



**2020 - 2021
ANNUAL REPORT**

I am Someone



Mission Statement

I am Someone creates projects that lift children with no family support out of extreme poverty. We empower communities to provide children access to education, shelter, healthcare, and nutrition.

Our vision

I am Someone's vision is to continue increasing the number of communities we work with to exponentially increase the number of children we support through education, shelter, health and nutrition. To achieve this, we will continue to foster close relationships with a range of locally driven initiatives that are aimed at improving the lives of children through schooling, shelter and the provision of health and nutrition. To ensure financial viability of this continued growth we will continue to foster the development of a community of volunteers and donors at the local level.

Our History

I am Someone began with the name OrphFund in 2005 with a goal to reach out to some of the world's most vulnerable children living in incredible hardship. Proudly powered by volunteers since the outset we've partnered with some amazing locals to reach out to over 10,000 children. Markedly changing their lives and fortunes forever, we have provided education, shelter, healthcare, and nutrition. Our impact has never been more evident than in the last couple of years as we have witnessed incredible outcomes for scores of now young adults who have completed vocational or tertiary education. The children's transition from living in extreme poverty to becoming valuable skilled young adults in their communities is a driving force for the future and overwhelming evidence that our collective efforts make real lasting change.



Uganda – Ongoing monthly supplies are distributed throughout the year to our beneficiaries.

ABOUT US

I am Someone works with local community groups who share our vision and goals. Together we help create and run child focused programs that enhance access to educations, care, nutrition, sanitation, shelter and healthcare in regions where infrastructure is lacking due to extreme poverty and geographical remoteness. By funding and supporting our partners, **I am Someone** is able to facilitate projects that create long term lasting change for remote communities and the vulnerable children within them.

- **Community driven initiatives** – **I am Someone** works with local community driven initiatives. A big part of our work is in identifying appropriate partners and developing relationships with these organisations and individuals. These partnerships form the foundation of success and are one of the primary drivers of our effectiveness to date.
- **Most vulnerable children**
– Our key priority is to support only the most vulnerable children. To identify those in the greatest need, we work closely with local communities, village elders, teachers, government and other local organisations to ensure that support it is going to where it is most needed. The children we assist are found in desperate situations with absolutely no support and risk or experience physical and emotional abuse, abandonment, malnutrition and or neglect.
- **Education** – Our long-term success in ensuring that children are lifted out of poverty is driven by a focus on ensuring that children receive a strong education. This is done by working with the local community to develop or create school infrastructure, provide teacher training, as well as scholarships for secondary, vocational and tertiary education.
- **Shelter** – Often the children identified as experiencing the greatest risk are entirely without shelter and so we work with the local community to



Uganda – Ongoing monthly supplies are distributed throughout the year to our beneficiaries.

provide community-based care to ensure that their emotional and social needs are also met.

- **Nutrition** – We ensure that the children in our programs receive adequate nutrition and clean water through work with local partners to improve sanitation and food security. This is done through water projects, rice loans, flour milling programs, bakery and other agricultural support.
- **Healthcare** – some of the children that come into our projects come with pre-existing health concerns. **I am Someone** ensures that the medical needs of the children are met, that sanitary items are available and that the children receive ongoing healthcare.

FUNDRAISING

Financial resources are raised via three primary means: regular donations, volunteer run fundraisers and a social enterprise. All of these fundraising avenues are supported and promoted through our social media accounts on Facebook and Instagram.

- **Regular sponsorship** forms the backbone of our funding, providing a level of stability and dependability. We acquire these regular donors through direct engagement at markets and events, and promotion through social and other media. In addition, we provide regular updates and newsletters and contact in cases where payments cease to ensure their continued support. In addition to regular donations, we also receive one-off donations from our supporter base but also as prompted by social media and engagement with the website.
- **Social Enterprise** income also forms a reliable source of income through the sales of photo blocks at artists markets and through our website. To achieve this, volunteers attend a variety of artist markets and events to sell blocks and art works made by our team. The income from the blocks is used to support our programs and cover the administrative costs of the organization, ensuring that all individual donations are channelled directly to the projects.
- **Volunteer run fundraisers** form an important injection of funds for specific project expansion. These fundraisers vary from year to year and are managed by **I am Someone** volunteers. To date, fundraisers have included a community garage sale, photo exhibition, cycling trip and community banquets. These events are promoted via our website and social media to ensure strong financial and volunteer support.

