




cherryd.org

Cherry  Annual Review
Jan '07 - '08

Cherry D

Helping community based charities in Bristol

Cherry D is a charity which exists to help community organisations make a progressive change by providing them with guidance, knowledge and expertise.

Through building relationships between Bristol charities, businesses and individuals we aim to create a fully integrated local economy.

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Registered Charity N° 1088296. Company limited by guarantee. Registered in England & Wales N° 4255838. Registered Office: 14 The Paragon, Clifton, Bristol, BS8 4LA

Chairman Kenneth Aylmer.

Trustees Illona Aylmer, Kenneth Aylmer, Colin Burton FCA, Nigel Locker.

Company Secretary Illona Aylmer.

Bankers Triodos Bank, Brunel House, 11 The Promenade, Bristol BS8 3NN.

Investment Management Rathbones, Prince House, Prince St, Bristol BS1 4PS.

Solicitor Burges Salmon, Narrow Quay House, Narrow Quay, Bristol BS1 4AH.

Accountant A J Brewer F C A, 145 Windmill Road, Oxford OX3 7DW.

Management Team Kenneth Aylmer, Illona Aylmer, Katie Virgin, Kirstie Royce, Amanda Boyd-McLaughlin.

Voluntary Advisors Steve Gibb (Business Advisor), Mike Peirce (Charities Advisor).

Chairman's Report

2007 has been an exciting year of change for Cherry D. Following our review in 2006 we took on many of its recommendations and restructured the organisation.

Our new model focuses on providing step-change oriented support packages to the organisations we work with. We now use a range of external consultants to broaden the range of skills and expertise going into community groups.

This has meant the introduction of a Project Manager who co-ordinates the work and provides a consistent point of contact for our charities. This role was fulfilled by Katie Virgin who did a brilliant job but has now moved on to face the challenges of motherhood. We all thank her immensely for the skills she brought to Cherry D and wish her, Mark and Lilian Mae all the best for their future. We are happy to welcome Amanda Boyd-McLaughlin in her place. Turn to the middle pages to get an idea of some of the charities we have supported this year.

We also recruited Kirstie Royce to the other new role at Cherry D; that of Business Development Manager. Kirstie will be focusing on working with local business to get them more involved in their local community through Cherry D. Take a look at the back pages to find out more about our new Business Membership.

Needless to say we are very excited about the changes. Although we now work with a smaller number of organisations the restructure has been the springboard to provide more comprehensive support that will enable those groups to achieve sustainability and build capacity. This kind of support is vital at the grassroots level as the current charity market makes it harder and harder for small innovative community organisations to survive.

Cherry D needs your help to make this happen so please read on and if you would like to get involved give us a call.

Ken Aylmer



About Cherry D

Cherry D helps local community based organisations address all aspects of running a small growing charity in Bristol.

We offer a complete service for community groups from the initial, thorough assessment, through a series of development days with specially selected consultants; management and evaluation of the work throughout the process to completion of the project in order to effect step change within the charity.

We offer help with any aspect of running a charity including

- Strategic and Business Development
- Fundraising
- PR & Marketing
- Human Resources
- Finance
- IT
- Print & Design

Application Criteria

To receive support an organisation must fulfil the following criteria:

- Have charitable aims
- Be based in Bristol and operate for the benefit of those in Bristol
- Have a turnover of less than £250,000
- Have individuals within it who have the drive and passion to take their organisation forward

If you are a charity wishing to apply please visit our website www.cherryd.org for an application form, if you have any problems or queries please call us on 0117 945 0949.



Events

Each year we have a full calendar of fundraising and community events including businesses, charities, individuals and trusts, and we want you to get involved in whatever way you can. Last year our calendar of events included:

Pub quizzes at Prince of Wales Pub, Gloucester Road & The Clifton Pub, Regent Street: Some of our most loyal supporters, they have raised over £3,000 for Cherry D over the years.

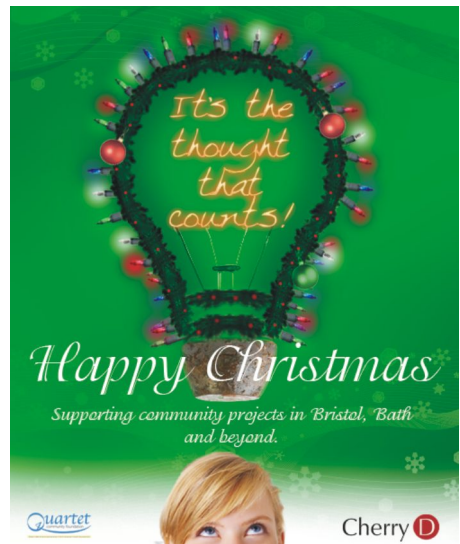
Bristol's Biggest Bike Ride: Get on your bike and help to raise much needed funds. Choose from one of the 5 different routes; ranging from 9 to 38 miles.

