

Company no. 07369954  
Charity no. 1149961

# Report and Unaudited Financial Statements

31 March 2014

  
**treesisters**  
women seeding change



SATURDAY



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COMPANIES HOUSE

**Tree Sisters**

**Reference and administrative details**

**For the year ended 31 March 2014**

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**Company number** 07369954

**Charity number** 1149961

**Registered office** Primrose Cottage  
41 High Street  
Yatton  
Bristol  
BS49 4HJ

**Trustees** Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

C Cormack	(resigned 12 December 2013)
H Cuppari	(appointed 13 February 2014)
T Duncan	(appointed 13 February 2014)
J Ellison	(resigned 10 June 2013)
D Lane	(appointed 13 March 2014)
J Rous	(appointed 13 February 2014)
B Ryder	(appointed 10 June 2013 and resigned 31 March 2014)
W Stephenson	
A Stubbings	(resigned 14 March 2014)

**Bankers** The Co-operative Bank PLC  
PO Box 101  
1 Balloon Street  
Manchester  
M60 4EP

**Independent examiners** Godfrey Wilson Ltd  
Chartered accountants and statutory auditors  
Unit 5.11 Paintworks  
Bath Road  
Bristol  
BS4 3EH



## **Tree Sisters**

### **Report of the trustees**

#### **For the year ended 31 March 2014**

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The trustees are pleased to present their report and unaudited financial statements for the year ended 31 March 2014.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice – Accounting and Reporting by Charities (issued in March 2005).

#### **Structure and governance**

The company was established under a Memorandum of Association which established the objectives and powers of the company and is governed under its Articles of Association.

The Board of Trustees is responsible for the overall governance of the Charity. Trustees are appointed by resolution of the existing Trustees and there must be at least three Trustees. Each Trustee shall be appointed for a term of three years and then shall be re-appointed or retire. The management report to the Trustees quarterly to review strategy, operational and financial performance, to set operating plans and targets and measure performance against our annual budget. The management facilitate a financial review with the treasurer every month.

The Trustees have received the full description of trustees' responsibilities as defined by the Charities Act 2006 and are all experienced in either charitable work or in the key areas as defined by our objectives (see Recruitment). The Trustees are unpaid.

#### **Recruitment and induction of trustees**

The directors of the company are also charity trustees for the purpose of charity law. Subject to the approval of the members, the trustees may appoint a person who will be a trustee. Recruitment is based on the level of skills and experience in non-profit leadership as well as in at least one of the identified areas of expertise required to achieve our objectives (specifically reforestation, women's leadership, and climate change) and overall board make-up should reflect gender and international diversity. Recruitment of trustees is undertaken by the trustees and CEO.

The board going forward will be implementing the following process: Potential trustees meet with and are interviewed by the Chair, one other trustee, and the Executive Director prior to putting the proposal to the entire board.

#### **Risk management**

The trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

#### **Public benefit**

Tree Sisters is a social impact initiative focusing specifically on the role that women can play in helping to accelerate global reforestation and the shift towards sustainable living. It is a campaign exploring how to enrol, gather and inspire women to lead a more appropriate response to climate change.

#### **Objects and principal activities**

The charity's objects are:

- **Increasing Green Cover:** To promote for the benefit of the public the conservation protection and improvement of the physical and natural environment by promoting biological diversity

## Tree Sisters

### Report of the trustees

#### For the year ended 31 March 2014

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through increased green cover; and

- **Education and Women's Leadership:** To advance the education of the public in the conservation, protection and improvement of the physical and natural environment, in particular but not exclusively by the provision of training and support to encourage leadership and participation in the work of the charity and environmental protection in general, with a particular focus on women.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake. The Trustees ensure that plans are in line with the charitable objects and aims.

#### Achievements and performance

During this report period we completed our due diligence process and began collaborating with our first international partner - Project Green Hands in India - and planted our first 5,000 trees. This milestone accomplishment was made possible because of our organizational focus on growing strong roots to support a healthy and dynamic organisation and global network. This required us to shift from a theoretical understanding of our change tool (the Tree Sisters map of 5 choices) to a practical, lived expression of the framework within the organisation in order to walk our talk and embody the principles that are the evolving basis for all our educational materials.