BOARD MEMBERS



Brad Hodge
Chair



Moya Maguire
Co-chair



Louise Jiricek
Secretary



Malinda Melbourne
Board member



Ingrid Gaiotto
Board member



Alison Jones
Board member



Steve Argent
Board member



Tracey Archer
Treasurer

CHAIRPERSON'S REPORT



This financial year has proven to be both a tumultuous and incredibly rewarding time for us as an organisation. Our team has faced the combined challenges of reduced capacity for fundraising on top of the challenges associated with Covid at home, including income loss, home schooling and a general anxiety about the state of things. Finance is one of the obvious concerns to an organisation like **I am Someone** with questions around how we increase our income a constant driver of innovation and effort. Not only has the team managed to pull together and provide the leadership and support required for **I am Someone** to continue operating, but we have managed to keep our income at projected levels, despite a number of planned fundraising events being cancelled. In addition to the challenge of raising money the team have managed to achieve a number of other incredibly important but challenging milestones. An enormous amount of work went into the transition from Orphfund to **I am Someone**. This change included a full rebrand of website as well as communications strategy to convey this change. This incredible effort was led by our director Steve Argent and is a testament to his determination to continue growing as an organisation. While this name change might seem a surface level change to keep up with changing political drivers, the reality is that the name change represented the tip of the iceberg and speaks to our strong desire to continue mature as an organisation. In addition to the rebrand, a new suite of policies and procedures were developed and implemented across the organisation in a way that captures the future intentions of the organisation and speaks directly to contemporary challenges and risks associated with running such a complex organisation. Our co-chair Moya Maguire has been the driving force behind this enormous piece of work and has shown the fortitude that only somebody who has been involved in policy development could understand. A range of work has been done on the redevelopment of the organisation's vision and mission alongside strategic planning that has enabled us to better understand the essence of the organisation and how we might stay true to that essence while chasing a growth in outcomes. I have little doubt that all board members can attest to the challenges associated with this kind of work, the tense discussions and disagreements, the struggle when you don't see the intended outcomes and the challenges associated with developing as a team.



Kenya. Success! Secondary school exams are taken to move into Senior Secondary



The finance team have managed to develop more effective systems to manage our finances and improve the way in which we monitor donations and ensure high levels of transparency. This work could not have been done without an incredible number of hours from our treasurer, Tracey Archer. All of this work has meant that we have been able to submit our application for Deductible Gift Recipient status which has incredibly positive implications for us financially over the coming years.

This year has also seen a number of fantastic fundraising events which have managed to counterbalance the lost income from block sales at the market. These have included the Garage sale organised by Malinda Melbourne and the photography exhibition run by Steve Argent and Azzy Jones. All members of the board have played pivotal roles in leading the organisation and raising the money required to ensure that we are able to keep changing the lives of children across Sierra Leone, Uganda and Kenya. As chair of the board, I see the incredible work that has been done this year as the foundation of the amazing things to come. This year has been difficult (and at times boring) but it has enabled us to craft out a clearer vision for what the organisation is here for and how we intend to achieve our goals. I look forward to working with our supporters (you), in-country partners and the board to change the lives of many more children over the coming years.

A handwritten signature in black ink, appearing to read 'Brad Hodge', with a long horizontal flourish extending to the right.