Fresh & Wild 5% day: As well as donating 5% of the store's profit to Cherry D, Fresh & Wild are also giving us 50p for every Cherry D smoothie sold throughout Spring.

The Reebok Bristol ½ Marathon: We raised over £3,000 from the 2007 event, and have 20 gold bond places available this year.

Birthday Fundraiser: Cherry D celebrated its 4th Birthday in November with the chance to hear from some of our chosen charities, and a fabulously successful fundraising auction.

Our next birthday bash will be an Arabian Night theme at Paintworks, on December 9th 2008. Tables of 10 are available; call the office for more details.



'It's the thought that counts' Christmas e-card campaign: Working in partnership with Quartet Community Foundation Cherry D offered discerning customers an environmentally conscious alternative to traditional Christmas cards.

If you are interested in taking part in any of the above, please email kirstie@cherryd.org

Charities

It can be very hard for small charities to establish themselves in the market place with large corporate charities attracting a over 90% of all available funding. The organisations that we help are a vital part of the inclusive, vibrant and exciting city we all love.

Here are just some of the important projects that Cherry D have supported in the last year.

Avon Sexual Abuse Centre (ASAC), incorporating 'The Green House - Children's services @ ASAC'

Avon Sexual Abuse Centre (ASAC) provides counselling to men, women and children affected by sexual abuse

Cherry D has supported ASAC with an organisational review working with the staff and the management committee, focusing on the need to get the organisational structure and roles and responsibilities improved. This has led to a complete re-launch of the children's service; now 'The Green House - Children's Services @ ASAC' with new plans for the service and what it can offer in the treatment of particularly vulnerable and distressed children.

Our next steps include working together to produce a programme to raise funds to develop a disused garage into a child friendly meeting room, to undertake an audit of finances to identify opportunities to maximise future income and partnership work with other providers of services in the field of Sexual Health.

Changes, Bristol

A user led support group for people affected by mental distress

Changes Bristol is a mutual help and support group for people in the greater Bristol Community who are affected by mental health problems. Using a twelve step program that fosters a therapeutic environment, Changes Bristol holds group sessions in which participants can share problems while receiving support and learning from one another.

Cherry D is supporting Changes Bristol through a period of change and growth, particularly helping Changes to secure funding in order to expand services to reach more people in Bristol.

St. Werburghs City Farm

An inspirational place connecting people, animals and the land

We are now coming to the end of our work with St Werburghs City Farm. As a result of Cherry D's help and advice St. Werburghs City Farm has

- Assessed the structure and effectiveness of the farm
- Improved their internal and external communications
- Improved teamwork
- Identified new initiatives and ways to develop existing projects
- Agreed a new role with responsibility to promote the Farm within the community
- Written a business plan for the future

Plans for 2008

During 2008 we will be working with a varied and interesting range of projects including

- Building a community garden
- Setting up a forum to provide links between organisations supporting people in Bristol who have been affected by drug addiction, prostitution or sexual abuse
- Rehabilitation of offenders
- Supporting children with disabilities and their families
- Working with community groups
- Alleviating the effects of homelessness

'Cherry D helped ASAC focus on our business model in order to deliver a more streamlined service. An additional bonus to Cherry D's involvement with ASAC has been their capacity to provide opportunities for networking and partnership work'

James Wetz, Director of Services, Avon Sexual Abuse Centre



Financial Statements

Balance Sheet as at 1 January 2008

		2008 (£)	2007 (£)
Fixed Assets	Investments	172,410	192,192
	Tangible assets	4,859	8,982
		177,269	201,174
Current Assets	Cash at bank and in hand	43,450	19,994
	Debtors (due within 1 year)	-	857
		43,450	20,851
Liabilities	Creditors (due within 1 year)	(2,510)	(724)
Net assets		218,209	221,301
Reserves	Restricted Income Funds	213,831	217,518
	Unrestricted Income Funds	4,378	3,783
	Total Charity Funds	218,209	221,301

