

Association of **Jersey** Charities

2011 SERVICE STRATEGY

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Introduction

The Association of Jersey Charities (the "Association") is the representative body of approximately 260 charitable organisations operating in Jersey. Our members represent a wide and diverse section of island life and range from large organisations providing essential services to smaller organisations representing the needs and concerns of particular groups within the Island.

This strategy was launched at the start of 2004 after a review of the then current services and it was agreed to update it annually.

Once again this year's review of the strategy first gives a brief summary of the history of the Association, its objectives and a statement of its values. It also sets out in some detail the services provided to members and examines the progress made on the goals set twelve months ago and what still needs to be achieved in 2011.

Summary

The Association was founded in 1971 and is incorporated under the "Loi (1862) sur les teneures en fideicommiss et l'incorporation d'associations", as amended.

Originally the Association had no charitable funds of its own but from 1981 the then States of Jersey Gambling Control Committee donated the Jersey share of the profits from the Battle of Flowers and Christmas Lotteries, which the Association distributed to its members. Since 2001 the Committee has donated the Jersey share of the profits of all lottery draws and scratch cards.

In 2005, 2006, 2007, 2008, 2009 and 2010 the Association received grants from the Ministry for Economic Development equivalent to the Jersey share of the Channel Islands lottery profits amounting to £262,000, £412,000, £325,764, £358,616, £445,414 and £305,791 respectively. In each of the years 2007, 2008, 2009 and 2010, the Minister retained (with the Association's approval) the sums of £81,441, £89,653, £111,354 and

£76,448 the purpose of which was to build up a contingency fund. This has been done to be a source of future funding for the Association in the event that there is a lesser amount raised in the future either due to a reduction in takings from the C I Lottery or to a change to the UK National Lottery. Whilst it is envisaged that if Jersey moved to be part of the UK National Lottery receipts would be substantially higher than the C I Lottery receipts, due to the other "good causes" of art, heritage and sport which will be entitled to apply for funding from the National Lottery, the amount available to distribution specifically to Charities may be reduced.

Donations were also received by the Association from parishes, charitable trusts and private individuals. In 2009 the Association received a substantial anonymous donation with various restrictions including that £250,000 is set aside specifically to be applied to improve the systems, resources and services of the Association and to help implement the recent changes to its Constitution.

Objectives

The objectives of the Association were widened by the amendments to its Constitution in 2009 and are:-

- ◆ To encourage and facilitate charitable and community work in Jersey
- ◆ To encourage co-operation and co-ordination of activities between members and prospective members, and discussion and exchange of ideas regarding service to the community.
- ◆ To administer the distribution to members of funds available to the Association.
- ◆ To develop and administer a programme of education and information to benefit members.
- ◆ To assist and represent its members or any of them.

Values

- ◆ The Executive Committee of the Association encourages every member to aspire to high standards of governance in order to attract public confidence and support.
- ◆ The Association works closely with members and are committed to acting as a community resource through the provision of advice and information.
- ◆ The Association will be open in the conduct of its affairs, except where there is a need to respect confidentiality.
- ◆ The Association ensures that grants made to members are applied directly or indirectly for the benefit of residents of Jersey, and that our monitoring procedures comply with the terms of the Service Level Agreement entered into by the Association in April 2005 with the Ministry for Economic Development and subject to the approval of the States of Jersey.

Services provided to Members

Advice and Guidance

The Executive Committee offers advice and guidance to members and prospective members on all aspects of charitable and community work in the Island through the services of its administrator, Lyn Wilton, who, until October 2010 has been part time, and is the only paid employee of the Association.

Lyn can be contacted on 840138 or by email on the new e mail address of info@jerseycharities.org

Training

Training events are also organised by the Association and in 2007 David Newman was seconded to the Executive Committee as a dedicated training and events organiser. In 2010 the following training and educational events took place and were well attended.

In January JACS talked to Members on the subject of the Employment Law.

In February Alison Deboucier of the States of Jersey Trading Standards Service talked to Members on the Supply of Goods and Services.

In March Jane Galloway of Arclight Solutions Charity Specialist presented two repeated sessions on Governance.

