

## Minutes Board Meeting (Abridged) Beer Harris Memorial Trust 22.9.2018

Present: Stephen Pereira SP (Chair), Charlie Beer CB (via conference call connection) Naomi Beer NB, Joshua Beer JB, Susanna Beer SB, Miranda Harris MH, Roy Harris RH, John Milik JM. Every Trustee was therefore present.

Previous minutes 2017 were agreed:  
MH proposed, SP seconded

SP welcomed the Board to the first Board meeting following the change of name.

NB presented the following information

### 1. Review of Trust activity

Allocated funds made to: Trust Links, Off the Fence, Paintings in hospitals, Maytree Wiltshire mind, Bowhaven, Grain Chain

Reports as to the benefits of each of these donations has been received and has either been uploaded or is in the process of being uploaded to the website.

Financial position (including Funds raised since JMH's death)

Current balance: £33,888

Monies donated at Joseph Harris' funeral and cremation (2017-18): £7,000

Funds raised in JH memory- Tri and marathon (2018-19): £22,000

All donors for whom we had details (via paypal account receiving donations through the website) have been written to and thanked.

**ACTION:** NB still in the process of upgrading the Just Giving account in order to obtain details of donors who gave through the Just Giving site. When we have this information donors can be thanked and contacted as per GDPR and we can build a data base of potential donors to which Board members will be invited to add.

Administrative position regarding trustees; Roy Harris and John Milik added as Trustees Feb 2018  
Name change: The Trust's name was changed with the Charity Commission to The Beer Harris Memorial Trust in June 2018

Bank account name now changed.

Website and e mail address; these have now been altered to reflect the change of name.

Thanks were expressed by the Board to JB and NB for their work to achieve the above.

GDPR: description and uploading of full policies are still pending but since December 2017, all donors for whom we have personal data are written to with the option to have their data removed.

Discussion regarding Trustees only information:

**ACTION:** produce minutes for Board and abridged minutes for publication

**ACTION:** Re GDPR: MH to send NB pro-forma List of consent to share regarding all reports to adapt for use of the Trust.

Thanks were expressed to MH and RH (for Tri event organising and gazebo), Simon Dunkley (for donation of running vests for the Triathlon), the Warwick Lacrosse club (for making us their Trust of the year) and Alice Crane (for organisation, baking, participation and all round support) for their particular contributions towards the fundraising events this year

### 2. Discussion re Aims and objectives for the Trust

## **Mission statement**

The Board discussed the development of mission statement (focus and direction of the Trust)  
At the moment, we are too small at this moment to think about specific 3 and 5 year aims.  
The more important aim is to go for projects that may have impact and sustainability  
(Trust activities and focus this year is discussed under various headings below)

SB initiated a discussion regarding the use of the words 'Christian values' : there was a strong agreement that we do not want this to indicate exclusivity and therefore the question arose as to whether to retain those words within our aims. There was concern that the aims of the charity as stated might prevent certain donors from donating if they interpreted us as promoting exclusive values. Also the term 'Christian values' is quite woolly and non specific.

The arguments for not changing included the recognition that the Trust founders did so from a strong Christian ethos and wanted this to be recognised in the aims of the Trust. Also, any changes at this time would involve more work (legal and with the Charities Commission- CC) when there were other more pressing priorities to address.

It was agreed that the aims of the charity as written in the legal documents for CC registration would not be changed at this time but that it could be reviewed in the future. For the moment, a more explicit statement in our promotional material (website etc) should be made around inclusivity and the specific values we are promoting (that may be Christian but not exclusively so)

SP re-iterated the advantages of a mission statement as clarifying our aims, providing a reference point for Trustees making decisions on behalf of the Trust and informing the understanding of potential donors and supporters.

We discussed ideas and words that may be included: inclusivity, hope, connection, mental health, severe mental illness, young adults, improvement, prevention, community, social inclusion, research, promotion, education, future, together, value, rehabilitation, recovery (finding ways to move forward), perspective, prevention- promotion of mental well being

Suggestions as to specific mission statements included:

**To advance and support the promotion of mental health through the provision of hope and inclusivity....**

**To advance and support the promotion of mental health and recovery by the provision of hope and inclusion**

## **Focus**

Our focus has thus far been the benefit to the group of people suffering from Severe and enduring Mental Illness as this was representative of Dominic's work. Since Joseph's death and inclusion of his name in the Trust title, we have the opportunity to extend our focus to include an area that was important to him.

The Board unanimously agreed to the proposal to have two main target groups as a focus our grant making

1. people suffering from SMI (Severe Mental Illness)
  2. young adults over 18yo including university students in relation to mental health
- and 3 main activities

1. Support and promotion of sustainable projects that directly help recovery in the target group.
2. The promotion of improved mental health including social inclusion
3. Research and raising awareness relating to the promotion of mental health

Other specific aims agreed

To continue to establish the Trust on a good financial footing and to keep/extend our profile through fundraising events

To consider employing a fundraising agency such as 'Funding and Grants' ([www.fundingand-grants.co.uk](http://www.fundingand-grants.co.uk) see appendix 1) to help fundraise and develop a business plan

To continue to fund projects that fulfil our criteria (see below)

To consider funding a research project in the area of young adult's mental health promotion

To meet once a year in September (dates to be arranged with Stephen) with other communication during the year to continue via email etc for the moment.