Summary Statement Of Financial Activities

For the period 1 January 2007 to 1 January 2008

		Total Funds 2008 (£)	Total Funds 2007 (£)
Incoming Resources	Voluntary Income	54,218	43,341
	Investment income	5,401	7,635
Total Incoming Resources		59,619	50,976
Resources Expended	Charitable Activities	64,799	72,245
	Governance Costs	1,861	1,868
Total Resources Expended		66,660	74,113
Net Incoming Resources	Before Recognised Gains/Losses	(7,041)	(23,137)
Recognised Gains/Losses	Gains/Losses on Investment Assets	3,949	52,613
Net Movement In Funds		(3,092)	29,476
Reconciliation of Funds	Total Funds brought forward	221,301	191,825
	Total Funds carried over	218,209	221,301

These are not statutory accounts but a summary of information relating to both the statement of financial activities and balance sheet. There is no requirement to have them externally scrutinised. The annual accounts were approved on the 15th April 2008, have been submitted to the Charity Commission and a copy is available on request by calling 0117 945 0949.

A big thank you to all our supporters in 2007

Donors

Alan Greer | Barnaby Taylor | C. Irvine | Canon and Elisabeth Protheroe | Catrin MacDonnell | Charlotte Uhlenbroek | Craig Paxton | Dan Rees | Fran Jones | Hannah Robinson | J. Wilson | Jane Grubb | Jim Cooper | Jon Watkins | Ken and Illona Alymer | Kim Brown | Marelyn Aylmer | Matt Shillaber | Michael and Madeleine Farrington | Miles Johnson | Nina Jefferson | Rich & AC Henderson | Rob Birse | S. Smith | Sarah McCann | Steve Hore | Steve Rolles | Tash Miller | Will Devln

Runners and Riders

Ali Woosely | Allan King | Caroline Hall | Charlotte Sanderson | Chris Jackson | Claire Spencer | Courtney Heren | Ella Aylmer | Izaak Brandt | Jamie Morrison | Lynsey Fairweather | Magnus Brandt | Mark Jacks | Michelle Tallboys | Natasha Fielding | Paul Gardner | Richard Lawrence | Rob Trapnell | Russell Cowan | Scott Rutter | Susie Moore | Tim Sefton

Auction prize donors

Alexa and Beryl Cook | Andy Bamford - Thirty-Three West | Graeme Howells - Colston Hall | Jesters nightclub - Sally Hayward and Dave Trew | John - Haunted and Hidden Bristol | Katie and Alex Clarke - The George in Rye Hotel | Lucy - Treatment Rooms | Mikey Luke - Hype Event Planners | Nick Armitage and the team - The Picture House | Richard Madeley - Dreweatt Neate | Rita and all the squad from Bristol City Football Club | Robin Williams - G W Railway | Roger James - Rolls-Royce | Simon and Catrin MacDonnell - Papadeli

Trusts/Infrastructure Organisations

Charities Aid Foundation | Chartered Institute of Marketing - Jane Sylk | Clifton High School - Tony Richards, the staff and pupils of the Lower School | LankellyChase - Brian Whitaker | ProHelp - Marie Smith and Peaches Golding | Quartet - Helen Moss and Jane Williamson | UWE - Peter Rawlings, Nick Plant and the 3rd year students who built our new database; Adam Williams, Michael Ellis, Suleman Khawar and Irfan Ahmed.

Consultants

Chris Eatwell - Redland Consulting | Jason Sprague | Mark Hughes - MCH Consulting | Sally Hems - Oakleaf Communications

Businesses

Alma Tavern - Julian Sarsby | Ashfords Solicitors - Garry McKay | Audio Excellence | Bang at Venue - Jason Ewing, Simon Tandy | BW - The Mall Galleries | CAV | Co:media - Jamie Carter | Fresh & Wild - Alex Te-Strode and Kim Collinson | Halo Media - Rich, Nick, Jacks Vern and Drew | Hawkins Bazaar - The Mall Galleries | In Any Event UK - Elaine Smith | John & Scott Partners | Julian Graves - The Mall Galleries | KPMG - Laura Croker, Karen Jones | K's Drycleaners | Memorandum - Steve Gibb and Sarah McNally | Oddbins - Clifton | Osborne Clarke - Jos Moule | Papadeli - Simon and Catrin Macdonnell | Portishead Press - Clive Pearce | Prince of Wales Pub - JJ and Anna Gorman, Lex, quizmaster Phil Dixon and the team | Reg the Veg - George and Tom | Rhodes Event Management | Rolls Royce - Roger James | Steve Hore Contracting | The Clifton Pub - Richie Lawrence | The Create Centre - Polly Hunt | The English Language Centre | The Factory | The Folk House | The Party Shop | The Relaxation Centre | Trafalgar Partnership | Venue Magazine - All the staff past and present especially Nigel Locker, Adam Burrows, Cath Evans, Claire Bush, Dave Higgitt, Donna Owen, Jason Ewing, Lou Trimby, Nicky Buston, Rebecca Dean, Rose Langley & Simon Whitehouse

