EAST AFRICA CHARACTER DEVELOPMENT TRUST

TRUSTEES' ANNUAL REPORT FOR 2025

The Trustees present their annual report and the examined financial statements for the year ended 31 December 2025.

1) REFERENCE AND ADMINISTRATIVE DETAILS

Originally founded in 2013 as the East Africa Cricket Foundation, the charity's name was changed in 2014 to the East Africa Cricket & Educational Foundation and finally to the East Africa Character Development Trust (EACDT) in 2017 to reflect more substantively the emphasis on character development in the charity's activities.

The charity is registered as a Charitable Trust with (Registered No: 1153030), and is subject to regulation by the UK Charity Commission.

Registered address

EACDT's principal office and registered address is 37 Roman Lane, Southwater, West Sussex, RH13 9AF.

Trustees

Those who served as Trustees during the year were:

Chris Newson (Chairman), Emily Burness, Julian Ince, David Hardisty, and Roger Johnson. No trustees resigned or were added during the year.

Bankers

The Charity's bankers are Barclays PLC, Business Centre, Sutton, Surrey and I&M Bank Ltd in Kenya.

External Examiner

The Charity's external examiner is:

GMBC LLP, Marine House
151 Western Road, Haywards Heath, West Sussex
RH16 3LH

2) MISSION AND ACTIVITIES

Mission

EACDT's stated mission is to transform the lives of disadvantaged young East Africans through character education.

At the heart of EACDT's mission is an ambition to help those young people with whom EACDT engages to reach their potential at school, at home, in their communities and ultimately in the workplace. It aims to achieve these outcomes by delivering a Character Education Programme that has resulted from research:

- by Drs Martin Seligman and Angela Duckworth, two eminent psychologists in the USA
- into the "*Knowledge is Power Programme*" in the USA, an educational movement in which Character Education is placed at the heart of its 200 schools, and
- into the work of the Jubilee Centre at Birmingham University, the global leaders in Character Education.

Activities

The EACDT Programmes

The EACDT Programmes recognise that, if young people are to make sense of their personal and working lives, they need to have the skills, values and attitudes that will truly make a difference to their futures - and that matter more than academic qualifications. EACDT has taken the seven specific character traits identified by Drs Seligman and Duckworth to be best predictors of personal and professional success - *Enthusiasm; Perseverance; Self-control; Optimism; Gratitude; Social Intelligence; and Curiosity* – and incorporated them into a programme that it operates in a number of schools in economically deprived areas of Nairobi, Kenya.

EACDT's programme uses cricket as a method of delivery, recognising that competitive team sports are an ideal vehicle through which to develop character, and that cricket has particular attributes that make it ideal for this purpose.

The Need

Like other East African countries, Kenya contains many places of poverty and deprivation. In most Kenyan schools, sports provision is inadequate because of financial constraints and because the benefits of sport are under-appreciated. In almost every Kenyan school the concept of Character Education is alien, although the Government expects its schools to provide Life Skills education – but without providing them with any resources to do this.

The Trustees recognise that competitive sport should also play an important part within the broad life of schools and that it is an ideal tool through which to build character. They believe that, if you build good character among young people, they will be able to make the maximum us of their skills, education and opportunities in their futures.

2025 Activities

EACDT's Foundation Programme operated in 2025 in 10 schools, engaging up to 5,900 young Kenyans (of whom 50% were girls) a week throughout the academic year, predominantly in primary education. This programme continues to excite the children involved in it, continues to impress the teachers in the schools in which it is run and continues to demonstrate that it affects positively the behaviour, performance and conduct of the children who take part in it.

The Trustees remain greatly encouraged by all they see on the ground in Kenya and the feedback they receive from the schools involved.

A further 178 youngsters a week, of whom 82 were girls, participated in our Community Programme, the purpose of which is to include and involve those in the communities adjacent to the schools in which we operate. This enables parents and community leaders to reinforce the seven key traits during the time that young people spend out of school. It also enables youngsters, once they have left primary school, to maintain contact with us.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Bound by its Trust Deed, EACDT, as a registered charity, is governed by a Board of Trustees.

The Trustees meet quarterly and on any other occasions, as judged necessary, to review progress and determine matters of governance, strategy and policy. All meetings were virtual in 2025.

As noted below, EACDT operates in Kenya through a locally established charitable trust, the Foundation for Youth Cricket and Education in Kenya Charitable Trust (FYCEK). FYCEK has its own board of Trustees. Trustee meetings have been held jointly for four years now and this has proved successful.

