

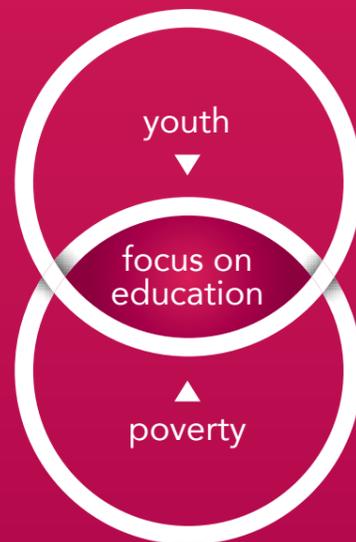


Annual Review 2016



basis.point
joined up giving

Our vision is to make a sustainable and tangible difference to the lives of those living in poverty, particularly young people, by supporting charities that focus on education.



Chairman's statement



I am once again honoured to write my annual update as Chairman of *basis.point*, a charity established on behalf of the Irish Funds' Industry.

To date, the Board is very satisfied with progress on all fronts and most particularly with the steady upward trend in our fundraising activities across all three fund raising channels, being individuals (both the non-executive director community and others), corporate service providers and promoters.

Since inception, and particularly post obtaining our formal charitable status, Basispoint Limited ("*basis.point*" or the "*Charity*") has:

- successfully launched its patronage donation program
- collected donations of €335,000

- built up an annualised donation run rate in excess of €200,000
- approved grants totalling €165,000 to three charities
- launched a volunteer program
- created an appropriate corporate governance framework, supported by the finance and operations committees
- strengthened the Board, with the recent appointments of Paul Mc Naughton and Pat Wall
- established a successful programme of marketing/communication initiatives
- held two recurring annual social events aimed at raising awareness of *basis.point*

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What does *basis.point* do?