Volunteers

Carrie Hodges | Catherine Correia | Lisa Warrington | Lyndon Spicer | Mike Parker | Nicola Rooney | Russell Cowan

Get Involved

Businesses

Whether you are a one man band or part of a huge company, Cherry D offers you the opportunity to get involved with local community projects within Bristol and experience first hand the impact your donations, skills or gifts in kind can make.

Supporting Cherry D is giving back to the community of Bristol and closing the divide which currently exists between local community projects and the corporate sector.

Individuals and Donors

We need active individuals to help us raise money in order to continue to help the fabulous local charities we support. Donate money, raise sponsorship, arrange a fundraising event, volunteer...help out. Call Amanda or Illona at Cherry D for a fundraising pack.

Consultancy/Advice

As a professional working in Bristol Cherry D can offer you a great opportunity to help organisations that could not normally afford professional consultancy.

We are always keen to hear from you if you could spare a day a

month (hours can be flexible, possibly evenings or weekends) and have experience particularly in the fields of

- PR and marketing
- fundraising
- human resources
- management consultancy
- organisational development
- financial management

As well as developing your portfolio you will get the chance to meet and work with some truly inspirational people. All our projects are evaluated according to a set of agreed outcomes, so you can see the difference your work has made. We also hold a variety of events with donors and charities where you can meet like-minded people and expand your contacts network.

Trusts

We need funding from Trusts to cover our own costs. We also work with local charities in enabling them to secure their own trust funding. Cherry D are keen on forging partnerships with Trusts to help them distribute their funding locally.

Business Membership

Make a difference to your local community

In order for Cherry D to continue the invaluable work set out in this review, and to help other vital charities in Bristol, we need your support. Signing up as a member allows Cherry D to give others the helping hand they need.

Sign up now!

Cherry D works together with the Bristol business community to raise funds to help carry out sustainable change for the community groups we support and realise local businesses' corporate social responsibility.

The Cherry D Business Membership offers businesses the opportunity to get involved in one easy step. The three tiered scheme; Ambassador, Associate and Friend offers your business a range of opportunities tailored to suit your business type and size, giving:

- help for businesses to realise their Corporate Social Responsibility potential
- marketing opportunities to promote community involvement to clients, customers and suppliers
- access to a wide variety of local community projects

Please contact Kirstie@cherryd.org for more information

Don't just take our word for it hear what others have to say...

'Cherry D works with the business sector in securing help and support for local charities and community projects. Rolls-Royce continues to be delighted to be involved with Cherry D. The company sees Cherry D as a prime link in advising and supporting projects throughout the city.'

***Roger James,
Community Relations Manager,
Rolls-Royce South West***

'Cherry D makes so much sense for Venue Magazine. Cherry D make a real impact on a local level. Our staff have embraced payroll giving as it is such a simple way of giving back to Bristol.'

Dave Higgitt, Group Editor, Venue Publishing

Business Directory

A massive thank you to these companies who are already 'Giving Back to Bristol'

ALMA TAVERN & THEATRE

18-20 Alma Vale Road, Clifton, Bristol BS8 2HY 0117 973 3171

t: 0117 973 5171

w: www.almataverntheatre.co.uk

Ashfords

t: 0870 427 3500

w: www.ashfords.co.uk

Bocabar

t: 0117 972 8838

w: www.bocabar.co.uk



t: 0117 9444 191

w: www.cavuk.com



t: 0117 317 9253

w: www.comedia.co.uk



t: 0117 9250505

w: www.bristol.gov.uk/create



t: 078 1234 9344



t: 0117 910 5930

w: www.freshandwild.com



t: 0117 970 6441

w: www.halomedia.co.uk



t: 0845 612 1883

w: www.inanyevent-uk.com



t: 0117 905 4000

w: www.kpmg.co.uk



t: 01454 858 080

w: www.memorandum.co.uk



t: 0117 973 6569

w: www.papadeli.co.uk



t: 0117 924 5552

w: www.powbristol.co.uk



w: www.rolls-royce.com



t: 0117 942 8491

w: www.venue.co.uk