed an auditor to strengthen our governance processes. We would like to sincerely thank Viral and his team at Audit Plus Solutions for donating their professional services in completing an audit of our activities for the 2013/14 year. There was no issues raised.

Although not required for a charity of our current size, we have undertaken to continue with the annual audit process to provide comfort to our members and supporters that we do what we say we will do with all money raised.

The financials for the 2014/15 year were made up of;

1. Income – We raised \$11,281. This was comprised of predominantly individual donations (40%) and fundraising events (59%) with minor amounts from corporate fundraising interest accrued. 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.
2. Outgoing – We made donations to our Registered Charity, Changing Lives Ministries, totalling \$5,483 and spread across our two registered projects, the Remedial Teaching Project and further studies scholarship. In keeping with our guiding principle that every dollar donated should be a dollar delivered I am very proud to report that our overhead costs for the 2014/2015 period were \$206 (2% of the total funds donated for the period) comprised of international transfer fees and registrations to support fundraising efforts.
3. Assets – The Reading Seed holds no physical assets, and the bank balance at the end of the 2014/15 financial year was \$6,523.95, correlating with the balance of income and outgoing for the year.

<b>Bank Balance (July 1st 2014)</b>			<b>\$ 932.26</b>
<b>Income</b>	Donations to TRS	Individuals	\$ 4 480.80
	Donations to TRS	Fundraisers	\$ 6 678.60
	Donations to TRS	Corporate	\$ 110.76
	Interest		\$ 10.92
	<b>Total</b>		<b>\$ 11 281.08</b>
<b>Outgoing</b>	Donations to CLM	Remedial Teaching	\$ 3 507.79
	Donations to CLM	Further Studies	\$ 1 975.60
	Overheads	International Transfer Fees	\$ 100.00
	Overheads	Registrations	\$ 106.00
	<b>Total</b>		<b>\$ 5 689.39</b>
<b>Bank Balance (July 1st 2015)</b>		<b>Total</b>	<b>\$ 6 523.95</b>

This balance sheet leaves The Reading Seed in a strong position heading into the 2015/2016 year to commit to the ongoing support of existing programs and explore the introduction of a new Registered Charity and Nominated Projects that align with our objectives.

For The Reading Seed to be successful we must support charities abroad that have similar values in providing the required governance whilst minimising overheads and ensuring any money raised flows directly through to the kids for which it was intended. I would like to once again thank Milly Jarvis, the volunteer Founder and Manger of Changing Lives Ministries and her team for maintaining open and honest communication throughout the year as to how your money has been spent and on the progress of the children, which we have shared via our website and social media.

I thank the board of The Reading Seed for their great ongoing support and guidance on this journey. Whilst we all have full time families and careers this wonderful group always



finds the time and energy needed to keep The Reading Seed moving along and achieving its objectives – many thanks from me, but more so from the kids that are beneficiaries to your efforts.

We are all very proud of the efforts and support for The Reading Seed last year, and excited about the years ahead. We are passionate about increasing awareness and understanding amongst Australians of the huge issues created by poor levels of education within under-privileged families and children abroad and in doing so hope to create a connection and desire to help.

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

Daniel Bales

# PROJECTS FOR 2014/2015

We are very excited that our two projects are going well and we are continuing to support these very worthwhile projects.

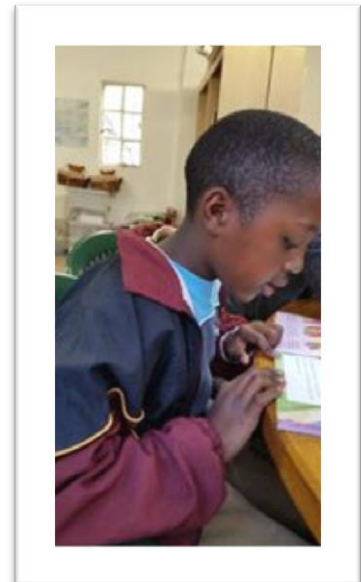
Continual communication with Changing Lives Ministries, gives us regular updates of the projects and the progress being made.

## Remedial Teaching Project

Brain Gain - The remedial teaching project is now using Brain Gain. The students selected for this program have been assessed as showing signs of ADD, ADHD or attention retention issues. The program is designed to help improve concentration within these students so learning can be maximised.

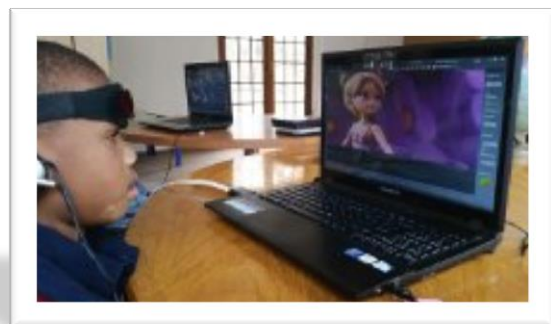


Many of the skills taught are foundational yet due to the poor circumstances that these children have come from, they have not had the correct building blocks to work out how to



approach learning, therefore become overwhelmed and lose interest quickly. There is a main focus on reading and mathematics, which a lot of the students involved are struggling with.