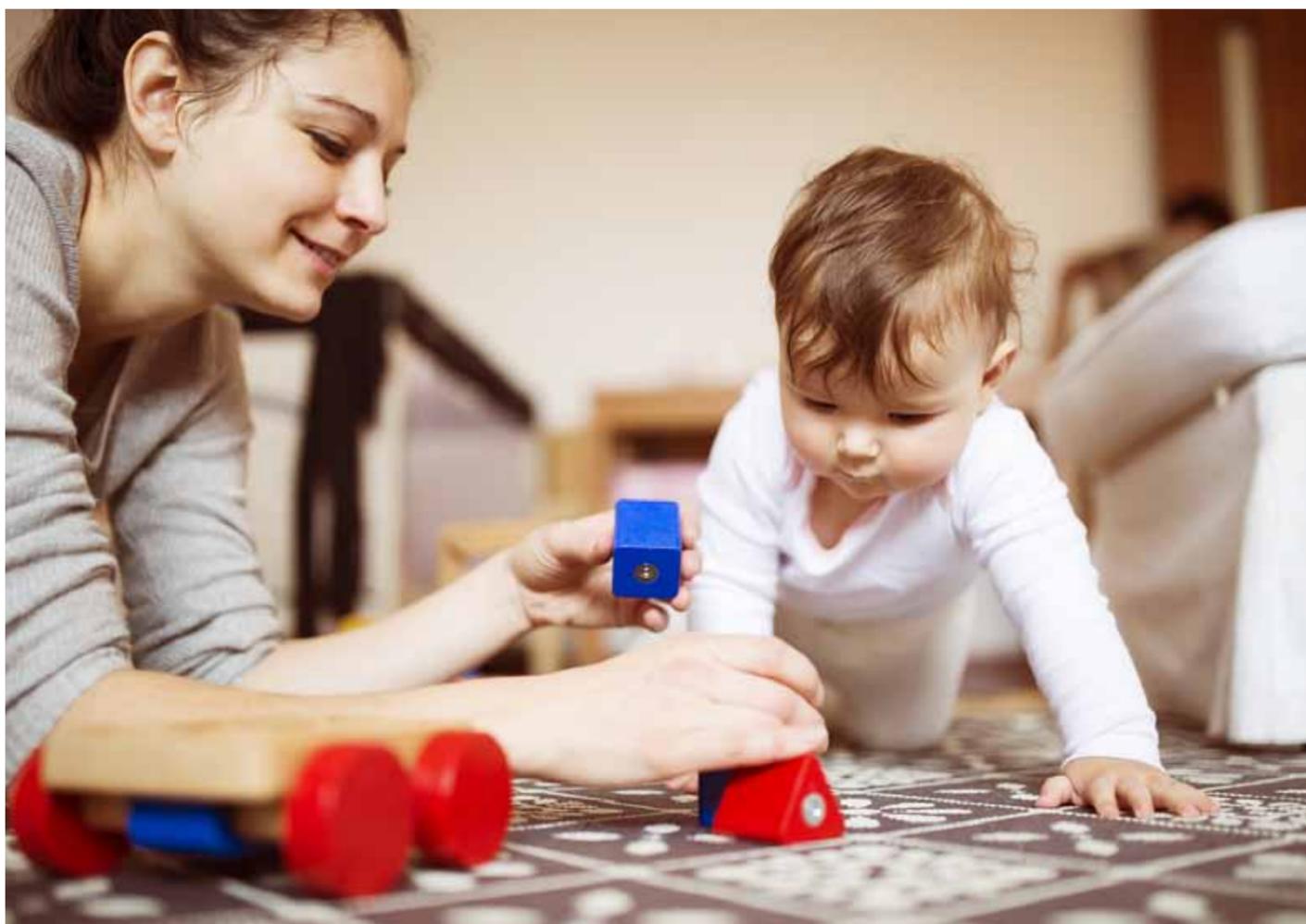
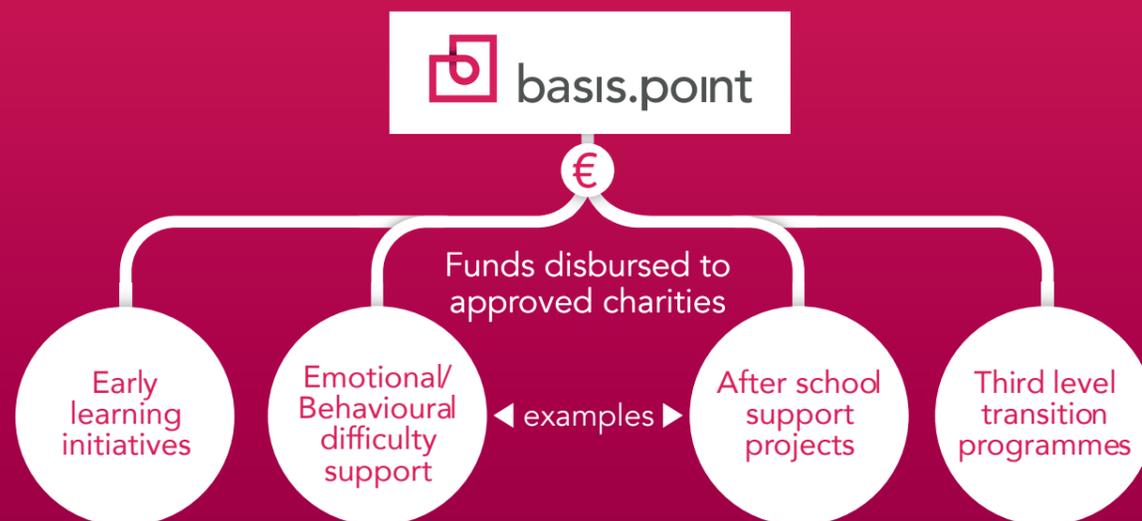


The aim of *basis.point* is to make a real and visible contribution by the Irish Funds' Industry on a "joined up giving" basis, by focussing on improving educational opportunities for those in need in Ireland, particularly young people. *basis.point* facilitates the Irish Funds' industry coming together to help make a difference in our community.

basis.point achieves its goal by providing grants to other registered Irish charities with similarly aligned objectives and initiatives to fund programmes that focus on education and which aim to make a sustainable and tangible difference to those living in poverty.

