



ANNUAL REPORT OF THE TRUSTEES

The Mary Seacole Memorial Statue Appeal is a charitable trust that was registered with the Charity Commission for England and Wales in February 2004.

The Trustees are responsible for the management of the charity and present their report and the financial statements of the trust for the year ended 31st March 2013.

TRUST OBJECTIVES

The objects of the Mary Seacole Memorial Statue Appeal are:

1. To erect a permanent public memorial to Mary Seacole
2. To educate the public on the life, work and achievements of Mary Seacole



Computer generated image of the memorial design concept as it may look once installed on site
Miller Hare



FORWARD: LORD CLIVE SOLEY, CHAIR OF THE APPEAL

We have made truly significant progress this year and now have sufficient funds to instruct our sculptor, Martin Jennings FRBS, to begin his work on the memorial. The Foundry, Pangolin Editions in Chalford, Gloucestershire has agreed to cast the figure of Mary and Sir Robert McAlpine Ltd will be funding this element of the work and assisting in the transport and related activities.

Martin Jennings will be travelling to the Crimea later this year to take a 3D scan of the ground where Mary Seacole built the British Hotel. Back in the UK the scan will be used to produce the surface of a casting that makes up the disc that sits behind the figure of Mary and represents the earth over which she travelled. The Ukrainian government is actively involved in assisting with this complex task.

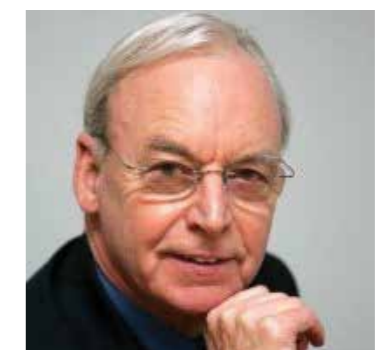
We are now in the final stages of this important work and we very much hope to see the statue unveiled in the autumn of 2015. It is not possible to set the precise date at this stage but we are confident of achieving our goal within the next two years.

The Trustees have been particularly busy this year organising a variety of events to ensure we continue to raise funds and awareness of the Appeal. We are now discussing how we can continue a legacy programme when the primary task of the statue appeal has been completed.

Activity over the next 12 months will focus on the delivery of the figure of Mary to the foundry where they will begin moulding and casting into bronze. This is not a quick process and we would not want it to be – quality is the most important factor for our consideration at present.

We anticipate an exciting 12 months.

As always we are very impressed by the support we continuously receive from Guy's and St Thomas' NHS Foundation Trust and to Philomena Davidson of the Davidson Arts Partnership whose work is beyond value to the Appeal.



PRINCIPAL ACTIVITIES OF THE YEAR ENDED 31 MARCH 2013

Following the successful application to Lambeth Council for planning permission, which was granted on 24th April 2012, to erect a memorial to the nursing heroine of the Crimean War, Mary Seacole the principal activity of the Trust has been to promote the memorial appeal and to raise the outstanding funds required to complete the memorial.

Over the year we have:

Formally instructed the sculptor, Martin Jennings, to commence work on a quarter scale model of the statue, which will be used in the production of the full scale memorial.

Held a reception at the House of Lords to appraise Ambassadors and supporters of the Appeal of the progress to date, and future opportunities for sponsorship.

Paid a visit to the foundry, Pangolin Editions, to gain a greater understanding of the bronze casting process and memorial production timescales.

House of Lords Reception – 19 December 2012



Cleo Sylvestre appearing as Mary Seacole



New MSMSA Ambassador, Lisa Rodrigues, shares a moment with trustees, Prof. Elizabeth Anionwu and Dawn Hill.

We are currently:

Working with our sponsors, ambassadors and supporters to raise the remainder of the funds required to ensure that the production phase of the memorial works within the scheduled programme.

OTHER KEY ACTIVITIES

AMBASSADORS

The Mary Seacole Ambassadors help us promote the Appeal. We extend a warm welcome to our new Ambassadors who were appointed during this year 2012/2013:



Lisa Rodrigues CBE
Chief Executive, Sussex Partnership NHS Foundation Trust



Felicia Kwaku
Director of Nursing, Clementine Churchill Hospital, Harrow



Rudolph Walker OBE
Actor



Michael Rosen
Broadcaster and writer

SOCIAL MEDIA

Our Facebook [<http://www.facebook.com/SeacoleStatueAppeal>] and Twitter [[@seacolestatue](https://twitter.com/seacolestatue)] pages are going from strength to strength with the latter now having over 1,000 followers.