Each child, ranging from 6 years old to 12 years old, partakes in thirty to forty-five lessons to build up attention spans. The lessons provide the students with strategies to help extract the important information, build up their attention span as well as maximising comprehension and





understanding.

Brain Gain is beneficial and is showing improvement in the children involved. They have shown excellent school progress reports and great feedback from their teachers. Due to the increased concentration and a gained understanding the children are more confident, positive and generally more interested and enthusiastic to learn.

You can visit the Brain Gain website for any extra information.  
[www.braingain.co.za](http://www.braingain.co.za)

### **Further Studies Scholarship Project**

Our first student focused on in this project, Thobile Maseko has unfortunately made the decision to say goodbye to the children's home, The Village of Joy. She has been a great inspiration to the younger children of the Village, however as part of The Reading Seed policy if Thobile is not a student of the Village we are unable to support her financially. It was a sad decision for us to make but we wish her all the very best in her life.

Siphokazi Mzilikazi has joined the project and is completing a vocational course, diploma in Beauty Therapy. Siphokazi did not receive the marks needed to study her first choice nursing. That being said, she is very happy with beauty therapy and is doing really well. She has been attending sessions twice a week. The rest of the week she completes her theory and works in the laundry at the Village of Joy. She also supervises the rest of the children doing their homework in the afternoons and on weekends she works as the Village nanny.

It is great to see Siphokazi giving back to others while she receives an education from all our donors and sponsors!! Keep it up Siphokazi!

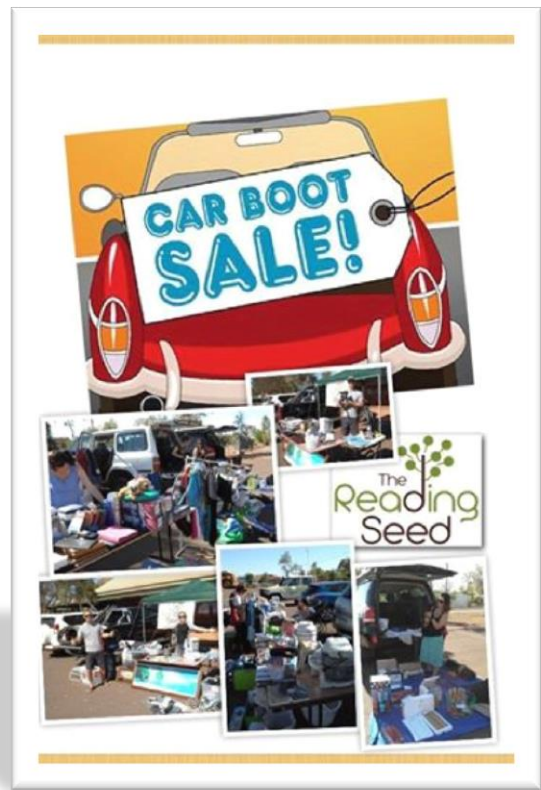


# CONTRIBUTIONS

## Sponsors and Fundraising Effects

This year has seen The Reading Seed raise a staggering \$11 281, exceeding our target of \$10 000. We have really had a fantastic year of fundraising and donations which we are truly grateful for.

Geoff and Kaye Bales who donate regularly each month continued to do so for the second year, which has been a great help knowing there are regular payments coming in to support our projects. A big thanks to all our personal donors, and we'd like to give a special thanks to Daniel Bigney for his generous donation.



We have also seen our first fundraising events occur including the Newman Car-boot Sale and the Spring Dance Party in Wauchope which both raised quite a lot for The Reading Seed. Christmas time saw Christmas parties donate instead of giving Secret Santa gifts. The Bunnings

Sausage Sizzle held in Melbourne, proved to be a great fundraising and community event.

At the start of 2015 we were lucky enough to secure the mining company, MMG, and their casual Friday scheme for the first quarter. This raised great funds but also awareness and support as we spoke to MMG employees about The Reading Seed. This also lead to more



donations from other employees.

Mischa Beyeler a high school teacher who raised funds through a teaching project at his school raised nearly \$800, quite an inspirational story.

Lastly Mike, our board member registered The Reading Seed with Donate Planet. This enabled us to receive donations from employees of BHP Biliton through a scheme they have when paying for lockers at the Perth office they can donate to The Reading Seed.

## **TARGETS FOR 2014/2015**

Setting a monetary target of approximately \$15 000 to be raised for the next financial year would be great. For our next financial year again more fundraising needs to be set in place. This needs to be done through a nominated Fundraising committee, which will be a goal to achieve this year in setting up. We hope events such as the Spring Dance will continue as they are a great way to raise funds.

Efforts in promotion will continue and the more we spread the word about The Reading Seed the more sponsors and donors we can potentially reach.

Expanding to more children's homes/orphanages and projects is also a goal as our financials sit well and we are covering our current projects neatly. An orphanage of children's home would have to be nominated and projects brought forward for us to take it on board.

Overall a great second year of operation. Well done to everyone involved, I look forward to sharing more about The Reading Seed with you all soon.

Emma Bales

Director of The Reading Seed