- We explored how to develop and implement our unique nature based, living systems approach with the focus of developing modes of operation that strengthen connection to nature and support the shift towards more balanced and sustainable lifestyles (an ongoing process as experience and success guide our actions);
- We made considerable strides within team and Board development, focusing on right distribution of roles and tasks to amplify natural gifts (very much part of our ethos) and creating the rhythm and quality of contact needed to optimize performance at each level of the charity;
- Our volunteer team expanded to include tree sisters from New Zealand, Australia, Canada, UK and USA with an additional international team of 12 who launched our social media research team;
- We developed multiple evaluation systems to filter potential partners, affiliates and volunteers as the network activated and required more engagement and response;
- We made significant progress in the development of our social media strategy - leading to an expanded network of over 20,000 followers on Facebook alone and a Tree Sister network of 1500
- We developed and tested (over 11 months) a new dance and movement modality called Shakti-Map in the UK and US with great success;
- We developed and launched a new crowd- fundraising strategy called The Giving Tree - a unique, nature based framework of engagement with Roots (£1,000/month donors) Branches (£100/month) and Leaves (£10/month) to provide a 'place' for different levels of donors within our community;
- We launched a late autumn fundraising push during a US trip and raised over £35,000 within 3 weeks; and
- We completed our first due diligence process and created a contract with Project GreenHands to become our first beneficiary project, through who we funded our first 5,000 trees.

#### Increasing green cover

- We developed a Europe based reforestation team who started researching existing mapping systems to clarify deforested areas and land available for replanting within the tropics, and the

## **Tree Sisters**

### **Report of the trustees**

#### **For the year ended 31 March 2014**

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organisations involved. We found very comprehensive and sophisticated resources out there to underpin our own strategic options and choices;

- We engaged with IUCN as a potential research partner for reforestation strategy, were invited to join their Commission on Education and deepened relationship with Lorena Aquila head of gender and climate change to explore the impact of climate change and women and how best to include elements of that within our own work;
- We engaged Synchronicity Earth, a UK based biodiversity charity to augment our tree team and utilize their broad based knowledge of the sector;
- We committed to support the Trees for Life Agroforestry Model within Project GreenHands as our first beneficiary project for the networks funds - with a cost of 100Rupees/£1per tree, which includes all nursery and planting costs including 2 monitoring and post-planting maintenance, incentives offered to the farmers and the replanting of any trees that did not survive - ensuring a very high survival rate of our trees;
- We funded our first 5000 fast growing, dry evergreen tropical trees in Feb 2014.

#### **Education and women's leadership**

- The majority of our focus was the development of an ethos and approach that would cut through denial and engage women through the gateway of their own femininity. This was tested through our monthly global calls, the blog, through social media, through articles and through radio interviews to track the response;
- We completed what had been a year long pilot group of Bristol (UK) based tree sisters testing and co-creating the material underpinning our first multi-media experiential group empowerment materials to be funded by the Lottery grant;
- Our Bristol based pilot group organized Bristol's sell out One Million Rising Dance event on behalf of ending violence against women;
- We developed and trialed a new dance modality called Shakti-Map marrying the ancient Shakti dance with the Tree Sisters Map of 5 Choices to bring feminine embodiment and the activation of collective courage directly into the heart of our offering. We ran this monthly in the UK and also tested it in San Francisco with great success;
- We hosted multiple Map based workshops in the US, to test our capacity to inspire and engage new tree sister groups and develop material for online courses;
- We started hosting free monthly full moon calls to bring the global network together to explore the potency of shared meditation, visioning and discussion;
- We started initial explorations of partnership with aligned tree sisters for mutual education and marketing purposes; and
- We continued to articulate our vision, mission, ethos and invitation to women to step forward with their gifts, through social media daily, and worked to re-articulate and clarify our web site so that the message became clearer.

#### **Financial review**

This year we doubled our income and were not only able to meet all of our project development and organizational costs, but to channel £5,000 to our first beneficiary partner, Project Greenhands to grow and plant 5,000 trees. Progress and expenditure occurred in both of our core domains - women (feminine empowerment) and trees. Our other primary expenditure (staff costs) focused on the development and testing of initial educational and empowerment materials based upon The Tree Sisters Map - to begin creating the actual interactive content of the campaign.

The figures and results reported on here represent the full year, of which we have been registered as a charity for the last four months.

The income over the year was £77,923 - an increase of £47,000 from the previous year and was

## **Tree Sisters**

### **Report of the trustees**

#### **For the year ended 31 March 2014**

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raised mainly from donations from the public (85.4%), one grant (14.6%) and some small amounts of earned income and interest.

While still in the developmental stage our key objectives were to build organisational structure, culture and coherence, secure funding, continue to develop the empowerment materials and complete due-diligence with Project GreenHands in order to fund their trees.

- Of our £77,923 raised - £50,022 or 64% of funds were used for charitable activities;
- 80% of staff costs funded the development and testing of our women's empowerment work outlined above; and
- £5,000 funded the growing and planting of 5,000 tropical dry evergreen trees in Tamil Nadu through project GreenHands.

#### **Reserves policy**

The Trustees have agreed to a reserve policy of 6 months of core expenditure being reserved to account for core salaries - which we are working towards.

