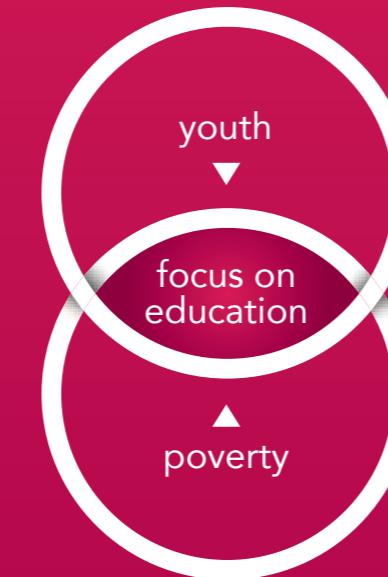




## Annual Review 2015

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 honoured to write my first report as Chairman of basis.point, a charity established on behalf of the Irish Funds' Industry.

basis.point was established in May 2013 and obtained formal charitable status in July 2014. basis.point is an Irish charity that is focussed on improving educational opportunities for those in need in Ireland. The charity is the brainchild of representatives of the Irish Funds' industry and was set up to facilitate the industry in giving something back to our community on a "joined up giving" basis.

Since inception, and particularly since obtaining our formal charitable status, the charity has achieved a number of important milestones including:

- Launched the patronage donation program, recently passing the €100,000 collections milestone
- Received annual pledges of €150,000
- Committed funds to two charities
- Established a volunteer program
- Established an appropriate corporate governance framework
- Launched a number of marketing/communication initiatives
- Held a number of 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.

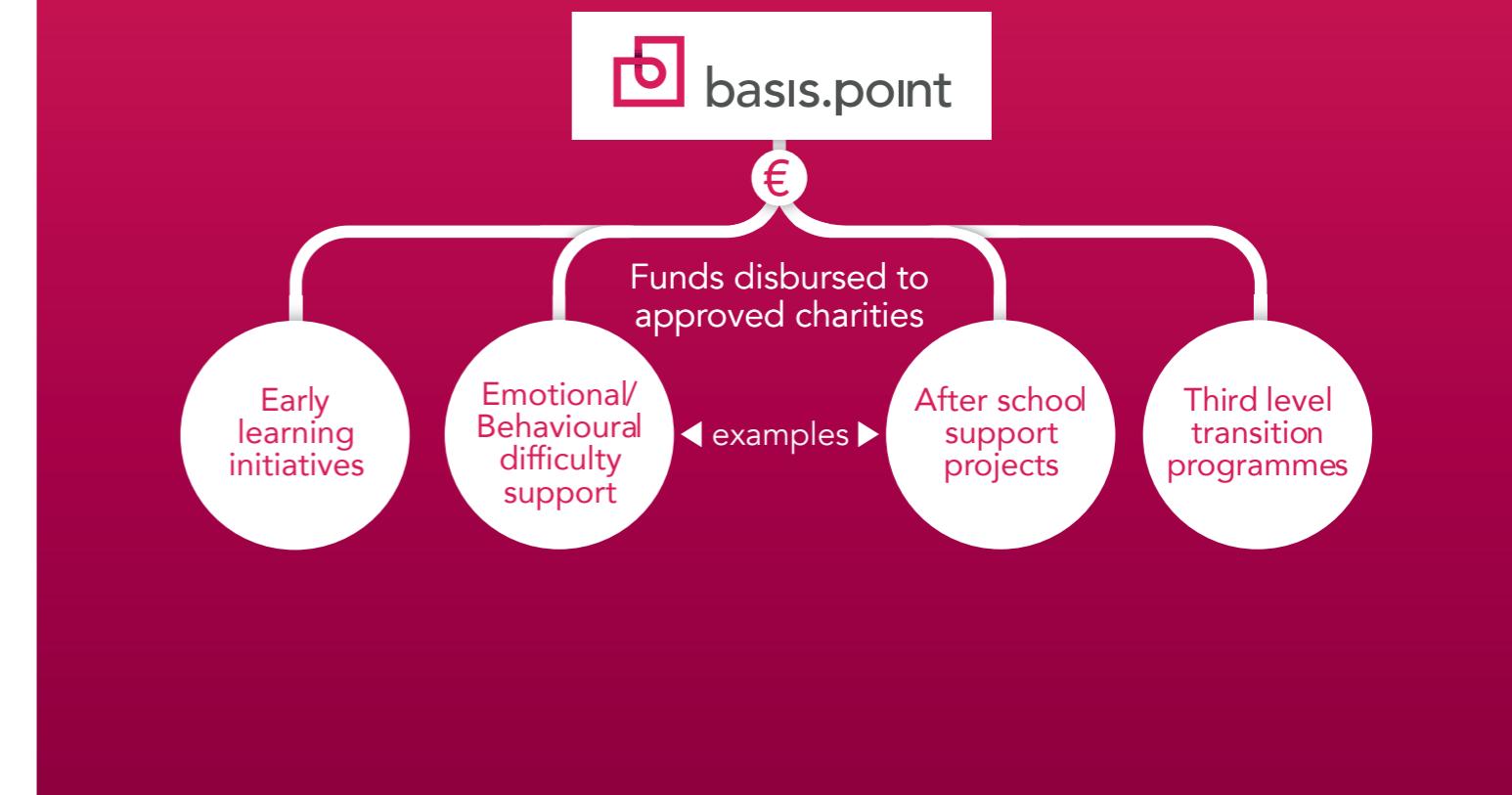
basis.point achieves its goal by providing grants to other Irish registered charities with similarly aligned objectives and initiatives to fund programmes and initiatives that focus on education and which aim to make a sustainable and tangible difference to those living in poverty.