One of the key objectives of the Charity and one that distinguishes *basis.point* from many other charities is that 100% of every patron donation to the charity goes directly to our grant initiatives. This is achieved in two ways: firstly, by the huge support provided by so many volunteers in the industry free of charge, and secondly by running two annual awareness and funding events, one in the spring and the other in autumn, the net proceeds of which help to defray all operational expenditures that arise throughout the year/period.

How *basis.point* gives



Who runs *basis.point*?



The *basis.point* charity was established and is run by representatives of the Irish Funds' Industry.

To date, the work of the Charity has been performed by a large body of volunteers from within the Irish Funds Industry, all of whom have donated their time and services on a pro bono basis. I am very proud of the fact that, to date, over 100 people from within our industry have been actively involved in *basis.point*. The volunteers comprise my fellow Board members, the heads and members of the six committees that run the day to day activities of *basis.point*, the members of the monthly working group, service providers who are

providing their professional services free of charge to *basis.point* and other volunteers who have helped in running our annual funding events.

The Board of Directors meets formally at least four times per annum or as frequently as needed throughout the year. In addition, the committees and the working group meet on a regular basis and industry wide briefings are held on various occasions throughout the year.

We are very pleased in 2016 to have secured the services of Louise Egan, who works as our administrator on a part-time professional basis.

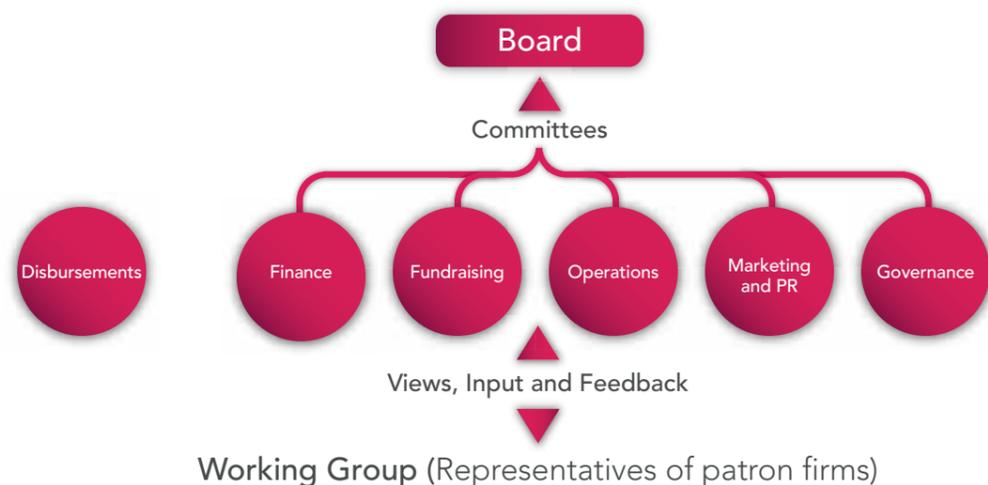
Corporate governance at *basis.point*

basis.point has a clear set of values and principles: openness, transparency, accountability, good governance and sustainability, that helps ensure our governance framework follows best practice. From the very beginning of *basis.point*, these values and principles have guided every action that *basis.point* has taken to date.

The Governance Committee of *basis.point* is currently assessing the measures and principles that are contained in The Charities Code that has been developed by the charities sector in Ireland and it is planned that *basis.point* will adopt this code in the near future.

Supporting the Governance Committee in ensuring compliance with the Charity's values and principles are the Finance and Operations committees.

Structure



As an industry we have grown from strength to strength over the last 25 years and now we want to give something back. Over 100 people from within our industry have been actively involved in *basis.point*.



