



Development in Action



Development in Action

Annual Report

1st August 2016– 31st July 2017



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Development in Action is a youth-led, volunteer-led Development Education charity, dedicated to promoting Global Citizenship, and Sustainable Development.¹

Vision

Everyone in the UK sees themselves as, and understands what it is to be, a global citizen.

Mission

To promote global citizenship by improving understanding and encouraging engagement in development issues amongst young people in the UK.

Values

- Using initiative
- Taking and sharing responsibility
- Encouraging of diversity
- Sharing experiences
- Providing opportunities for personal development

From the Trustees²

Welcome to Development in Action's (DiA's) Annual Report for 2016-17.

This report highlights the achievements of the last 12 months and truly reflects the considerable effort and capability of the Executive Committee who despite being volunteers have overseen one of the most successful years in DiA's history.

This year saw a record-breaking amount of funds raised with just under £3000 raised, almost tripling the £1000 target. We had a successful year on our India Internship Programme with 4 interns gaining valuable experience working with our long term NGO partners, and with DiA included in the Lonely Planet's guide to responsible volunteering. The UK Global Citizenship Workshop Programme had an impressive year delivering 11 workshops and reaching 300 school pupils. Finally, the expansion of DiA's presence both online and through social engagement events helped to expand the DiA community of global citizens and saw just under 50,000 website visits as well as increased engagement across our social media channels.

We are delighted to have recruited an impressive committee for the upcoming year to build on this success. Particular thanks goes to Kavita Dattani and Emily Dumont who have driven a number of the key successes of the last 12 months.

On the trustee side I am pleased to welcome Mark Abbott who comes from a legal background.

With best wishes, **Zahra Abbas, Andrew Fryer, Mark Abbott and Sarah Burns³**



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Summary of DiA's purposes as set out in our governing document

To advance in life young people by providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals and to improve understanding of and to encourage engagement in international development issues.

The Committee

DiA is, and always has been, led by passionate and dedicated team of youth volunteers.

The 2016-17 core committee structure:

Management

Chair – Kavita Dattani

Vice-Chair – Emily Dumont

Administration

Finance Officer – Matthew Maddison

Secretary – Jacqueline Agyei

Communications

Communications Manager – Mark Normington

Social Media Officer – Federica Signoriello

Blog Officers – Luke Humphrey/ Jennifer Hudson

India Programme

India Programme Manager – Megan Lilley

India Programme Officer – Becky Rose

UK Programme

UK Programme Manager – Hannah Lines

UK Programme Officer – Roisin Killick

Development Education Officer – Carolina Echegaray

Fundraising

Fundraising Manager – Harry Wade

Fundraising Trusts and Grants Officer – Shefali Shah

Interested in joining our committee? To see our vacancies, please visit:

<http://www.developmentinaction.org/committee-vacancies/>



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India Programme

This year, 4 interns were selected to travel to India and volunteer with DiA's longstanding NGO partners: Sharana, Deep Griha Society and Seva Mandir.

Our intern training day took place in London early June, after which interns headed to India for placements spanning July and October.

Sharana works on community development and children's empowerment with a number of programmes including health and nutrition, micro credit and vocational training.

Deep Griha Society (DGS) works on community mobilisation in Pune's slum areas, with education and health projects and a specific focus on childcare, HIV/AIDS, and income development.

Seva Mandir strengthens communities across Rajasthan through its programs on governance, health, education, sustainable use of natural resources, women's empowerment, youth development, childcare and social enterprise.

In addition, we recruited an India Internship Coordinator, Elizabeth Barker, who developed and carried out an orientation and training week in Pune, as well as providing ongoing in-country support to interns for the full two-month period



Our programme is featured in the Lonely Planet's guide to responsible volunteering:

[Volunteer: A Travellers Guide to Making a Difference Around the World.](#)



"I thoroughly enjoyed working with Seva Mandir on a project about active female participation in local governance. Although challenging at times, this experience allowed me to meet and work with a wide range of people whilst gaining new skills and practical experience of field research."
Nerissa Williams, 2017 DiA India Programme Intern

For more information on our India Internship Programme, please visit:
<http://www.developmentinaction.org/india-programme/>



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UK Programme

Over the 16-17 period, the UK programme had a capacity-building focus.

Firstly, to become less London-centric which was successfully achieved. Workshops were delivered in Bristol, Liverpool and Cambridge.

Secondly, to recruit a strong set of Youth Workshop Leaders (YWLs). YWLs have been secured in a good geographical spread across the UK (London, South-East, North-West, North-East). YWLs took part in an YouTube-live training and Q&A session carried out by DiA's Development Education Officer.

Lastly, to secure partnerships with schools and education institutions. The team have worked on outreach and secured a number of partnerships with schools country-wide.