The increase in awareness of Mary Seacole was greatly helped by Operation Black Vote's online petition for her to be included in the new national curriculum. It was signed by over 36,000 people during January and February 2013.

Our immense gratitude also goes to Tommy O'Neill, RCN Web Team for designing our new website and editing the site on our behalf and to Helen Carlyon, Finance & Business Continuity Manager at Royal College of Nursing Wales for all of her assistance with our management accounting.



OTHER KEY ACTIVITIES

FUNDRAISING

We are deeply indebted to the building and civil engineering company Sir Robert McAlpine for their continuing support and very generous financial commitment. They are now fully involved in planning the completion of the memorial and have made it clear that they intend to see the project through to completion.

We also received a particularly generous contribution of £100,000 from the International Bank of Azerbaijan arranged by Mr Reza Tabrizi. Part of what is now Azerbaijan lies in the territory of the former Ottoman Empire where Mary Seacole was active in the 1850's. We are deeply grateful to the Bank and to Mr Tabrizi.

This international dimension of the project is very appropriate to Mary Seacole's travels and her commitment to care for people regardless of their national or ethnic origins. We are delighted to report that the Ukrainian Government is supporting Martin Jennings' trip to the Crimea to take a cast of the land where the British Hotel once stood.

The year has also witnessed a most successful period of community fundraising events with just under £20,000 donated through a series of community based activities. This amount does not include those who made online or other donations to the Appeal. A very important source of donations were the MSMSA materials available on stands provided to us free of charge by various organisations at their conferences or following a lecture by our Vice-Chairperson, Professor Elizabeth Anionwu. The materials included postcards, mugs, books and badges and we are particularly grateful for the assistance of the Royal College of Nursing and Unison.



Photograph courtesy of Francesca Bussue

The following examples provide a taste of the wide range of individuals and organisations that have been involved in raising both the profile of the Mary Seacole Memorial Statue Appeal (MSMSA) and generating funds for the charity.

- Unison Black Members & Women Members and Health conferences plus donations from branches
- Lecture at Florence Nightingale Museum
- Wreath-laying ceremony event at grave of Mary Seacole, organised by the Mary Seacole Memorial Association
- RCN Congress, Harrogate
- Mary Seacole Leadership Awards ceremony, hosted by UNISON
- Chief Nursing Officer's BME Advisory Group Conference
- Nursing Times Award ceremony and fundraising raffle.
- Annual Sussex NHS Partnership Trust Conference, Brighton.
- Winifred Raphael public lecture at University of Wolverhampton
- Lecture to student nurses & local NHS staff at University of Bournemouth
- AGNAP (Association of Guyanese Nurses and Practitioners) AGM
- Audrey Bergan Birmingham Sponsored 5K Run
- NHS Equality & Diversity Staff Conference London
- W Midlands RCN Region MS Stand at Levi Roots Caribbean Food Fair Birmingham
- Lecture at Canterbury FE College
- Lecture at Norwich NHS Black History Month event
- Lecture: UNISON Black History Diversity event, King's College NHS Trust
- UNITE/CPHVA Conference, Brighton
- UNISON HealthCare Assistants Conference Scotland

- UNISON SE Health Committee meeting, London
- Chief Nursing Officer's conference Manchester
- Hertfordshire Partnership NHS Foundation Trust
- NW London NHS Trust BME Network
- Talk at Waltham Forest UNISON branch
- Mary Seacole talk at Queen Nzinga lecture series
- Commonwealth Countries League Health Conference, London
- London Adventist Chorale concert

'A Song for Seacole' presented by the London Adventist Chorale and compered by Rudolph Walker OBE & MSMSA Ambassador – 24th March 2013 at the Union Chapel, Islington



Photograph courtesy of Roger Thomas



Photograph courtesy of Francesca Bussue



Photograph courtesy of Roger Thomas



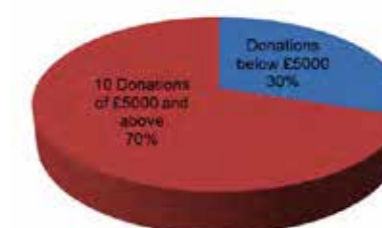
Photograph courtesy of Francesca Bussue

Over £3,000 was raised at this wonderful concert! Our thanks to all those who came out in the freezing weather. Sincere appreciation goes to the London Adventist Chorale who were stunning, as was actor Rudolph Walker OBE & MSMSA Ambassador, who had everybody in stitches with his surprise conducting session and his rendition of fellow Trinidadian storyteller Paul Keens-Douglas 'De Christenin'. It was great to collaborate with the British Heart Foundation and distribute their very well received booklet of healthy traditional African Caribbean recipes.