The Trustees identify any need for new trustees by reference to the charity's plans and to any vacancies on the Trustee Board, and use their contacts to identify candidates. Information, including a CV, reputation, and a summary of appropriate skills and experience is then provided to the Trustee Board who, if satisfied that the candidate is a suitable person to join the Board, issue a written invitation.

EACDT works in partnership with FYCEK, which the Trustees formed specifically to provide a vehicle through which contracts and payments can be made to support EADCT's activities in Kenya, and to provide a vehicle better able to raise funds in Kenya. FYCEK employs 16 Kenyans engaged in delivering and supporting EACDT's activities in Kenya.

FYCEK's Trustees in 2025 included two of EACDT's Trustees, namely David Hardisty, a retired banker, and Julian Ince, a retired Chartered Accountant, resident in Kenya. One other FYCEK trustee resident in Kenya is a Fellow of the Institute of Chartered Certified Accountants of the UK. Strong controls surround the spending of money in Kenya, most of which is for the salaries of the coaches and the administrators. The appointment of Trustees of FYCEK is subject to approval by the Trustees of EACDT.

EACDT Trustees are confident they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers or duties.

Safeguarding

EACDT, together with FYCEK, has developed safeguarding policies that reflect the circumstances in which it operates and ensures they are compliant with both the UK Charity Commission's requirements and Kenyan standards. These policies are put into effect by the coaches in the schools in which EACDT/FYCEK operates.

STRATEGIC REPORT

Performance review

2025 has seen a continuation of our established programme in schools in which we have been working for some time. We also continued with our community-based programme. The objective of this community programme is to reach and connect more broadly with young people and their parents, and with members of the local settlement communities close to the schools in which we work.

Fundraising continues to be a major challenge, but one the Trustees believe shows some promise. We were able for the first time to win the support of a Kenyan company, Sayani Ltd, and hope this relationship will continue into the future.

We have set ourselves ambitious fundraising targets for 2026, as we are very keen to reopen two hubs, comprising 3 schools each, that we have had to close in recent years for lack of funding. As part of this strategy, the Programme Director, David Waters MBE, took on the full-time responsibility of Fundraising Director in 2024, and his deputy, a very capable Kenyan, Collins Odhiambo, became the full time Programme Director. The Trustees regard these changes as a success.

The support of and duty of care we owe to our Kenya staff has continued to be a priority. We continually receive positive feedback from them, and have been able to provide them with pay increases to reflect the changes in costs of living in Kenya.

Financial review

The Trustees are responsible for keeping proper accounting records which disclose the financial position of the Charity and which enable them to ensure that the financial statements comply with the Charities Act 1993. They are also responsible for safeguarding the assets of the charity and for taking reasonable steps to prevent and detect fraud and other irregularities. The Trustees believe they have strong controls in place in Kenya that provide significant comfort that money received is well-secured and that money spent is subject to proper scrutiny, approval, authorisation and accounting.

The Trustees prepare financial statements for each financial year in accordance with the requirements of the Charities Act. Because donations total less than £250,000, the Trustees are only required to prepare a Receipts and Payments account, which they supplement with some explanatory notes.

As can be seen from the Receipts and Payments account for the 12 months to 31 December 2025, receipts exceeded payments by £42,274 (2024 £21,50). As a result, reserves increased from £66,028 to £108,302. Receipts increased by nearly £20,000 (£153,084 in 20254 vs £134,141 in 2024), while payments fell for the third year in a row from £112,641 to £110,810, reflecting, in the main, reduced costs of senior people. Reserves are now at a comfortable level, and give the Trustees some confidence in the Charity's ability to continue all its programmes and, as importantly, plan for expansion.

Future plans

Future plans depend to a considerable extent on the levels of funding the charity is able to raise. Funding has moved on from its historic reliance on the support of one private family foundation, and strategies to raise funds in the UK and in Kenya are proving challenging to implement. Future plans, which include reopening hubs that have been closed in the last two years, developing new hubs and expanding the Community Programme, have been developed for 2026, and our success with fundraising will determine whether these expansion plans can be put into effect.

A long-term aim of the Charity is to embed itself into the core Kenyan curriculum as defined by the Ministry of Education, enabling it to operate with a mandate and approval from the Government. This task was continued during 2025, but depends to a great extent on developing relationships with key people.

