



# Annual

# Report

2017



**WORLD YOUTH  
ORGANIZATION**

World Youth Organization is a registered charity in England and Wales (1165035). 'World Youth Organization' is a registered trademark (UK0003148083).

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## Chairman Forward

I am delighted to introduce the World Youth Organization's second annual report of the board of trustees. As you will see, we have made this year about laying down strong foundations for sustainable future growth.

We have taken stock of our strategy, mission and values and developed these further with our young people to make sure WYO delivers on its original ethos of being a truly youth centred institution.

Our flagship programme has been WYO Educate with the Mental Health strand taking the lead. It could not have been a better year to launch this given wide ranging social, economic and political interests in this arena. We continue to develop our programmes with and for young people. They remain our most important stakeholder and we are committed to allowing every opportunity for young people to shape the future of the charity.

Our partnership agreement with Child Protection Training UK (CPTUK) came to an end in December 2017 and I think it's fitting that they should get a mention for all that they've contributed to the charity's embryonic years.

I would like to offer my heartfelt thanks to all who contributed in so many ways to making the past year so successful. To our senior management team, old and new, for their support, advice and guidance; to our trustees, ambassadors for giving us their time and expertise; to the staff of WYO for their hard work and determination; to our loyal and dedicated volunteers who are such a valuable part of our team; to our supporters and fundraisers from all over the globe who once again have shown how much they care with their unstinting support and their incredible achievements.

I hope that like me you will be inspired by our plans to help children and young people realise their ambition, contribute to society in a meaningful way - and want to be a part of our story.

For, and on behalf, of the board of Trustees,

**Ayath Ullah / Chair**

## Chief Executive Forward

It gives me great pleasure in writing 2017's Chief Executive Forward. It was another fantastic year for the World Youth Organization (WYO).

The charity kicked off the year by celebrating its one-year anniversary at 100 Parliament Street in Central London. The occasion was truly marked, with over 100 guests in attendance, fabulous performances by singers Lydia Lucy from The Voice UK (BBC), Sammy-Jo Evans and students from our partner school, Bower Park Academy. Speeches from myself, Chairman Ayath Ullah, Ambassadors Gillian and Afton McKeith were heard on the evening too. The evening also included video messages from volunteers across the globe who work with the World Youth Organization, including Lauren Duffy the International Relations Director who works with our worldwide partners including those in Guatemala and South America.

Throughout 2017, the team at WYO worked hard to put together WYO Educate and its first workshop on Mental Health. We worked with numerous organisations and charities such as the NHS and Beat UK to help us shape our vision. The entire process of putting together WYO Educate Mental Health workshop, from start to finish, took three months.

WYO Educate recruited (volunteered their time) four doctors, a nurse and numerous mental health advisors to help us guide the creation of our mental health workshop. We travelled up and down the country filming short videos, which involved our advisors giving tips and information on the mental health disorders our workshop covers. We also filmed three case studies, one in Somerset, Brighton and another in Northampton. These involved three young people, each talking about a mental health condition, which affects/affected them.

On Tuesday 11th July, WYO Educate showcased its first completed school workshop to the general public. The launch was presented by our WYO Educate trained workshop facilitators, Hannah Lewis, Amal Issa and Jaylan Sesli, who are all keen on mental health education. Guests from across the country attended the launch including Girish Menon, CEO of Action Aid UK. Organisations such as Beat UK, Mind and Rethink Mental Illness were among other guests in attendance on the night.

2017 also saw the launch of Catch Counselling, in Los Angeles. This program is also part of WYO Educate. The program consists of 30 minutes of chilled group therapy, throwing a ball back and fourth whilst having the option of discussing any worries or stresses which may help to prevent depression and anxiety. The program was launched at Kid City Hope Place.

The World Youth Organization is growing by the day and I cannot wait to watch it grow from strength to strength. Before finalising my forward, I would like to say a big thank you to our workshop facilitators at WYO Educate, trustees and all our dedicated volunteers.

**Kieran Goodwin / Chief Executive**

# Report of the Trustees

## For the year ended 04 January 2017

The trustees of the World Youth Organization charity present their annual report and audited accounts for the year ended 04 January 2018 and confirm they comply with the requirements of the Charities Act 2011, the trust deed and the Charities SORP (FRS 102).