Fundraising activities

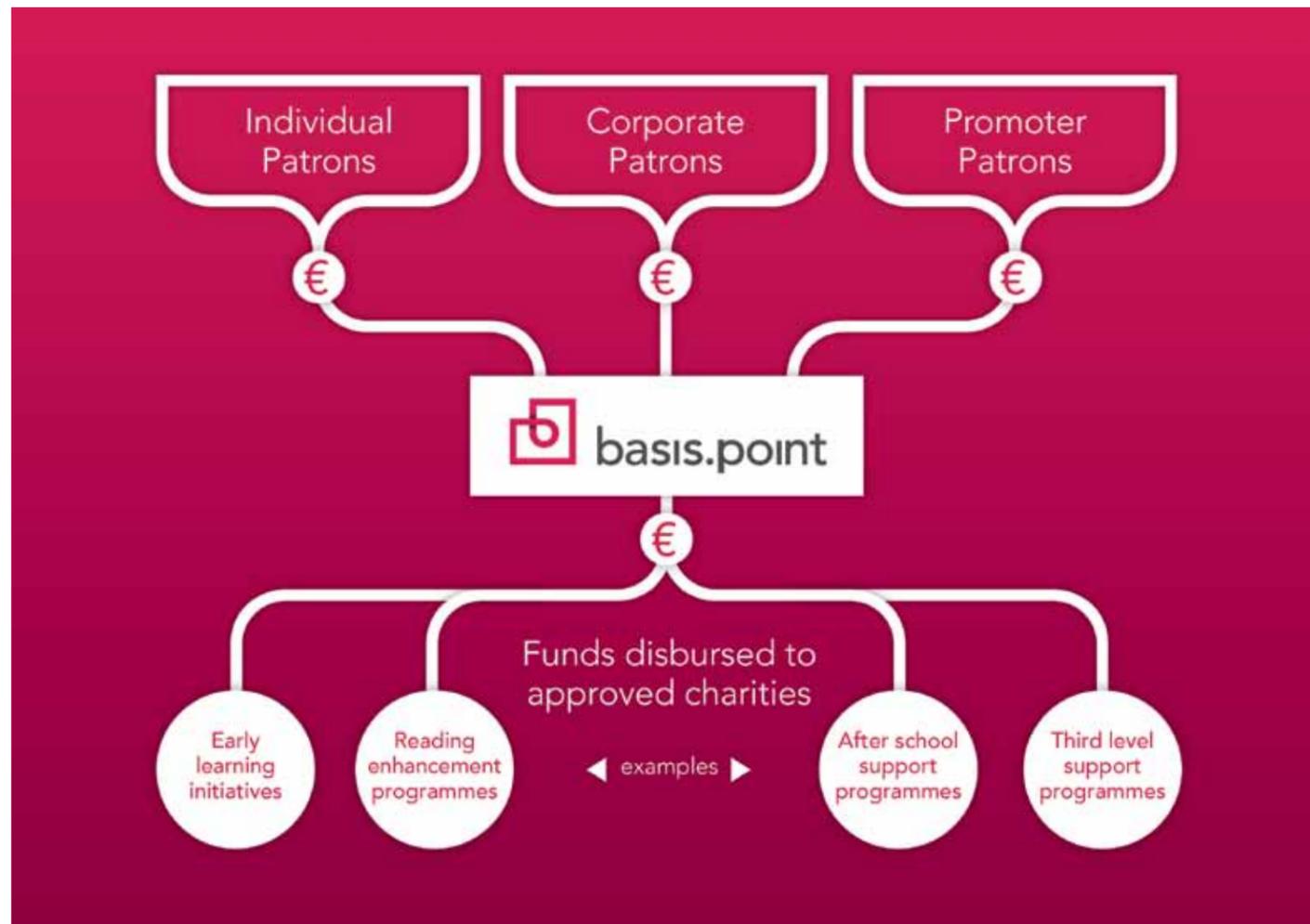


In 2016, the charity collected approximately €210,000 in the form of donations and some one-off income from other sources. This brings the cumulative amounts raised to-date to €335,000. I am delighted to report that the annualised donation run rate is currently in excess of €200,000.

Additional resources have been added to the fundraising committee and this has enabled the

committee to have a sharper focus on the three fundraising channels. To date, the results have been very encouraging and we are optimistic that *basis.point* can continue its upward fundraising trajectory for the foreseeable future.

The fundraising committee will also be exploring other ways of raising funds for the Charity in the coming years.



Disbursement activities



The disbursements committee have to date, after careful consideration and due diligence, recommended three disbursement projects to the Board and these have been approved. The charity's commitments to these Irish based charities is in excess of €160,000. Details of these three projects are summarised below.

The Incredible Years Programme

The first *basis.point* grant was made in February 2015. This donation facilitates the implementation in Dublin's inner city of the Incredible Years programme.