One of the key objectives of basis.point 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.

## 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 *basis.point* 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 six 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 meet formally four times per annum and as needed throughout the year, the committees and the working group all meet on a monthly basis and industry wide briefings are held on various occasions throughout the year.

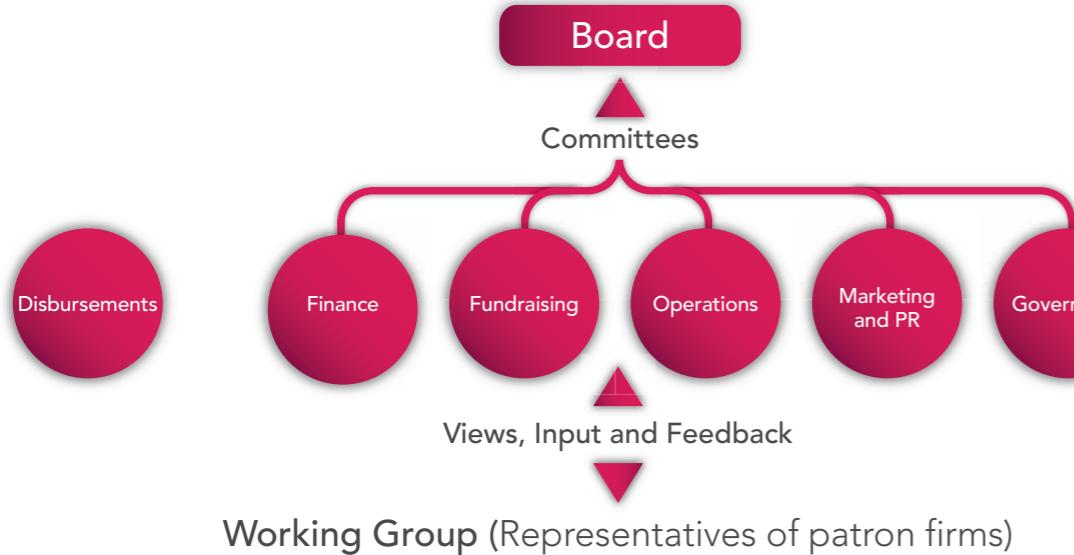
## Corporate governance at *basis.point*

*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 *basis.point*'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*.