<b>Charity Number:</b>	1165035
<b>Constitution / Structure Type:</b>	Charitable Incorporated Organisation (CIO)
<b>Start of Financial Year</b>	05 January 2017
<b>End of Financial Year:</b>	04 January 2018
<b>Trustees at 04 January 2017:</b>	Mr Eddie Aylett Ms Claire Belgard Ms Tanya Laird Mr George Revel Mr Ayath Ullah (Chairperson) Mr Jack Welch
<b>Trustee Selection Method</b>	Elected by Trustees
<b>Chief Executive</b>	Mr Kieran Goodwin
<b>Organisational Management</b>	<p>The trustees determine the general policy of the charity. The day to day running of the charity is delegated to the CEO, supported by senior staff. The Chief Executive undertakes the key leadership role overseeing programs and administrative functions in consultation with staff and volunteers. The day to day administration of the charity is undertaken within the policies and procedures approved by the trustees which provide for only significant expenditure decisions and major capital projects to be referred to the trustees for prior approval.</p> <p>The CEO oversees the recruitment of all staff, administrates and volunteers.</p>
<b>Registered Address:</b>	World Youth Organization

49 Station Road  
Polegate  
East Sussex  
BN26 6EA

**Date of Incorporation:**

05 January 2016

**Governing Document:**

Memorandum and Articles of Association

**Bankers:**

Direct Business Banking  
Future Williams & Glyn Team  
1 Spinningfields Square  
Manchester  
M61 0NH

**Independent Examiner:**

Not required as per Charity Commission guidelines due to low-income level in this reporting period.



# Report of the Trustees cont'd

## For the year ended 04 January 2018

The trustees and directors present their report and accounts for the year ended 04 January 2018.

Objectives and how they are achieved:

### Vision

A world where every young person receives a well-rounded education gaining the resilience to overcome the challenges they face, the skills to succeed and the opportunity to contribute to their society.

### Mission

To prepare young people for life by ensuring they get the support, guidance and opportunities they need to succeed.

### Values

Our core values are driven by the following factors:

- WYO supports young people, through the advancement of education.
- WYO mobilizes support and resources to help countries, particularly those of developing countries, ensure an "education for all" and to build their capacity to form appropriate policies and deliver services for young people which will be maintained for future generations.
- WYO, in everything it's involved with, the most disadvantaged youth and the countries in greatest need to education and opportunity takes priority, always.

### Geographic Scope

Our delivery is primarily aimed at young people aged 16-25 and to facilitate activities which aim to ensure that we empower and involve young people in initiatives which help prepare them for adulthood as they move into the next phases of their lives.

Our programmes are largely based within the UK as it stands, with targeted activities provided in: Central and Greater London.

International presence of the World Youth Organization:

- Los Angeles, United States of America (Catch Counselling)

## Programs, Results of the Year and Achievements

To date, this includes:

- WYO Educate

The WYO Educate program focuses on three core areas - mental health, sexual health and lifestyle skills. As a charity, we want to see these subjects integrated better in the United Kingdom's mainstream school curriculum, building a strong foundation for future generations and; - enabling them to receive the best all-rounded education. All three areas have been created as 60 minute workshops, focusing on establishing a sense of self-worth, independence, empowerment and creating self-sufficient young people, generating a more educated and knowledgeable group within society.

In 2017, we launched one of our workshops - WYO Educate Mental Health. Educating students on mental health allows us to guide young people in the right direction for when they may need to seek help, or when help is not there and how to support themselves. Our workshop stresses the importance of friendships and communication in building up confidence and social circles through activities we conduct during the program. As a 'WYO Educator, it will give young people the sense of self-worth and responsibility essential for their mental health.

We launched the Mental Health workshop at The Bridge Academy in East London.

The World Youth organization and WYO Educate are now working on putting together a plan on how we can secure more future bookings within educational establishments across the London region and Home Counties.

- Catch Counselling

The Catch Counselling program was launched in Los Angeles, USA in September 2017. Through Catch Counselling we engaged young people in conversation, improved communication skills, and promoted a healthy lifestyle whilst providing a safe place for people to meet, de- stress, play catch and educate people on mental health and coping strategies.

Catch Counselling was launched at Kid City Hope Place, in Los Angeles.

## Public Benefit

Throughout 2017 the World Youth Organization supported young people from all walks of life.

The charity educated young people and gave them a platform to openly talk about mental health. The World Youth Organization brought its knowledge and resources to



the United States of America to expend its valuable workshops and techniques to help young people tackle anxiety and depression related mental health conditions.

## **Risk Management**

The trustees are responsible for the overseeing of the risks faced by the charity. Detailed considerations of risk are delegated to the Senior Management of the charity. Risks are identified, assessed and controls established throughout the year. A formal review of the charity's risk management processes is undertaken on an annual basis.

