ONE WORLD WEEK
PO Box 2555
Reading
RG1 4XW

Tel: 0118 939 4933

www.oneworldweek.org

ONE WORLD WEEK

Report of the Trustees for the Year Ended 31 March 2011

STRUCTURE, GOVERNANCE AND MANAGEMENT

OWW is a not-for-profit Company Limited by Guarantee with charitable status since January 2005.

Officers and Trustees of OWW During the year 2010-11, the trustees, who are also company directors, were:

Sarah Elizabeth Hayward
Sarah Joy Hirom
Jonaid Jilani
Milind Kolhatkar (Chair)
Ingrid Lesley Wilson (Hon Treasurer)

Patron: the Revd. Dr. Leslie Griffiths, The Lord Griffiths of Bury Port

Staff During 2010-11 OWW employed a part-time Finance and Administrative Officer, Mina Comrie, and a full-time Project Manager, Jeff Lynn, to run the 'Exploring Ubuntu' project. Vicki Collinge and Sam Kennedy were also employed on successive six month paid internships. A former intern, Sarah K. Kilou, was contracted to work on development education resources from an Islamic perspective.

Relationships with other Organisations

One World Week has working relationships with many organisations. Its strategy recognises the importance of working together with others to provide efficient and cost effective services. This is particularly important in times when fundraising is challenging.

During the year joint applications were submitted for funding (Black Environment Network), reciprocal arrangements were made for promoting resources (Islamic Relief); material co-authored with others, for example, on the impact of economic development in conflict zones (Fairtrade Foundation); membership maintained with organisations (BOND, Development Education Association now Think Global, Cyfanfyd, Trade Justice Movement); staff from like-minded organisations were involved in the work of OWW (CAFOD, Islamic Relief, Reading Stronger Together Faith Forum, RISC and Traidcraft). OWW trustees and staff participated in events organised by Trade Justice Movement, OXFAM, Black Environment Network in Wales, South East Faith Forum and DFID. The Trustees are grateful for the financial support received from partners such as CAFOD and the United Reformed Church.

Risk Management

The trustees have sought to fulfil their duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

OBJECTIVES AND ACTIVITIES

One World Week seeks always to comply with the requirements of the 2006 Charities Act and the guidance published by the Charity Commission, particularly the imperative to ensure that the activities of OWW demonstrate public benefit, as is evidenced throughout this report.

During 2010-11 its work focussed on:

- Promoting the selected theme for 2010 - ***PEACING Together One World creating a culture of peace for our children*.** This involved identifying and creating appropriate supporting resources, maintaining contacts through regular e-newsletters and mailings, and enabling supporters to publicise their events on the OWW website. The resources produced for OWW encouraged people to think about what peace meant and what was involved in building *a culture of peace.*.
- Implementing the third and final year of the project, ***Exploring Ubuntu, One World Week across Faiths*** which sought initially to involve Muslims in England in organising OWW events and working with various faith groups in learning about global issues.

  The four main challenges in 2010-11 were to encourage existing supporters to actively engage people of faiths different from their own; to increase the number of evaluations received from local event organisers; to convert growing connections with national faith-based/inspired organisations into increased participation on the ground; and to ensure the advances gained through the project can be built upon in the coming years.

  This project, which was funded by DFID from their Development Awareness Fund, broadly met its targets. The involvement of faith groups other than Christian in OWW events continued to expand and there was also a significant increase in involvement of faiths other than Muslim.

  The experience gained during the Ubuntu project from working with partner organisations stimulated the idea for a One World Web model of co-operating national organisations encouraging their local groups to work with each other. The development of this model could ensure that its lessons and ethos be carried forward. Talks began with a number of NGOs to further define and promote this model of diversification of UK supporter-bases.

  A handbook, *Piecing Together One World*, was produced as a summary of the project, to encourage people to organise inclusive events. It brought together the learning from the project and has been well received.

The OWW website is a critical tool in promoting One World Week. A number of resources tailored to the 2010 theme were added to the website including a leaflet, guide, a peace symbols discussion pack, a peace pledges pack, inter-faith resources and those specifically designed for use by Christian and Islamic audiences.

OWW's broadening horizons were explained to new audiences and OWW responded to requests for more resources for child friendly activities. Email newsletters were sent to the 1700 current contacts and paper mail was used for an identified 400 organisers.

The website continued to be well used with the resources page being the most popular destination. Partner organisations were encouraged to add links to their websites. The entry into the lists of the Muslim sites is evidence of the success of the Ubuntu project in widening the appeal of OWW. Visits from the websites of development NGOs and related charities and campaigning groups, local, national and international, demonstrate a strengthening of interest in working together.

ACHIEVEMENT and PERFORMANCE

- Analysis of 2010 events demonstrated that OWW has become more inclusive over the three years of the ***Exploring Ubuntu*** project, with the biggest gains occurring in 2010 with a 75.5% increase in numbers of Muslim organisers of events; and 175% increase in organisers of all faiths other than Christian. There was a 52.9% increase in the numbers of Muslim participants; and 158% increase in participants of all faiths other than Christian. In the words of one organiser:

"until very recently One World Week was a Christian event - there was an outreach to Islam a few years back and now it seems to be open to all".