We would like to thank all the individuals, organisations and Ambassadors that have been so supportive of the Appeal during the last year, so many it is impossible to name everybody. Nursing Standard, our media partner, has continued to raise the profile of the Appeal with news items, features and regular full page advertisements encouraging their readers to make donations. Our thanks also to Nursing Times and Gail Adams, Unison's Head of Nursing and MSMSA Ambassador for enabling the Appeal to benefit from the raffle held at the NT Award ceremony that raised over £3,000.

Overall, funds raised and sponsorship secured to date is a reflection of the combined support gained from individuals, schools, organisations, unions and professional bodies alike.

Split of Funds Raised

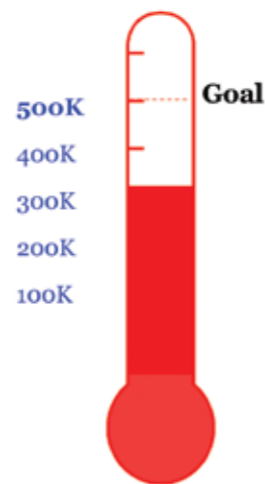


SPONSORSHIP OPPORTUNITIES FOR THE PRODUCTION AND INSTALLATION OF THE MEMORIAL ON A WORLD HERITAGE SITE

Located within the grounds of St Thomas' Hospital on London's South Bank, the memorial will show Mary looking out across the River Thames towards the Palace of Westminster. There is now opportunity for benefactors to take up elements of the cost of the memorial as listed below:

• All stone work and letter carving	£ 45,000
• Preparation of foundations and surrounding landscape	£ 30,000
• Delivery and installation of the memorial	£ 30,000
• Lighting the memorial	£ 10,000
• Unveiling	£ 15,000
• Commemorative publication	£ 15,000
• Maintenance fund	£ 50,000

Fundraising Goal £500,000



Total Funds Raised at 31 March 2013 £319k

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2013

ADMINISTRATION INFORMATION

Registered Office	Royal College of Nursing 20 Cavendish Square London W1G 0RN
Board of Trustees and Officers	Lord Clive Soley of Hammersmith (Chair) Prof Elizabeth Anionwu, CBE, FRCN (Vice Chair) Ms Roxanne St Clair (Treasurer) Ms Juliet Alexander Mr Bernell Bussue Baroness Flather, JP DL FRSA Ms Celia Grandison-Markey Ms Dawn Hill Ms Maxine Hurley Ms Marsha John Ms Gina Osbourne
Web Site	www.maryseacoleappeal.org.uk
Bankers	Barclays Bank plc 126 Station Road Edgware MIDDLESEX HA8 7RY
Charity Number	1103862
Appeal Patrons	President of the Royal College of Nursing; High Commissioner for Jamaica; Mayor of London; Chair of the Commission for Equality and Human Rights; President of UNISON

Appeal Ambassadors

Gail Adams (UNISON); Alexander Amosu (Businessman); Malorie Blackman, OBE (Children's Laureate); Tim Campbell, MBE (Entrepreneur and winner of BBC2's The Apprentice); Drs Corry and Jeroen Staring-Derks (Mary Seacole researchers); Dr Geoffrey Day (Fellows' & Eccles Librarian, Winchester College); Rodney Hinds (Sports and features editor, The Voice newspaper); Felicia Kwaku (Director of Nursing); Rudi Lickwood, (comedian); Joan Myers, OBE (Child Nurse Consultant); Adriana Paice (Artist and curator); Professor Geoff Palmer, OBE (Emeritus Professor of Grain Science & particular interest in historical links between Jamaica and Scotland); Courtney Pine, OBE (Jazz artiste); Lisa Rodrigues, OBE (Chief Executive, NHS Foundation Trust); Michael Rosen (Broadcaster and writer); Helen & Noel Seacole, (descendents of Mary Seacole's brother in law); Maggie Semple, OBE (CEO The Experience Corps); Cleo Sylvestre (Actor); Rudolph Walker, OBE (Actor); Jackie Weatherill, (Mary Seacole film producer); and Sir Willard White, OM, CBE (opera singer).

