

Company No. NI 660774
Charity No: NIC 107658

Madlug Foundation Trustees Report For the Year Ended 30 April 2023

The Directors present their report and financial statements for the period ended 30/04/23

Principal activity

The Madlug Foundation is an independent registered charity at the heart of the Madlug™ movement. Dave Linton is a former youth worker turned entrepreneur who founded the Madlug movement in 2015 after discovering that most children in care move their belongings in black bin bags. Madlug, standing for Make A Difference Luggage, retails bags & backpacks and with every bag sold, we give a pack-away travel bag to a child or young person in care. It has seen substantial growth as an organisation, funding and has given thousands of pack-away travel bags to children and young people in care. In 2020, the registered charity, Madlug Foundation Ltd was launched, to deliver the social impact of the movement.

The Charitable purposes of the Madlug Foundation are:

- (i) To support children and young people in care in the Uk & Ireland to travel with dignity by supplying them with luggage
- (ii) To raise awareness of the value, worth and dignity of children in care through promotional campaigns
- (iii) To train, support and fund employment and entrepreneurship opportunities for care experienced young people.
- (iv) To carry out any other activity which fulfils and which further or can conveniently be carried on ancillary or in conjunction with any of the above objectives.

The beneficiaries of Madlug Foundation Limited are children and young adults in care in the UK and Ireland. Madlug Foundation Limited supplies bags and luggage to children and young people in care in the UK and Ireland to allow them to live and travel with dignity. The movement's mission is to give 100,000 pack-away travel bags to children in care across the UK and Ireland by April 2024 and we are well on target to achieve this goal. We will also empower care-experienced young people with job training and entrepreneurial opportunities. The benefits of the charitable purposes are demonstrated and evidenced through the increasing number of people using the Foundation's services; providing bags to children and adults in care - improving the quality of their life and ensuring they live with dignity and do not carry their belongings in a plastic bag. All donations of bags are assessed prior to being supplied, to ensure the purposes are fulfilled, and also to ensure that the benefits outweigh any potential harm.

In the 2022/2023 financial year, through partnerships with local authorities, Health Trusts, private care organisations and individual foster carers, 19,390 pack away travel bags were given to children in care, across 163 locations in England, 12 locations in Scotland, 8 locations in Wales, 37 locations in Northern and Southern Ireland, a total to date of 72,639 pack-away travel bags given to children in care. This demonstrates that the movement is well on its way to achieving the 2024 target.

The giving highlights of 2022/2023 have been:

- The progress on the goal to provide every health trust in Northern Ireland with pack-away travel bags for children in the care system
- A partnership with VOYPIC to provide every children's home in NI with packaway bags for children when they move.
- The new partnerships and relationships formed with the local authorities in Wales

This year we empowered young people to make a difference through supporting the following three projects:

- Project Bedlinen - with the National House project. Our first Innovation Academy where young people raised money through their company Senses of Home, to provide bed linen for care leavers.
- Chus x Madlug Tee project - a partnership project with Chilworth Upper School Oxfordshire where young people in care worked with an artist to design t-shirts.
- £5000 to Include Youth / My Bnk to run a Moneyworks NIPilot - financial education for vulnerable young people in Belfast and Derry.

Directors

The Directors who served during the period are as stated below:

Leigh Brown

Paul Gardner

Dearbhla Holohan

Dave Linton

Sarah Jane Mowbray

Gareth Rees

Structure, Governance and Management

The organisation is a charity and is governed under its constitution.

The Directors are also the charity trustees for the purposes of charity law.

All Directors give their time voluntarily and receive no benefits from the charity.

Our financial performance has been positive. At this stage we have few overheads, and all income has been or will be directed towards the charitable aims of the charity.