#### **Plans for future periods**

The next year sees exploration of our financial strategy towards educational services for fees - the further creation, testing and launch of programme materials (The Deepening) funded for by a grant and several other courses to augment organisation based income streams. We intend to build and launch the new web site, activate the network and plant significantly more trees.

#### **Statement of responsibilities of the trustees**

The trustees are required to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of its resources, including the net income or expenditure, for the period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees confirm that to the best of their knowledge there is no information relevant to the independent examination of which the independent examiners are unaware. The trustees also confirm that they have taken all necessary steps to ensure that they themselves are aware of all relevant information and that this information has been communicated to the independent examiners.

**Tree Sisters**

**Report of the trustees**

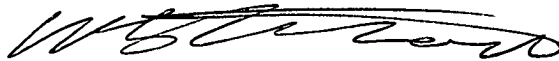
**For the year ended 31 March 2014**

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**Independent Examiners**

Godfrey Wilson Limited were appointed as the charity's independent examiners during the year, and they expressed their willingness to continue in this capacity.

Approved by the trustees on 31 October 2014 and signed on their behalf by



Wendy Stephenson Trustee



## Independent examiner's report

To the trustees of

### Tree Sisters

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I report on the accounts of the charitable company for the year ended 31 March 2014, which are set out on pages 8 to 13.

#### Respective responsibilities of trustees and examiner

The trustees (who are also directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under Part 16 of the Companies Act 2006 and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the General Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

#### Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and the seeking of explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

#### Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 386 of the Companies Act 2006; and
  - to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities (revised 2005);have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

*Alison Godfrey*

Date: 31 October 2014  
**Alison Godfrey FCA**  
Member of the ICAEW

For and on behalf of:  
Godfrey Wilson Limited  
Chartered accountants and statutory auditors  
Unit 5.11 Paintworks  
Bath Road  
Bristol  
BS4 3EH



**Tree Sisters**

**Statement of financial activities (incorporating an income and expenditure account)**

**For the year ended 31 March 2014**

	Note	Restricted £	Unrestricted £	2014 Total £	2013 Total £
<b>Incoming resources</b>					
<i>Incoming resources from generated funds</i>					
Voluntary income	2	-	66,540	<b>66,540</b>	29,272
Investment income		-	12	<b>12</b>	3
<i>Incoming resources from charitable activities</i>					
Grants	3	10,000	1,371	<b>11,371</b>	1,000
Earned and miscellaneous income		-	-	<b>-</b>	245
<b>Total incoming resources</b>		<b>10,000</b>	<b>67,923</b>	<b>77,923</b>	<b>30,520</b>
<b>Resources expended</b>					
<i>Cost of generating funds</i>					
Fundraising costs		-	1,107	<b>1,107</b>	-
<i>Charitable activities</i>		-	50,022	<b>50,022</b>	28,389
<i>Governance costs</i>		-	840	<b>840</b>	500
<b>Total resources expended</b>	4	<b>-</b>	<b>51,969</b>	<b>51,969</b>	<b>28,889</b>
<b>Net incoming resources and net movement in funds</b>	5	<b>10,000</b>	<b>15,954</b>	<b>25,954</b>	<b>1,631</b>
<b>Reconciliation of funds</b>					
Total funds brought forward		-	2,870	<b>2,870</b>	1,239
<b>Total funds carried forward</b>		<b>10,000</b>	<b>18,824</b>	<b>28,824</b>	<b>2,870</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 10 to the accounts.

**Tree Sisters**

**Balance sheet**

**As at 31 March 2014**

	Note	£	2014 £	2013 £
<b>Current assets</b>				
Cash at bank and in hand		<u>33,174</u>		<u>6,279</u>
		33,174		6,279
<b>Creditors: amounts due within 1 year</b>	8	<u>4,350</u>		<u>3,409</u>
<b>Net current assets</b>			<u>28,824</u>	<u>2,870</u>
<b>Net assets</b>			<u>28,824</u>	<u>2,870</u>
<b>Funds</b>	9			
Restricted funds			10,000	-
Unrestricted funds				
General funds			<u>18,824</u>	<u>2,870</u>
<b>Total funds</b>			<u>28,824</u>	<u>2,870</u>

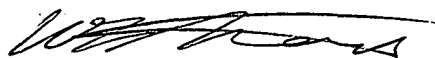
The financial statements are prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small entities.

For the year ended 31 March 2014, the charitable company was entitled to the exemption under section 477(2) of the Companies Act 2006.

No notice has been deposited under section 476 in relation to its accounts for the year ended 31 March 2014 and no members have requested an audit.

The trustees acknowledge their responsibilities for ensuring that the company keeps accounting records complying with section 386; and preparing accounts which give a true and fair view of the state of affairs of the company as at 31 March 2014, and of its profit or loss for the financial year in accordance with sections 394 and 395, and which otherwise comply with the requirements of the Companies Act 2006.