The main risks that the trustees have identified and the plans to manage those risks are:

- Reputation

The charity's success is built on its reputation for the well-being of our volunteers and staff. We manage this risk through safeguarding policies, staff recruitment policies and active identification and resolution of health and safety related issues through undertaking strict risk management assessments for each activity the charity undertakes.

- Money

Our ability to continue is reliant on public donations, corporate support and grant programs. This risk is managed by marketing activity, having a reputation for worldwide excellence and cash-flow management.

- Programs and Activities

The charity's programs require the most able volunteers and staff to facilitate our activities to benefit the public with optimum excellence. We manage this risk by combining attractive benefits and recruiting a diverse workforce to make our charity the most inclusive organisation to work for. Our all volunteers and staff undergo initial training and Continual Professional Development (CPD).

Through the risk management processes established for the charity, the trustees are satisfied that the major risks identified have been adequately mitigated where necessary. It is recognised that systems can only provide reasonable but not absolute assurance that major risks have been adequately managed.

## **Serious Incidents**

No serious incidents were reported.

## **Environmental Sustainability Policy**

The World Youth Organization commits itself to minimising its impact on our environment through

- Providing a safe and healthful workplace;
- Having an environmentally sustainable aware culture, where responsibility is assigned and understood;
- Being an environmentally responsible neighbour in our community;
- Conserving natural resources by reusing and recycling;
- Using, in our own operations, processes that do not adversely affect the environment;
- Ensuring the responsible use of energy throughout the organisation;
- Participating in efforts to improve environmental protection and understanding;
- Taking steps to improve environmental performance continually;
- Conducting rigorous audits, evaluations, and self-assessments of the implementation of this policy;
- Working with suppliers who promote sound environmental practices; and
- Enhancing awareness among our employees, volunteers, and users – educating and motivating them to act in an environmentally responsible manner.

## Volunteer Help

### 29 Volunteers

*as of 05 January 2017*

List of volunteer positions at the World Youth Organization:

- Public Relations Team Member (x1)
- Designated Safeguarding Lead (x2)
- International Relations Team Member (x1)
- Social Media Manager (x2)
- Communications Team Member (x1)
- Events and Marketing Team Member (x2)
- Blogger (x20)

## Gifts in Kind

The World Youth Organization received 'Gifts in Kind' throughout 2017/19. These are listed below:

- Advertising credits from online search engine  
This enables the World Youth Organization the opportunity to grow further via online platforms such as Facebook, Twitter and via search engines such as Google.
- Venues for events
- Website hosting (discounted rates)

The website is a key platform for the charity. Keeping costs down for this is important to the charity as it allows the money we receive to be put elsewhere, to better use for i.e. our programs. Metal Potato UK have collaborated with the World Youth Organization to help us keep our website operation costs down.

- Clothing printing

Numerous UK based companies have offered their support with the World Youth Organization to keep printing costs down for i.e. t-shirts and other forms of promotional and merchandise materials.

## Reserves

WYO has not maintained any reserves this financial year. The trustees felt all efforts and funds should go on developing the foundations of the organisation. WYO hopes to implement a reserves policy before year ending 04 January 2019.

## Partners

### 10 Partners

*as of 04 January 2017*

List of World Youth Organization partners:

- Child Protection Training UK (Safeguarding Partner)
- Bower Park Academy (School and Educational Partner)
- Metal Potato (Website and Online Partner)
- Greycourt Florists (Florists Partner)
- Hemraj Goyal Foundation (School and Educational Partner)
- Stress Free Print (Printing Partner)
- Google for Work (Website and Online Partner)
- Diversity Travel (Travel Partner)
- Hype Magazine (Media Partner)
- Rode Microphones (Media Partner)

## Financial position

The financial statements show incoming receipts and payments for the year. The principal source of income was from:

- Child Protection Training UK;
- Online Donations

The Trustees are continuing their strategy of deploying all net incoming resources to investing in the charitable purposes of the World Youth Organization.

As a charity - the public, volunteers and staff have the assurance that all the income of the charity must be applied for charitable purposes. As a registered charity we qualify for tax exemption however the trustees are yet to file for this benefit with HMRC. This is something for charity is looking to fulfil in the coming year.

### Declarations

The trustees declare that they have approved the trustees' report above

Signed on behalf of the charity's trustees

A handwritten signature in black ink, appearing to read 'A. Ullah', with a stylized flourish at the end.

Mr Ayath Ullah  
Chair