Artists' Selection Panel

Baroness Valerie Amos (UN Undersecretary-General for Humanitarian Affairs and Emergency Relief and Panel Chair); Dr Stephen Deucher (Director of Tate Britain); Lady Sue Woodford Hollick (Businesswoman and Consultant); Stephen McGuire (Director, Essentia – Guys and St Thomas's NHS Foundation Trust); Professor Elizabeth Anionwu (Appeal Vice Chair, and Fellow of the Royal College of Nursing); Lord Chris Smith of Finsbury (former Secretary of State for Culture and Chair, Environment Agency); Alexander Amosu (Businessman and Appeal ambassador); and Andrew Barnett (Architectural Adviser). Advisor to the Panel: Philomena Davidson (Davidson Arts Partnership).

Memorial Facilitating Committee

Lord Clive Soley (Chair), Lady Sue Woodford Hollick, (Businesswoman and Consultant); Stephen McGuire (Director, Essentia – Guys and St Thomas's NHS Foundation Trust); and Philomena Davidson (Davidson Arts Partnership).

Stakeholder Organisations

Guys and St Thomas's NHS Foundation Trust; Royal College of Nursing; Jamaica High Commission; Commission for Equality and Human Rights; Greater London Authority; Nurses' Association of Jamaica (UK); University of West London; Mary Seacole Memorial Association; TUC South East Region; UNISON and British Telecom.

INDEPENDENT EXAMINER'S REPORT

Report to the trustees/members of: Mary Seacole Memorial Statue Appeal
 On accounts for the year ended: 31st March 2013
 Charity number: 1103862

Respective responsibilities of trustees and examiner:

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement:

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement:

In connection with my examination, no matter has come to my attention

1. which gives me reasonable cause to believe that in, any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act
 - have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: Date:

Name: Julian R Flitter FCA

Address: Goodman Jones LLP
 29/30 Fitzroy Square, London, W1T 6LQ

	2013		2012		
	NOTES	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	TOTAL FUNDS
		£	£	31/03/13	31/03/12
				£	£
INCOMING RESOURCES					
Incoming resources from generated funds					
Income from Individuals, community groups, schools and companies	1	109,563	230	109,793	18,235
CAF Gift Aid Donations		342	0	342	327
Just Giving Donations		1,594	0	1,594	1,282
Friends of MSMSA		250	0	250	40
Bank interest		16	0	16	16
Incoming resources from charitable activities					
Income from Sale of Badges/Postcards/Tickets		9,028	0	9,028	4,863
Other - refund of bank charges		817	0	817	
TOTAL INCOMING RESOURCES		121,610	230	121,840	24,763
RESOURCES EXPENDED					
Costs of Generating Funds	2	216		216	216
Other fundraising activities		2,205	228	2,433	0
Investment Management costs		214	0	214	166
Charitable Activities		26,165	0	26,165	170
Governance costs		900	0	900	2593
TOTAL RESOURCES EXPENDED		29,700	228	29,928	3,145
Net Incoming Resources		91,910	2	91,912	21,618
Other recognised Gains/ (Losses)		0	0	0	0
Transfer between Funds	5	2	(2)	0	0
Net Movement in Funds		91,912	0	91,912	21,618
Total Funds brought forward		59,830	0	59,830	38,212
TOTAL FUNDS CARRIED FORWARD		151,742	0	151,742	59,830



FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2013

BALANCE SHEET AS AT 31 MARCH 2013

	NOTES	2013	2012
		£	£
FIXED ASSETS		0	0
CURRENT ASSETS	3		
Debtors		5,536	1,375
Prepayment		55	
Cash at Bank and in Hand	Account No. 70637149 Account No. 23759032	116,371 32,052	26,477 32,036
TOTAL CURRENT ASSETS		154,014	59,888
Current Liabilities			
Accounts falling due within one year	4	2,272	58
Net Current Assets		151,742	59,830
NET ASSETS		151,742	59,830
FUNDS OF THE CHARITY	5		
Unrestricted Funds		151,742	59,830
Restricted Funds		0	0
Endowment Funds		0	0
TOTAL FUNDS OF THE CHARITY		151,742	59,830

The Financial Statements were approved by the Trustees on the 10th July 2013 and signed on behalf of the Trustees by:-

Lord Olive Soley (Chair) Signature: Date:

Roxanne St Clair (Treasurer) Signature: Date:

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2013

BASIS OF ACCOUNTING

These accounts have been prepared on the basis of historic cost in accordance with:

- Accounting and Reporting by Charities – Statement of Recommended Practice (SORP 2005);
- and with the Charities Act 2011.