Brad Hodge - Chair

DIRECTORS REPORT



Covid continued to ensure 2020-21 was another challenging and unique year for our organisation. Funding has been a key concern with long term regular donors falling away, very few opportunities to fundraise at markets and the capacity to fundraise through events heavily hampered. Despite those funding challenges we managed to inspire new donors to support us and even slightly increase our annual revenue. With our hands tied in many ways the focus has been on what could be done with huge emphasis on governance and policy making in preparation for our Deductible Gift Recipient application. We also used this

time to go through the shift from OrphFund to **I am Someone**. The new style and message have been positively welcomed by long term supporters and volunteers. To have rebranded at a time where we were probably at our most vulnerable was a huge feat that I believe we accomplished very successfully. With the background work taking place, coupled with a fresh new look organisation I believe we have laid the foundations from which growth and a better functioning organisation will be built upon.

Major Successes

- Rebrand to I Am Someone
- New website and platforms with our new name
- Stable income despite Covid and few markets
- Demonstrated loyalty and commitment from our supporter base
- Full suite of policies redeveloped
- Successful exhibition held in Campbells Creek
- Finances migrated to Xero
- Donor databases organised

In-Country Projects

A good portion of the year found us dealing with similar circumstances to the last, with restrictions remaining in place in Uganda but easing in Kenya and Sierra Leone. Across all centres we continue to hear of stories of our older children achieving amazing things through their vocational and tertiary opportunities.



Our women's support project in Uganda helps vulnerable mothers and grandmothers with basic supplies through Covid lockdowns.

Uganda

- Our focus has been on keeping our kids nourished and healthy within their communities. Our Ute has been put to work delivering aid to incredibly tough to reach locations.
- School materials printed and sent out to children with supplies of rice, beans, soap and other essentials.
- Our local partners have been creating a new organisation and we have been providing mentorship and resources to assist in this process
- Continued our women's support program
- All children from our original cohort are now in Secondary school
- Pilot projects researched for new programs to begin next year



Kenya

- Huge successes in graduating children into secondary and tertiary education
- Successful Kale growing project
- Payments of increased numbers of students accessing higher education
- Another successful year of support for 21 students in our Masai Outreach Scholarship program

Sierra Leone

- Reroofing of homes in Kamakwie
- Successful Yam and Cassava project in Kamakwie
- Increase of loans in our rice loan project
- A milling centre in Kamakwie established to support locals with low-cost milling, creating income generation for our project and complements our rice loan project.
- Built a bakery room in Tombo and began work on bread oven.
- Helped access older children into Diploma courses and upskilled staff with diploma training in Social Welfare.



Our bread oven. Crafted by a local oven maker we hope to soon see fresh bread being continuously baked from our project in Tombo. Sierra Leone.

- Car purchased for safety of our staff and children
- Water pump repaired in Tombo
- Tiling of homes in Tombo to meet ministry demands
- Approved and registered schools in Sierra Leone meaning more government input and financial support

Overseas Partners

For almost 2 years now we've been unable to head over to our projects and spend time with our local partners. This has seen a shift with much greater emphasis on our daily reporting via WhatsApp updates and conversations between me and our project partners. This ongoing contact has really proven to me what an amazing group of organisations we are blessed to be working with. Through the most difficult of times, they have shown the capacity to react and respond in order to keep our children safe. Despite the immense challenges of localised Covid lockdowns we have even seen growth and progress across all centres that really place our programs in a healthy position moving forward. Testament again to the hard work and commitment of all of those on the ground.



A handwritten signature in black ink, appearing to read 'Steve Argent', written over a light, textured background.

Steve Argent - Director

Key Partners



Alfonse



Alice



Alusine



David



Haja



Joyce



Osmay



Prima



Suzanne



Tom



Henry

FINANCE SUMMARY REPORT

I Am Someone Annual Report 2020-21

Orphfund/ I am Someone achieved a total revenue base of \$211,146 for the 2020-21 financial year.

This is an increase of \$8,690 in comparison to 2019-20.

Given the challenges faced during the COVID-19 pandemic this is a fantastic achievement.