Principal risks and uncertainties

A significant risk of operating in East Africa is the political and business environment, which, we discovered in 2017 after a cancelled general election, in 2020 and 2021 with the effects of the Covid-

19 pandemic on schools and businesses, and in 2023 with a foreign exchange crisis, severe devaluation of the currency and corresponding business uncertainty. The cancelled general election in 2017 and the subsequent 60 days of uncertainty and volatility led to the complete drying up of discussions with Kenya businesses as part of our local funding strategy. The Covid pandemic led to significant losses of business, shut-downs, extreme hardship amongst the neediest communities and, again, difficulties with engaging potential Kenyan donors. The result of the general election in August 2022 led to changes in senior positions in the Ministry of Education, hampering our ability to pursue our aim of embedding our schools programme into the Kenya curriculum and, in 2023, to a large fall in the value of the Kenya shilling as Kenya's foreign loans had to be reorganised and rescheduled. Fortunately, stability was restored to the economy and operations were easier to plan and manage.

There is a great deal that can and does influence the environment in which EACDT operates that it cannot control itself, a key element of which is future funding. Essential to the future of the charity, the Trustees believe, is establishing effective means of funding and corporate engagement within Kenya itself. The Trustees believe this will be the principle means of funding the charity in the years to come, as support for overseas projects in the UK is becoming less appealing to donors, and corporate engagement increasingly focuses on local delivery. We continue to search for sponsors in Kenya.

We rely on a small group of Kenyan citizens and residents for our operations in the country, and the Programme Director (a Kenya citizen) is a key person within this group.

Signed on behalf of all trustees Signature:



Name: Christopher Blandford-Newson
Position: Chairman of Board of Trustees
Date: 21/10/2026

East Africa Character Development Trust
Charity No 1153030
Receipts and Payments Account
Year to 31 December 2025

	Notes	2025 Restricted £	2025 Unrestricted £	2025 Total funds £	*2024 Total funds £*
Receipts					
Donations		82,875	69,187	152,062	*133,344*
Interest			1,022	1,022	*797*
Total receipts		**82,875**	**70,209**	**153,084**	***134,141***
Payments					
Programme Delivery in Schools					
Salaries & benefits:					
Coaches		59,457	-	59,457	*52,026*
Supervision		14,515	-	14,515	*10,826*
Participants' travel		425	-	425	*2,038*
Holiday camps		2,047	-	2,047	*1,691*
Facilities and equipment		529	921	1,450	*3,699*
		76,973	921	77,894	*70,280*
General					
Marketing & promotion		153	3,525	3,678	*2,710*
Travel & meetings		2,667	3	2,670	*1,698*
Bursaries	3	140	-	140	*981*
Training		44	-	44	*124*
Insurance		1,303	-	1,303	*1,395*
Finance & administration		350	6,254	6,604	*7,705*
Other	4	919	2,149	3,068	*2,931*
		5,576	11,931	17,507	*17,544*
Governance, Finance and fund raising					
Fund raising		-	13,766	13,766	*24,610*
Audit & legal		-	1,643	1,643	*207*
		-	15,409	15,409	*24,817*
Total payments		**82,549**	**28,261**	**110,810**	***112,641***
Excess of Receipts over Payments for the year to 31 December 2025		**326**	**41,948**	**42,274**	***21,500***
Cash funds at 1 January 2025		22,476	43,552	66,028	*44,528*
Excess of Receipts over Payments for the year to 31 December 2025		326	41,948	42,274	*21,500*
Fund transfers	5	5,240 -	5,240	-	-
Funds at 31 December 2025	6	**28,042**	**80,260**	**108,302**	***66,028***

STATEMENT OF ASSETS & LIABILITIES AT THE END OF THE PERIOD

Cash Funds				
Barclays UK Current Accounts	28,042	79,732	107,774	*61,658*
I&M Bank Kenya Sterling Account	-	100	100	*266*
I&M Bank Kenya Shilling account	-	408	408	*4,104*
Kenya Petty Cash	-	20	20	-
	28,042	**80,260**	**108,302**	***66,028***

M/me

TRUSTEE

24/10/16.

CHARITY COMMISSION FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A Independent Examiner's Report

Report to the trustees/ members of	Charity Name EAST AFRICA CHARACTER DEVELOPMENT TRUST		
On accounts for the year ended	31 December 2025	**Charity no (if any)**	1153030
Set out on pages	3 - 4 (remember to include the page numbers of additional sheets)		

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 December 2025.

Responsibilities and basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:	*Graham Hole*	**Date:**	21 October 2025
Name:	GMBC LLP CHARTERED TAX ADVISERS AND ACCOUNTANTS		
Relevant professional qualification(s) or body (if any):			
Address:	MARINE HOUSE, 151 WESTERN ROAD HAYWARDS HEATH, WEST SUSSEX. RH16 3LH		

Section B	Disclosure
	Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).
Give here brief details of any items that the examiner wishes to disclose.	