Approved by the trustees on 31 October 2014 and signed on their behalf by:



Wendy Stephenson - treasurer

## Tree Sisters

### Notes to the financial statements

#### For the year ended 31 March 2014

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#### 1. Accounting policies

- a) The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards and the Companies Act 2006. They follow the recommendations in the Statement of Recommended Practice, Accounting and Reporting by Charities (issued in March 2005).
- b) Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable.
- c) Revenue grants are credited to the statement of financial activities when received or receivable which ever is earlier, unless they relate to a specific future period, in which case they are deferred.
- d) Investment income and other income are recognised in full in the statement of financial activities in the year in which they are receivable.
- e) Resources expended are recognised in the period in which they are incurred. Resources expended include attributable VAT which cannot be recovered.
- f) Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.
- g) Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

#### 2. Voluntary income

	Restricted £	Unrestricted £	2014 Total £	2013 Total £
Donations	-	65,131	65,131	29,272
Gift aid	-	1,409	1,409	-
	<u>-</u>	<u>66,540</u>	<u>66,540</u>	<u>29,272</u>

## Tree Sisters

### Notes to the financial statements

For the year ended 31 March 2014

#### 3. Grants

	Restricted £	Unrestricted £	2014 Total £	2013 Total £
Big Lottery Fund	10,000	-	10,000	-
University of Bristol	-	1,371	1,371	1,000
	<u>10,000</u>	<u>1,371</u>	<u>11,371</u>	<u>1,000</u>

#### 4. Resources expended

	Fundraising costs £	Charitable activities £	Governance costs £	2014 Total £	2013 Total £
Fundraising costs	1,107	-	-	1,107	-
Staff costs (note 6)	-	24,573	-	24,573	-
Reforestation costs	-	5,000	-	5,000	-
Website	-	704	-	704	436
Accountancy fees	-	-	840	840	500
Consultancy	-	2,027	-	2,027	24,350
Advertising and recruitment	-	22	-	22	-
Venue hire	-	115	-	115	-
Travel	-	3,437	-	3,437	65
Sundry expenses	-	-	-	-	24
Telephone	-	66	-	66	10
Administration, postage and stationery	-	6,115	-	6,115	52
Office equipment	-	49	-	49	450
Training materials	-	707	-	707	-
Bookkeeping fees	-	2,488	-	2,488	656
Bank charges	-	912	-	912	699
Other project costs	-	-	-	-	647
Volunteer and intern expenses	-	3,807	-	3,807	1,000
	<u>1,107</u>	<u>50,022</u>	<u>840</u>	<u>51,969</u>	<u>28,889</u>

**Tree Sisters**

**Notes to the financial statements**

**For the year ended 31 March 2014**

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**5. Net movement in funds**

This is stated after charging:

	2014 £	2013 £
Trustees' reimbursed expenses	Nil	Nil
Trustees' remuneration	Nil	Nil
Accountants' remuneration:		
▪ Independent examination	<u>840</u>	<u>500</u>

**6. Staff costs and numbers**

Staff costs were as follows:

	2014 £	2013 £
Salaries and wages	22,571	-
Social security costs	<u>2,002</u>	-
	<u>24,573</u>	-

No employee earned more than £60,000 during the year.

	2014 No.	2013 No.
Average number of employees (full-time equivalent)	<u>1</u>	-

**7. Taxation**

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

Tree Sisters

Notes to the financial statements

For the year ended 31 March 2014

8. Creditors : amounts due within 1 year

	2014 £	2013 £
Trade creditors	2,734	2,409
Other taxation and social security	776	-
Accruals	840	1,000
	<u>4,350</u>	<u>3,409</u>

9. Analysis of net assets between funds

	Restricted funds £	Unrestricted funds £	Total funds £
Current assets	10,000	23,174	33,174
Creditors: amounts due within 1 year	-	(4,350)	(4,350)
<b>Net assets at 31 March 2014</b>	<u>10,000</u>	<u>18,824</u>	<u>28,824</u>

10. Movements in funds

	At 1 April 2013 £	Incoming resources £	Outgoing resources £	At 31 March 2014 £
Big Lottery Fund	-	10,000	-	10,000
<b>Total</b>	<u>-</u>	<u>10,000</u>	<u>-</u>	<u>10,000</u>
<b>Unrestricted funds</b>				
General funds	2,870	67,923	(51,969)	18,824
<b>Total unrestricted funds</b>	<u>2,870</u>	<u>67,923</u>	<u>(51,969)</u>	<u>18,824</u>
<b>Total funds</b>	<u>2,870</u>	<u>77,923</u>	<u>(51,969)</u>	<u>28,824</u>

Purposes of restricted funds

Big Lottery Fund

Funding for the development of the Multimedia Empowerment Programme.