

THE
PURIM
TRUST

ANNUAL REPORT 2021

Jan - Dec 2021





FOUNDER-DIRECTOR'S STATEMENT

At The Purim Trust we value beyond measure the donations that people make to us as a charity, and the sacrifices made in order to do that. And we believe our responsibilities are to serve those in need and to steward donated funds with wisdom and integrity - always striving forward to achieve our aims and objectives as a charity.

We especially value our donors and supporters following 2 very difficult years - years in which other organisations have struggled or dissolved. We did lose some regular donors in that time, but we thank God that overall we have still seen growth in 2021. Increases in numbers of children being Sponsored - from 107 to 135. An increase of 31% in those who support us monthly as Partners with our work. An increase in the amount of Gift Aid donations we receive by 32%. We saw some decreases: 51% decrease in one-off donations (as we didn't have new crisis appeals) and a 20% decrease in merchandise sales due to not having someone on our team to oversee this. And these decreases give us areas for focus in the coming year.

We saw some changes to our Board of Trustees - with Juliet Gunn and Roy Burley stepping down (although Roy remains an Advisor to our Board); and 3 new Trustees coming to join us in helping us reach our vision - Sireon Ried, Beverley du Toit and Robert Jack. All with a heart and passion for our ongoing work and our future aims.

We have also spent a great deal of time in 2021 working on our underpinning governance and management documents, policies, procedures and structure -

- to aid us in ensuring our work is undertaken in ways to support & safeguard our teams (and our donors) whether they be staff or Volunteers.

We give God all the glory and honour for what He is doing through our work. We celebrate how far we've come in 4 short years. But we are now focussed on 2022 with high hopes and big aims for the year ahead. Our vision for 2022 is:

1. To help more children than ever before
2. To send more money to the Philippines for Child Sponsorship and humanitarian aid than ever before
3. To keep our eyes focused on our long-term vision of finding ways for families to become self-sufficient

And in order to do more in 2022, much much more, we are aiming and believing for an of 53% to our income. And we believe with God, and you, those increases are completely achievable.

Our heart is to deliver HOPE to those who are without it. And we believe we're seeing those seeds of hope delivered and encouraged. And we're believing for even more in 2022 - more growth, more provision and more and more children's lives changed for good. Thank you for continuing to help us with the vision God put in my heart for this work and these children many years ago when I first saw so many of them living on the rubbish dump.

ESTHER BRANCO DIAS



Ismael - aged 13
Tanza, Philippines

OUR VISION

Our hope is that the vulnerable and marginalised would come to know freedom and fulness of life through experiencing God's unconditional love. That through our work we could impart HOPE to those who are broken or in need - a HOPE that ignites purpose, restoration and self-sufficiency.

OUR CHARITABLE PURPOSE

AS DEFINED BY OUR ARTICLES OF ASSOCIATION

- To relieve those in the condition of need or hardship and the distress it causes
- To advance education & training for all
- To advance the Christian faith in all or any part of the world

PUBLIC BENEFIT

Our Trustees review our activities each year to ensure we follow the Charity Commission's general guidance on public benefit and their specific guidance on the prevention or relief of poverty and the advancement of religion as defined by our articles of association.

WHAT WE DO

We are now 4 years old as a charity and we're continuing with our project of Sponsoring Children in the Philippines providing: Food, education & educational tablets, dental & medical checks, vitamins & minerals, local church support, Christ-centred guidance, birth certificates where necessary and a relationship with their only Sponsor.

HOW WE DO IT

We partner with churches in the Philippines to help equip their vision of delivering hope to their community.

WHERE WE DO IT

We currently have 3 Child Sponsorship Programmes in:

Tondo, Manila

Tanza, Cavite

Olongapo City, Zambales

All on the island of Luzon in the Philippines



2021 HIGHLIGHTS



£99,887
total income

31

% increase in monthly Partnerships

26

% increase in Child Sponsorships

32

% increase in Gift Aid donations



89%

of donations were used
for the direct costs of our Child
Sponsorship Programmes and
for humanitarian aid