- Although OWW has involved non-Christians for many years – the perception has clearly changed and inclusiveness in UK-based groups is now firmly established. Nevertheless events are very varied and not all set out to be inclusive, such as some churches holding One World Week Services, or organisations using a regular event of their own to pursue some aspect of the theme in OWW. People and organisations move at different speeds and are at different stages of embracing the inclusive ethos – they all need to be valued and nurtured.
- The project staff contributed a wide range of new resources appropriate to the Peace theme but also applicable at a more general level in future. The 2010 resources are available on our website and on a CD to support and encourage involvement of people from all sectors of our society.
- The forging of new partnerships has been a significant area of growth and is the basis for the One World Web initiative. Six new partner organisations are stimulating events and others, as evidenced by attendance at the handbook launch event, are supporting and promoting One World Week events. The One World Web model was initiated to ensure the sustainability of the ***Exploring Ubuntu*** project's impact.
- A sharing day was organised in November 2010 rather than in March 2011 to enable a review of the ***Exploring Ubuntu*** project. The closeness to One World Week, Christmas and National Inter Faith Week, affected the numbers attending. But those attending reaped qualitative benefits with ideas which made important inputs to the handbook, the launch event and the One World Web.

FINANCIAL REVIEW

Reserves Policy

The Directors and Trustees have reviewed One World Week's need for reserves in line with the guidelines issued by the Charity Commission. Thus the designated fund, required to meet the charity's obligations in the event of closure or other unexpected crisis, of £20,000 was set aside in 2009 /10. This represent approximately 3 months' salary and office costs during the Ubuntu Project and was therefore be sufficient to ensure that the charity can continue to operate in the event of a crisis such as the late receipt of funding.

Funding and support

The trustees were very appreciative of the continued support of some of OWW's traditional donors, notably CAFOD and the URC which, together with continuing individual donors and some new individual donors and family trusts, contributed towards the core costs of the organisation. In addition funding secured from DFID for ***Exploring Ubuntu*** made possible the employment of staff to develop partnerships and links with other organisations to extend OWW's outreach into new areas and to research and develop new resources targeted at new audiences. This project ended in March 2011. The Government has since decided that it will make no further funding for the informal approach to development education and awareness for adults and children that is the hall mark of OWW. Applications to trusts to fund new projects and core work into 2011-12 have been so far unsuccessful. Nevertheless OWW benefited from non-financial support other organisations in the form of editing, advice, platforms and introductions which have been detailed above in the section on "Relationships with other organisations".

Individuals are encouraged to support OWW through appeals, via the website and through e-giving on the Justgiving website.

Future Direction of Development

The Trustees, with staff and partners, have developed a five year **Strategic Plan 2010-2015**.

- **The vision for OWW in 2015** is of *People working together to build a just, peaceful and sustainable world.*

- **Over the next 5 years One World Week aims to** promote global justice, in the context of a world of growing interdependence facing pressures from climate change, financial crises, cultural and religious intolerance, and increasing poverty by:
  - working efficiently with others to make a significant contribution to building an informed and concerned public in the UK;
  - establishing OWW as a nationally recognised annual event during which organisations hold local events which involve adults, families and children on global issues;

  To achieve this OWW will build on its existing work which involves faith, black minority ethnic and diaspora communities and engage the next generation of activists.
- **It is planned to:**
  - Promote, strengthen, and encourage local OWW events to reach out to new audiences and increase the effectiveness of OWW as a week for information sharing, learning and action at a grass roots level;
  - Take a new direction in developing OWW as an open link or *One World Web* connecting national organisations and their local supporters with local OWW organisers. OWW is well positioned to do this because of its independence and long experience;
  - Introduce means of assessing the effectiveness of the work of OWW.

The Trustees will seek to implement the Strategy for 2010-15. They will review it annually in the light of changing global and national contexts. Implementation will necessarily be constrained by the organisation's ability to raise funds to employ staff to support core activities and further projects. In the current economic and policy environment regarding development education the organisation will be severely challenged to keep going, beyond March 2012. The Trustees' twin priorities will be to seek core funding to continue to fund the website and a part-time administrator and to employ a staff member to develop the One World Web.

OWW will seek to pursue its vision of people and organisations working together by facilitating cooperation of organisations at the national level, through the One World Web, to encourage their local branches or groups to keep the need for global justice and sustainable living in the forefront of public consciousness. OWW intends to work with several partners to trial the OW Web in 2012 with reference to a single location.

At present, applications for funding and management of projects are overseen by trustees in a voluntary capacity, with staff contracted to manage specific projects. To be sustainable, more trustees / directors and/or volunteers or, ideally, members of staff, at least in part supported by the core budget, are needed to take on these roles.

Trustees will continue to seek partnerships with organisations that share the OWW vision and can help to extend or diversify its constituency; likewise it will seek additional trustees to extend further the capacity, expertise and diversity of the Board.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD :

.....

Milind Kolhatkar - Trustee

Date: 26/09/2011