## Criteria

The Board discussed and developed specific criteria for the allocation of funds

From the following criteria

Inclusion: projects which promote mental health in people with severe and enduring mental illness

- : projects which promote mental health in young adults over 18
- : projects which demonstrate sustainable, meaningful impact with clear direction in terms of interventions the target groups can use
- : innovative projects with potential for sustainable change in mental health and recovery
- : innovative multidisciplinary mental health projects in over 18s and SMI
- : research projects which promote awareness or identify strategies that promote mental health in over 18s
- : projects which practice development and research in the area of recovery and rehabilitation in mental illness
- : projects which promote the mental health of university students.
- : projects that deliver sustained therapeutic creative and outdoor activities which promote mental health in the target groups

Exclusion: individuals who don't represent an organisation with

- : non specific requests for general funds (rather than specific projects)
- : under 18s
- : organic conditions (parkinson's, terminal illness, dementia) as primary condition
- : applications that focus on acute (vs chronic) mental disorder as primary condition
- : learning difficulties as primary condition
- : substance misuse as primary cause
- : stand alone research (individuals working in isolation eg for a qualification or self directed project)

ACTION: these new criteria will be written up and published by NB and JB on the website and in the application material.

Applications will be reviewed twice a year in March and September. Closing dates for applications will be 1st Feb and 1st August. You will receive an acknowledgement of receipt normally within 10 working days and decisions as to grants will be given by 31st March and 30th September.

Charities requesting support 2018-19

Principle: There was unanimous agreement with RH suggestion that it is better to give less people more than more people less as could make more impact / more of a difference that way.

Oakleaf- previously sponsored- engaging people with SMI in arts- agreed

Cherry Tree Nursery (engaging people with Mental illness (most SMI) with cultivation of trees and garden- agreed

Hope in Action- previously sponsored- working with homeless people with SMI- agreed

Maidstone churches winter shelter- homeless shelter where majority of clients have SMI- would be considered if more information forthcoming.

ACTION: NB to write to charities to confirm allocation of funds or rejection on basis of new criteria. Also to write to Maidstone churches for more information as to the sustainability of the project.

## Individual roles and responsibilities of Trustees:

The Board discussed the roles needed for the immediate future to enhance the sustainability and function of the Trust

Chair- chair of meetings, overall guidance and connection with field of mental health; SP agreed

Administrator- support for Trust/Trustees- filter mail, co-ordinate meetings and minutes, process applications, oversee GDPR compliance and governance NB with assistance from Barbara Greenall who has offered to support the Trust in this capacity.

Media manager- FB and ?Twitter profile, ?instagram, on line event promotion JM

IT co-ordinator- website maintenance, donation portals, internet-based support accounts (e mail etc) JB

Fundraising co-ordinator/event manager- overall co-ordinator of events programme, host/hostess co-ordination, co-ordination with Media manager, IT co-ordinator and individual event managers: MH and RH

Information manager/Researcher- to support fundraising manager, keep up to date with Charity - currently n/a

Governance manager - Commission information and investigate other channels of information that may be helpful to the Trust's aims and function- currently n/a

Finance co-ordinator- donations, bank and Paypal account, liaison with accountant, projections- NB and accountant

Supported project co-ordinator- receiving reports and co-ordinating visits and write ups of projects we support and events we run- NB and SB volunteered to continue with some project visiting as long as feasible.

Other advisers- legal, financial, political?, charity/voluntary sector?, Possible Council of Reference.

ACTION: Board to consider candidates for council of reference via e mail correspondence

### **Fundraising :**

Agree to pursue the offer from professional company:

Might involve the following: search at companies house, check if black listed on CC, client list for references

Due diligence: first contact with one director (RH), if all fine then involve second director (SP)

External and internal

External e.g. fundraising agency to help fundraise and develop a business plan

Internal: continue to organise and promote events that fit in with our support base and with Dominic and Joseph's interests and connections.

A number of possible events have been suggested

- i) Accies UK tour- felt that a one day football tournament would be easier and more productive than a tour- JM to co-ordinate
- ii) Charity cricket match; Beer XI vs Harris XI - Postpone for the moment
- iii) Sporting event: Tri, running, cycling, swimming : MH will co-ordinate April
- iv) EB- Tough Mudder May 18th/19th NB to ask Esther Beer to invite/ organise/ recruit
- v) Art exhibition : NB agreed to explore further

Research opportunities:

MB interested in putting forward proposal to do small research project around suicide risk in university population. Self harm or suicide.

If meets 3 impact criteria then trustees would consider favourably.

## **IT/ Media strategy**

The Board were asked to explore how awareness of the charity can be promoted.

Eg WhatCharity? Facebook boost Twitter Other social media...

JB and JM presented information on possibilities

We are currently limited to facebook- we could gather more people as part of the FB group and put out more adverts

Twitter is more conversational and more immediate, public and visual: JM will develop a presence on Twitter

Instagram: ?? JM will explore

Presence on media to possibly involve the following: blog posts, sharing updates on aims and funds spent, reports on events, synopsis of important meetings etc for public record,

JM trying to get in touch with IT expert to advise and help develop this further.. eg university societies eg Warwick Sport, Charity drives, fundraising drives... Linking contacts with social media including research basis

**ACTION:** JB and JM to put together a proposal for promotional IT funding for the Board to consider (consider return on investment)

Annual meeting in Sept

Next date Sept 2019

Meeting closed.

Minutes produced by NB