In 2016-17, our UK team has achieved the following:

- Recruited 10 Youth Workshop Leaders
- Delivered 11 Workshops
- Reached 3 Schools
- Reached 300 students
- Reached 15 teachers
- Year groups: Primary, Secondary, Sixth Form

For more information on our UK Workshop Programme, please visit <http://www.developmentinaction.org/about-uk-programme/>



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Communications and Online Presence

Over the 2016-17 period the Communications team have been working on the following:

- Developing DiA's website
- Working with Lonely Planet to include a feature of our India Internship Programme in their guide to responsible international volunteering
- Attending events including the Human Rights Watch Film Festival, Jaipur Literature Festival and We Rise (by Global Justice Now)
- Creating materials for DiA's core programmes and activities
- Developing a campaign aimed at empowering our supporters to confidently engage in issues related to foreign aid and international development. This is near completion and has involved creating articles and web graphics to be launched in the 2017-18 year



Our online community of youth bloggers has grown over the course of the year, and we have published 64 blogs in total including the following titles, and our new interview segments:

- *The Refugee Crisis: What can we learn from World Bank programmes?*
- *Is the Aid budget under threat from Conservative reforms?*
- *DiA Interview: Professor Leif Weinar*
- *DiA Interview: Hilary Benn MP*

Our online presence has increased as per the following in the 2016-17 year:

Total Website Visitors: 47,392

Total number of Twitter Impressions: 50,897

New Facebook Page Likes: 502 (total 1,833)

New Twitter Followers: 272 (total 2,283)

New newsletter Subscribers 42 (total 481)

Total Number of Blogs Posted: 64 (receiving 711 shares in total)

Average daily Facebook Reach: 277

Average Newsletter open rate: 31.2% (industry average 20.9%)



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Fundraising

In 2016-17 our fundraising target was £1,000 and we managed to raise a total of £2,880

Events

- In June 2017, DiA carried out its first ever 'Virtual Run' – a challenge event in which supporters raised money in aid of DiA and carried out 5k, 10k, and even marathon-distance runs. In total we raised £750.
- DiA hosted Christmas and Summer Fundraisers – raising £210 in total.
- £720 was raised by the Trustee - Andrew Fryer as a part of charity cycle ride from the North to the South of Spain in June.

Grants

In January 2017, DiA was one of three charities shortlisted by the [Youth Funding Network's](#) event [Bright Ideas, Big Change](#), which took place at The London School of Economics. Presentations by Kavita Dattani, Emily Dumont and a supporting pitch from former Chair, Harish Lokhun, saw DiA successfully secure a grant of £1200 for our UK Workshop Programme, pledged by audience-members at the event.



Scoping

DiA has been carrying out scoping activities in order to diversify fundraising streams and focus more on trusts and grants. We have recruited a Trusts and Grants manager to develop this function.



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Partnerships, Memberships and Affiliations

In order to ensure wider outreach, and explore new collaborations for a greater impact and credibility of our work, DiA has focused on developing relationships, memberships and partnerships with a number of organisations.



towards a sustainable UK

Our partner, UK Stakeholders for Sustainable Development foster a network of organisations to promote the Sustainable Development Goals in the UK through various means including events and online campaigns.

We are members of the Foundation for Social Improvement – a network of small charities that foster shared learning, and offer subsidized training and guidance.



Our partner, *Why Comics?* bring social issues into classrooms through accessible and visual comics, which we are using in our UK workshop programmes.

We are members of Trust Law – a network for charities to gain legal assistance and support in order to ensure all of our practices ensure full legal credibility.





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From the Committee Chair

Thank you for reading 2016-17 DiA's Annual Report.

It has been a smashing year, filled with successes, challenges and great experiences all-round. As well as running our flagship programmes, we have been busy with developing new opportunities for DiA including a number of new partnerships and affiliations with a variety of organisations.

In the 2017-18 year we hope to work with our new partners to ensure a wider outreach of our programmes, message and ethos.

Running off the success of DiA's first ever Virtual Run this year, we hope to carry this out again for a second year. Additionally, we will have a particular focus on trusts and grants fundraising.

We also welcome our new committee members Simone Howard, Dorothy Urban, Elizabeth Barker (India Team) and Hanna Desta (Fundraising Team) who we have recruited for the 2017-18 year.

We look forward to another exciting and fruitful year.

Best Wishes,

Kavita Dattani

Notes

¹ The charity is a company limited by guarantee without share capital governed by articles of association dates 3 October 2012.

² The Trustees have had regard to the Charity Commission's guidance on public benefit.

³ In accordance with article 19.8 of the charity's articles of association new trustees are appointed from time to time by decision of the existing trustees. Trustees may also be appointed by ordinary resolution of the charity's members (article 21).

Note: Development in Action's reserve policy aims to ensure that we hold sufficient funds to be able to mitigate the financial impact of events that lead to a shortfall in income or unplanned expenditure, and to take of future development opportunities should they arise. The target for free reserves is being maintained at £6000, broken down as short term 'in year' risks (£2000) and medium term risks (£4000).