7%

of donations were used
for the support costs of
running our charity



4%

of donations were used
for Marketing and
promotions



We supplied over 16,200
meals for our Sponsor
children



We sent over 250 letters from
children to their Sponsors



We sent over £4,200 in
additional food provisions
for families affected by Covid



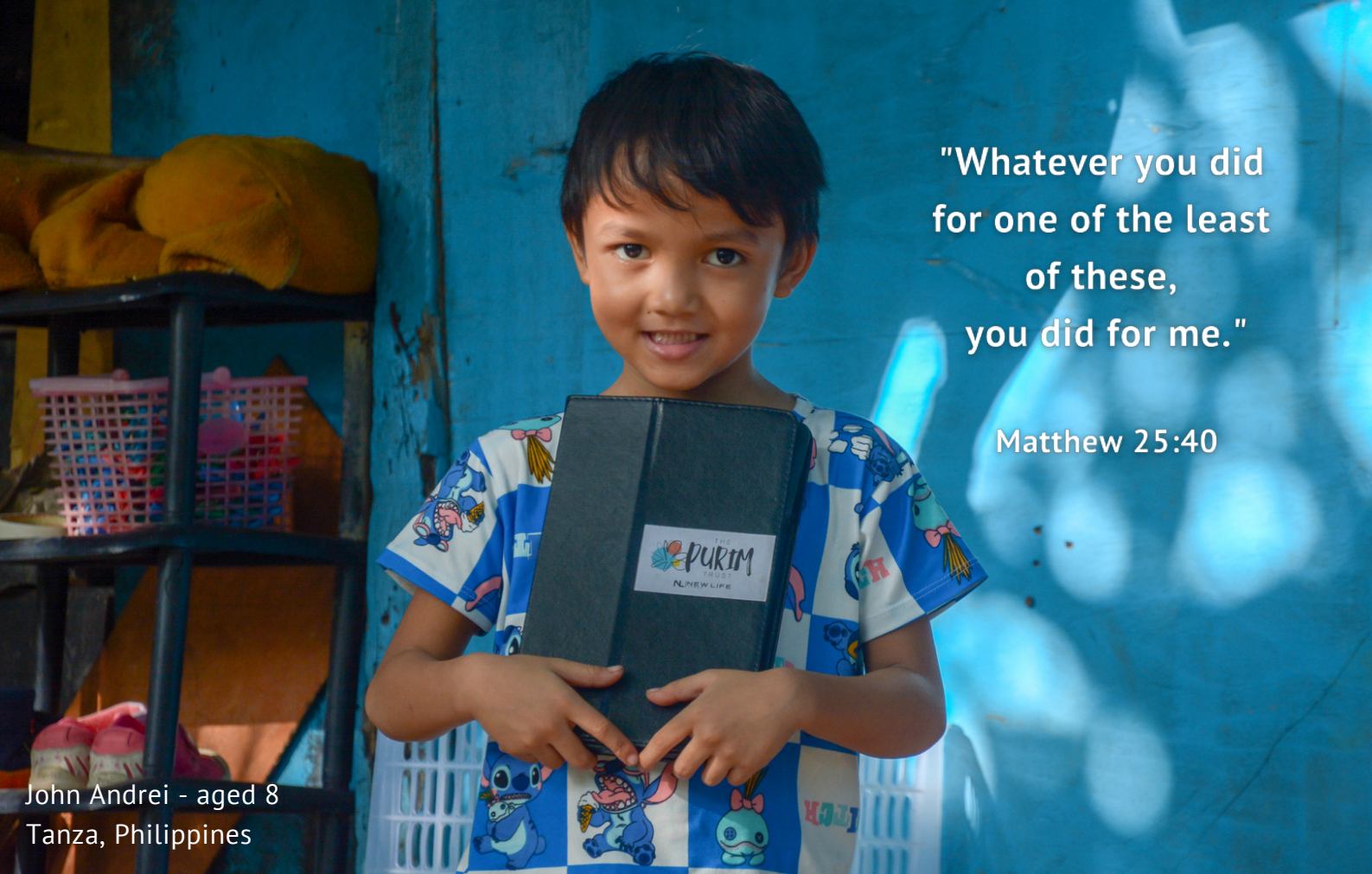
We supported 135 educations
& future careers through online
education (& educational
tablets)



We're still committed to
sending 100% of
Sponsorship donations
directly to the Philippines
and not deducting an admin
fee



We provided 135 Christmas
gifts for Children and 135
Christmas meals for families