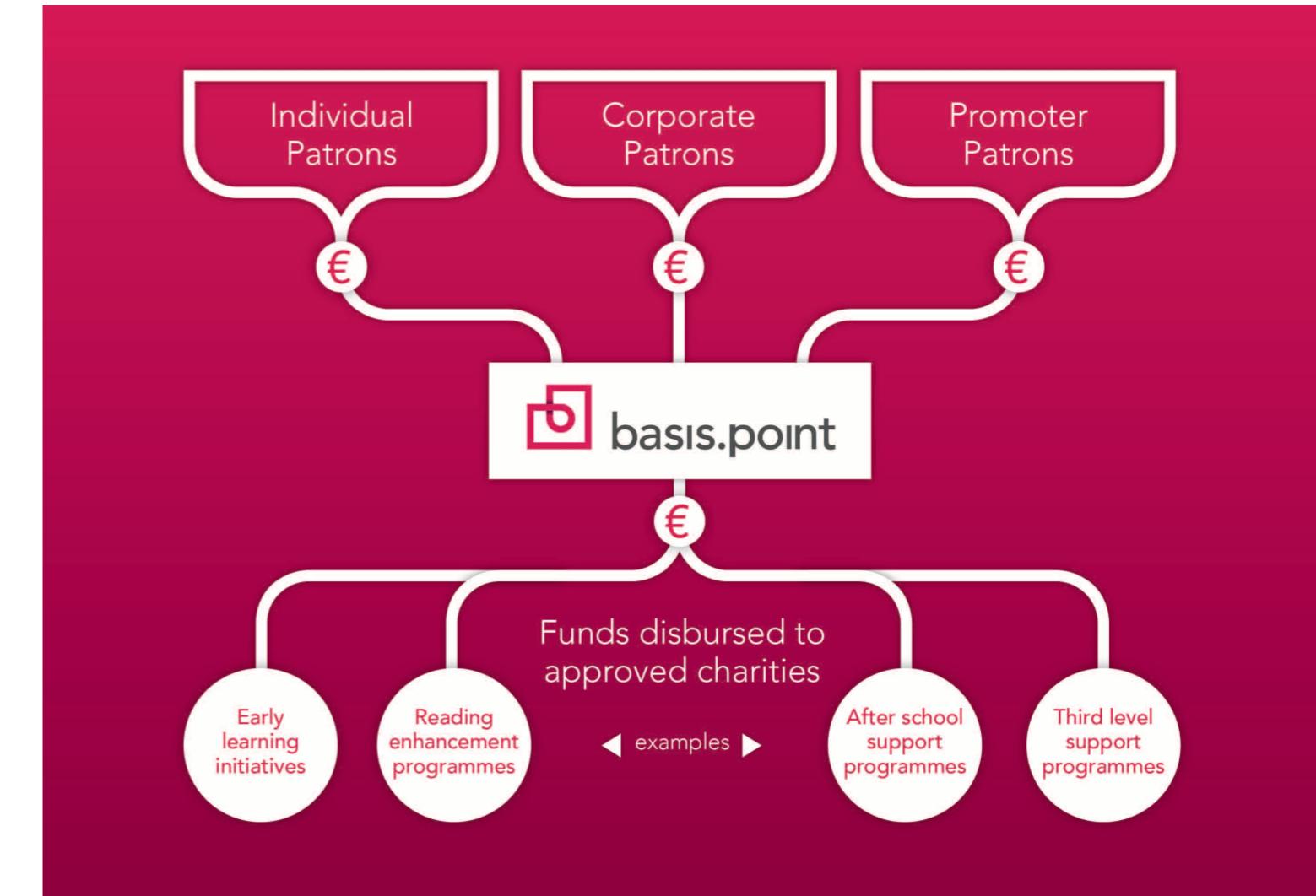
## Fundraising and awareness activities

Since obtaining charitable status in 2014, we formally launched our fundraising activities and the fundraising committee's activities gathered momentum throughout 2015. I'm pleased to announce that basis.point has collected just over €100,000 in donations from individuals and corporates involved in the Irish Funds' Industry and we are hopeful that this growth pattern will continue into the future as awareness of basis.point continues to grow. To date, the fundraising committee has received annual pledges from patrons of approximately €150,000 both from individuals and corporates.

*Basis.point* also organised two annual awareness and funding events the net proceeds of which

covered the operational costs of *basis.point* that arose during the year allowing 100% of patron donations to the charity to go directly to our grant initiatives. The Spring lunch was held on 20th February 2015 in Fallon & Byrne and attracted so much interest that it sold out two months before the event! We also held our 3rd annual golf Corporate Challenge in Milltown Golf Club on Friday 25th September 2015 and this also was extremely popular with over 160 playing golf.

The fundraising committee will also be exploring other ways of raising funds for *basis.point* in the coming years other than through the patronage model and so, believe that the fundraising outlook for *basis.point* is very promising.



## Disbursement activities



To date, the disbursements committee have after careful consideration and due diligence recommended two disbursement projects to the Board and these have been approved, details of these projects are summarised below.

### The Incredible Years Programme

In February 2015, basis.point made its first grant award to Archways, an Irish registered charity that operates The Incredible Years Programme in Ireland. The basis.point contribution enables Archways to implement The Incredible Years Programme in certain parts of Dublin's inner city. The Incredible Years Programme is a proven prevention and early intervention programme for children with emotional, social and behavioural difficulties. Their programme uses videos, role play, modelling and group discussions to help participants rehearse and practice positive approaches to address behavioural issues. The programme includes a 6 day Teacher Classroom Management (TCM) programme and also a Parent Group Leader training programme which trains participants over a 14 week period to deliver the Incredible Years Parent Programme to parents



of young children. Our contribution will benefit some 900 children and 190 parents.

**Progress to date:** So far three TCM workshops have been held with three scheduled. The schools who are participating in the programme include St. Gabriel National School Dublin 7, St. Vincent's Dublin 1, St. Lawrence O'Toole JBC Dublin 1, Stanhope Street Dublin 7, Presentation School Georges Hill Dublin 7, Holy Child Dublin 1, and St. Lawrence O'Toole, GNS Dublin 1.

Additionally 13 staff from 6 community and voluntary sector organisations completed the Parent Group leader programme in November 2015 and participants would hope to start delivering the programme to parents in January and February 2016. Over the coming months Archways will continue to provide support to these local organisations to ensure that the parent programmes are delivered with fidelity and that they are sustainable into the future.

Our current commitment to The Incredible Years Programme is to provide €43,000 to the programme, spread over a two year period.

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

In September 2015 basis.point also approved its second grant in relation to the ELI programme that is being administered by the National College of Ireland which too is an Irish registered charity.

The ELI programme supports parents, communities and schools in the education of children. The basis.point contribution will facilitate 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. Our contribution will benefit 23 families.

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



## Marketing and PR

Since inception of *basis.point*, 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 communication platforms where their focus has been on raising the Charity's profile through website development, LinkedIn, and Twitter and other forms of communication. The first Newsletter of *basis.point* is scheduled to be issued in the near future.

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*. I would like to particularly thank Sarah O'Donnell of BBH who has just recently retired from the Board. Sarah was instrumental in establishing the operations committee. Her contributions at both committee and Board level will be greatly missed.

Adrian Waters  
Chairman  
*basis.point*

December 10, 2015

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.



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