Total Revenue - \$216,415

Revenue from donations and sponsorship – \$151,212

Revenue from Social Enterprise – \$65,203

Total expenditure - \$146,009

Project expenditure – \$132,044

Social Enterprise expenditure - \$13,965

Surplus (unspent) funds of \$70,406 are being held due to uncertainty around donations and future fundraising ability. Spending throughout the year has been cautious, with a focus on the essentials rather than new project investments and pursuits. We also have these surplus funds earmarked for new projects in the next financial year.

(100% of donations are spent on our projects with all expenses covered from our Social Enterprise.)



Rice Loans, Sierra Leone – Some of the rice for our children generated by our rice loan program.

HOW YOU CAN HELP

I am Someone runs on the passion and effort of its volunteers. In fact, without involvement from motivated people such as yourself **I am Someone** would cease to exist entirely. Going forward we have a clear vision for growing **I am Someone** and would love to have you be part of our team in achieving that. There are a number of ways that we would like you to consider getting involved

Become a member

Our organisation is a registered not for profit and as such we are accountable to our incredible members for the work that we do. We take your role in our organisation very seriously and see the incredible value in having members that are committed to ensuring the success of our work with children in some of the most abject poverty. Consider becoming a member of **I am Someone**

Volunteer your time

Time is the most important commodity any of us have and yet it is also one of the most rewarding and important things that you might consider contributing to our work. There are a broad range of opportunities to donate your time and contribute to the success of this work. These range from selling blocks at the markets, running a fundraising event, supporting a planned event or you may even have some ideas about how you would like to contribute. If you would like to become part of our incredible team, get in touch with Brad Hodge and we will find a spot for you on our team.

Make a donation

This is stating the obvious really but donating on a regular basis is one of the most powerful things you can do to improve the lives of these children. We love one-off donations too but a regular commitment enables us as an organisation to plan continued expansion of our programs which means we can plan for how to save the lives of more children than we already do

Leave a bequest

Have you ever thought about dying, well, not dying as such but what happens to your money when you go, I am told that you can't take it with you. Consider including us in your will. We all like the idea of being the cause of positive change in our world and this is one way that you can do that.

I love my life in the kitchen cooking is good 🍷💕🥰
🍷🍷🍷🍷🍷🍷🍷🍷🍷 I love my job



👍 Like 💬 Comment ➦ Share

Life after vocational training – One of our children in Uganda enjoying their new life as a chef!

Become a corporate partner

We are looking for a few key corporate sponsors to support our work. Do you think your brand aligns with the work of **I am Someone**? If so, get in touch with us about the possibility of partnering in our work to see if we can work together to create some mutual benefit. Get in touch with Brad Hodge, the Chair of the Board, to arrange a time to discuss the possibilities.

Other ways you can help our cause

There is a myriad of ways that you can support our work and we may not have even thought of them yet. If you have ideas about how you might like to get involved in supporting our work, get in touch with us to arrange a time to chat, we would love to have you on board.

LOOKING TO THE FUTURE

Goals

- To increase the actively giving supporter base by 10% per year.
- To increase the income by 15% per annum (income at 5 years \$500k)
- To increase the number of volunteers actively fundraising each year to 50 by 2025
- To increase the numbers of communities we work with from 9 to 12 by 2025
- To increase the number of children whose lives are improved by 20% by 2025

Key Performance Indicators

The key performance indicators that we use to determine our effectiveness cover the following domains: financial support, volunteer activity, children impacted,

- **Financial support** – Financial support comes from a number of sources as outlined in this document. Key performance indicators for financial support are total income, diversity of income sources and the efficiency of income generation.
- **Volunteer activity** – The organisation is built on the work of our volunteers. As such we know that we are successful when we have an increasing number of people engaged in volunteer activities each year, when the volunteers stay engaged for an increased length of time and the satisfaction and engagement our volunteers have with the work they are undertaking in I am Someone.
- **Children impacted** – The most important indicator of success is the degree to which we change the lives of children. This is measured by the number of children accessing education as a result of our work, the number of children no longer living in extreme poverty and the number of young adults becoming financially independent.

BOARD CONTACT DETAILS

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