ACCOUNTING POLICIES

Donations, gifts grants and fees are included in the Statement of Financial Activities. Income receivable or notified as received after the year end has been accrued for in the Statement of Financial Activities and the Balance Sheet.

Resources expended are included in the Statement of Financial Activities on an accruals basis when the costs are incurred.

Governance costs include cost of independent examiners' report. There has been no trustee Expenditure or legal expenditure in the year.

There has been no change to the accounting policies (valuation rules and methods of accounting) since last year.

No changes have been made to accounts for previous years.

The expenditure has supported the key objects of the charity by raising the awareness and profile of the Mary Seacole Memorial Statue Appeal.

NOTES TO THE ACCOUNTS

1. INCOME FROM INDIVIDUALS, COMMUNITY GROUPS, SCHOOLS AND COMPANIES	31/03/2013	2012
	£	£
International Bank of Azerbaijan	30,000	
Vnesh Expert Service Consulting on behalf of IBA	70,000	
Trustees (Restricted income)	230	
Other Community Groups, Schools and Companies	9,563	
TOTAL FUNDS OF THE CHARITY	109,793	18,235

2. ANALYSIS OF RESOURCES EXPENDED	31/03/2013	2012
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Trustees received no remuneration during the year.

Costs of Generating Funds		
Just Giving Charges	216	216
Total	216	216
Other Fundraising Activities		
Reception at House of Lords	228	0
Events	2,007	0
Event Insurance	198	0
Total	2,433	0
Investment Management Costs		
Bank Charges	214	166
Total	214	166



FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2013

Charitable Activities

Memorial Production	21,140	170
Research/PA Activities	4,692	0
Stationery	333	0
Total	26,165	170

Governance Costs

Trustee Expenses	0	97
Legal Advice	0	2,496
Independent Examiner's Report	900	0
Total	900	2,593

3. ANALYSIS OF DEBTORS & PREPAYMENTS

Debtors:

British Heart Foundation	3,500	
Nottinghamshire Healthcare NHS Trust	100	
Barclays Bank – Refund of bank charges current & previous years	817	
Ticket Sales – Event 24 March 2013	1,119	
Prepayment – Event Insurance Services	55	
Total	5,591	1,375

4. ANALYSIS OF CREDITORS

Creditors:

Tiemo Ltd	75	
Dr C M Taylor	1,171	
Union Chapple Directions Ltd	96	
Goodman Jones	900	
Barclays Bank	30	
Total Creditors	2,272	58

5. FUNDS OF CHARITY

5.1 Funds held

Fund Name	Type R	Purpose and Restrictions
Restricted Fund	R	On the 19th December 2012 a reception was held at the House of Lords for stakeholders, appeal ambassadors and other supporters; the Trustees agreed to pay for the hire of the room out of their own funds of £230 which were paid into the MSMSA bank account.

5.2 Movements of major funds

Details of the movements of the major funds summarised in the Statement of Financial Activities.

Fund names	Fund balances brought forward	Incoming resources	Outgoing resources	Transfers	Gains and losses	Fund balances carried forward
	£	£	£	£	£	£
Unrestricted Funds	59,830	121,610	29,700	2		151,742
Restricted Funds	0	230	228	(2)		0
Total Funds	59,830	121,840	29,928	0	0	151,742

5.3 Transfers between funds

From Fund (Name)	To Fund (Name)	Reason	Amount
Restricted Fund	Unrestricted Fund	This is the difference between the sum paid into the account by the Trustees and the room hire fee for the Reception at House of Lords. MSMSA Trustees agreed that the remaining balance of £2 can be transferred into Unrestricted Funds.	2

MSMSA SPONSORS



ADDITIONAL WEB SITES OF INTEREST

www.justgiving.com/maryseacolememorial/raisemoney

www.maryseacoleappeal.org.uk/help.htm

www.prints-online.com/pictures_1581575/detail.html

www.facebook.com/SeacoleStatueAppeal

www.twitter.com/seacolestatue

www.justgiving.com/FriendsofMarySeacole