The Incredible Years programme is a proven prevention and early intervention programme for children with emotional, social and behavioural difficulties. This 2 year programme is currently being delivered for *basis.point* by Archways to schools and community

organisations in the inner city of Dublin with postal codes of 1, 2, 3, 7 and 8. To date, 36 teachers have been trained and 900 children have benefitted from this programme.

Incredible Years has been rigorously evaluated over the last 30 years and independent research results show a proven capacity to bring about positive change in the behaviour of young children.

The programme uses videos, role play, modelling and group discussions to help participants rehearse and practice positive approaches to address behavioural issues.

Our current commitment to The Incredible Years Programme is to provide €56,000 to the programme, spread over a two year period.



The Early Learning Initiative Programme (the "ELI programme")

In September 2015 *basis.point* approved its second grant in relation to the ELI programme that is being operated by the National College of Ireland.

The ELI programme supports parents, communities and schools in the education of children. The *basis.point* contribution facilitates the implementation in Dublin's inner city of the Parent Child Home Programme (the "PCHP").

The PCHP is a proven literacy, numeracy and oral language child and parent program delivered in their home by trained home visitors for pre-school children (ages 18 months to 3 years) and which prepares them to succeed academically.



Early Learning Initiative
National College of Ireland

By supporting the ELI's programme, *basis.point* is investing in a brighter future for children by helping them achieve their educational and career dreams. To date, the *basis.point* donation has been used in supporting 25 families in their PCHP journey.

Our commitment to ELI is to provide €75,000 to the programme, spread over a two year period.





Suas Educational Development

In September 2016 *basis.point* approved its third grant in relation to a numeracy intervention pilot programme that is being administered by Suas.

Suas was established in 2002 and has built up a strong reputation in Ireland for its work with struggling learners in “Delivering Equality of Opportunity in Schools” or DEIS schools.

basis.point has agreed to support Suas in designing, piloting and evaluating an innovative new numeracy intervention programme targeted at children with low achievement scores in urban DEIS schools. These are the children most at risk of falling behind in the present day education system.

Our commitment to the Suas programme is to provide €33,500 to fund a pilot programme. Subject to a successful pilot, this programme offers *basis.point* the opportunity to provide additional support in subsequent years in rolling out a nationwide numeracy programme.



Marketing and PR

Raising awareness of *basis.point* has been at the forefront of the multitude of initiatives that the marketing and PR committee of *basis.point* has undertaken. Their activities span both digital and traditional communication platforms where their focus has been on raising the Charity's profile through website development, LinkedIn, and Twitter, regular newsletters and other forms of communication.

In addition to the communication programmes, the marketing and PR committee run two events annually to help raise awareness of *basis.point* within the Irish Funds industry. The current calendar of events comprising a spring lunch and an autumn golf and dinner event have proven to be very popular industry events.



Outlook and a final thank you

On a personal note I would like to express a huge thank you to everyone that has contributed, both financially and on a pro-bono basis, towards the initial achievements of *basis.point*. We have added additional strength to the Board and to various committees which has greatly assisted in the huge success to date. I would like to particularly thank Fiona Mulcahy who has just recently stepped down as Chairperson of the Disbursements Committee and has handed over the reins of that committee to Aidan Tiernan. We are pleased that Fiona will continue her involvement with the disbursements committee.

I know everyone involved is very proud of *basis.point* and of our objectives to try to make a real difference to those in our communities that need our help most in breaking through the cycle of poverty. In the short timeframe since inception, there are many success stories associated with *basis.point*, some of which I have highlighted in this report that gives us all plenty

to be proud of. However, there remains much to do in the years ahead and it has been my great pleasure to act as the first chairman of *basis.point*. I look forward to supporting my successor, Eimear Cowhey, and to continuing to work with everyone involved as we continue our efforts at achieving real sustainable benefits for the children and the communities we support.

A handwritten signature in black ink, appearing to read 'Adrian Waters'.

Adrian Waters
Chairman
basis.point

December 20, 2016

With your continued support, we can build on our early successes and make a real difference to those in our communities that need our help most in breaking through the cycle of poverty.

www.basispoint.ie



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basis.point is a registered charity
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