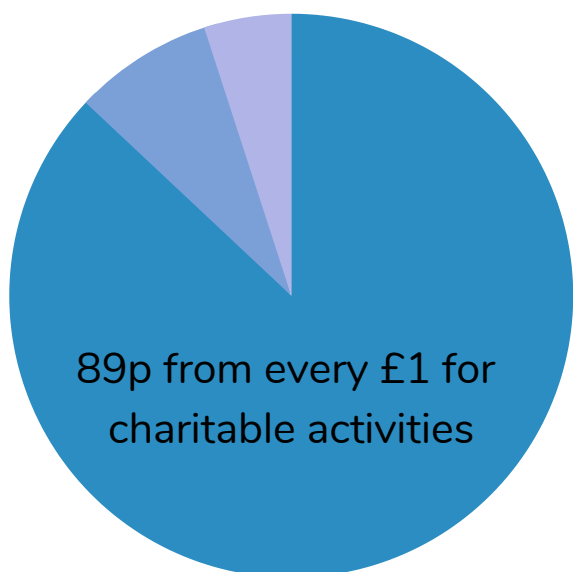
"Whatever you did
for one of the least
of these,
you did for me."

Matthew 25:40

John Andrei - aged 8
Tanza, Philippines

2021 EXPENDITURE

Some other charities state a high percentage of money is used for 'Charitable Activities' which sometimes actually includes most outgoings, overheads and wages. We've tried to be rather more transparent with our expenditure below.



89p from every £1 for
charitable activities

89%

Includes all money sent to the Philippines plus administration, card payments fees, print & postage costs directly linked to our Child Sponsorship Programmes and wages for 2 part time staff to oversee this work.

7%

Includes all money used for all other support costs in running the charity including - IT, phone, rent/rates, insurance, staff training, merchandise, office equipment and one part time accounts staff.

4%

Includes all money used for Marketing and promotions including events, plus one part time staff in this department

OUR AIMS FOR 2022

1

To help more children
in the Philippines
than ever before

2

To send more money to
the Philippines for Child
Sponsorship & humanitarian
aid than ever before

3

To keep our eyes focused on
our long-term vision of finding
ways for families to become
self-sufficient

Briana - aged 10
Tondo, Philippines

TO HELP US REACH OUR AIMS
WE ARE ALSO COMMITTED TO:

Providing more training for
our Staff & Volunteers

More outward bound
promotions and events

Visiting the children
when restrictions allow

Improving and
redesigning our website

Sending out more printed
materials

Improving the pay of
our Staff

Providing support for all
remote working teams in UK

**TO REACH OUR GOALS
FOR 2022
WE'RE AIMING FOR**

53%

more income



"Write the vision; make it plain on tablets, so he may run who reads it."

Habakkuk 2:2

HOW TO SUPPORT OUR VISION FOR 2022

PARTNER WITH US PERSONALLY

Sign up to give a fixed amount each month and sow into our vision for 2022

SCAN THIS QR CODE
TO PARTNER:



DONATE TO SPECIFIC RUNNING COSTS -

See here →

INCREASE YOUR GIVING -

To match our hopes for 53% increase in 2022 if you choose to get behind our vision

PARTNER WITH US CORPORATELY

We believe that businesses Partnering with us financially each month will enable us to grow in a way we haven't been able to before

Our Partnership Opportunities!

• Promo Flyers	£ 4.20 p/month	OR a	£ 50	gift
• Christmas Card	£ 5 p/month	OR a	£ 60	gift
• Flyers	£ 10 p/month	OR a	£ 120	gift
• Easter Card	£ 12 p/month	OR a	£ 144	gift
• Phone line	£ 20 p/month	OR a	£ 240	gift
• 2 x new laptops	£ 21 p/month	OR a	£ 250	gift
• Brochure print & post	£ 27.50 p/month	OR a	£ 330	gift
• 2023 Calendar	£ 37 p/month	OR a	£ 440	gift
• Website Maint	£ 60 p/month	OR a	£ 720	gift
• Analytics Platform	£ 65 p/month	OR a	£ 780	gift
• New Website	£ 150 p/month	OR a	£ 1,800	gift
• Staff Training	£ 172 p/month	OR a	£ 2,060	gift
• External events	£ 194 p/month	OR a	£ 2,330	gift
• Trip to Philippines	£ 292 p/month	OR a	£ 3,500	gift



WWW.THEPURIMTRUST.ORG

THANK YOU FOR ALL THE SUPPORT
YOU'VE GIVEN US IN SO MANY
DIFFERENT WAYS SINCE 2018