Our Treasurer, Phillip Callow also gave a lunchtime session on the Basics of Charity Accounting.

In April Shelley Kendrick of Kendrick Rose gave a talk on HR Recruitment and Selection.

In May Terry Arthur of Highlands College arranged a session for 10 Members to learn how to produce their own newsletters using Word - this was repeated for a further 10 Members in July.

In June we celebrated National Volunteer Week with displays of voluntary positions in Island Supermarkets, ending with a Fun Volunteer Speed Dating Event at St Paul's Centre.

Jane Galloway also held her final session of 4 for 2009/2010 covering Governance.

In October Jane Galloway gave the first of 4 of her workshops for 2010/2011 on Governance issues, plus a brief session on Social Networking. A Disability and the Workplace Forum was presented by 5 of our Members.

In November sessions planned for Fundraising tips from Ivo Le Maistre-Smith from Durrell, A forum on Children & Childcare, and a talk on CRB checks by Heidi Sydor of the States of Jersey.

In December we have a 2 hour session planned on PR & the Media and a Christmas Bazaar for our Members to sell their Christmas wares.

Grants to members

Grant applications from members up to a maximum of £20,000 are considered by the Executive Committee at their quarterly meetings. From September 2003 the maximum grant available was £20,000 in any two consecutive years but since 30th September 2008 this was changed to £20,000 in any one year.

Committee Meetings

The Executive Committee meets at least 4 times a year to consider the Treasurer's report, applications for membership and grant applications. In addition ad hoc meetings are convened to consider particular matters such as the working party report on the amendments to the Constitution, any responses to consultation papers, updating forms for applications for membership and grants and organising the Volunteers Week and training events. Members of the Committee also visit members to carry out an audit of how grant monies have been spent.

Members' Meetings

Following the amendments to the Constitution approved at the Association's AGM in June 2009 the only regular meeting of members is now the AGM.

Ad hoc meetings will be convened on any general matters of interest and to hear guest speakers.

However, the Executive Committee is committed to working closely with members and acting as a community resource and so it has been endeavouring to set up sub-committees of members with similar objectives to benefit those charities with common interests and also to act as a resource to all members. One such sub-committee has been established and is currently defining its objectives.

Free Advertising

The Association pays for a quarter page advert in the JEP every Thursday for the purpose of advertising fund raising events for members who may not otherwise be able to afford to do so.

The Association has also organised a weekly spot on BBC Radio Jersey whereby the production team will visit a member charity at their place of work to promote their organisation and raise their public profile.

Web Site

The Association has its own very comprehensive website, which is regularly updated and improved and was completely redesigned in 2009.

July 2009 saw the launch of our new all singing all dancing website www.jerseycharities.org (having changed from the previous quite cumbersome www.assocofjerseycharities.org.je) with scrolling news, photo gallery and online membership and grant application forms. Weekly statistics show that our site is visited world wide by an average of 200 people per week. The most recent feature of the site is an online donation facility linked to each Member's page using PayPal which is already showing dividends!

You can find us at www.jerseycharities.org

In line with our Value of openness there is a new feature which is a secure part of the Web site where members can access uploaded applications for memberships and grants to allow members to view them and comment upon same.

The 'News' page carries up to date information, offers and details of meetings, plus the event's diary which informs the public of forthcoming events and helps Members organise their events so as not to clash with others on the same day. You can also find details of upcoming workshops on this page.

All information held on our website complies with Data Protection regulations.

The 'Useful Info' page has copies of useful documents such as a model constitution, as well as other information such as how to apply for exemption from income tax and arranging for tax efficient donations plus many links to relevant external sites.

The 'Members & Grants' page contains application forms for grants and membership and the Members' Directory is regularly updated and gives details of who to contact and further information about the charity.

We have a volunteering section which tries to match volunteers who are keen to provide their services against organisations which are looking for assistance. This also includes details of people looking for paid work in the Voluntary Sector.

More recently we have implemented a donation facility on the Web Site linked to each Member's page.

We have also just started an arrangement with Island Opinion whereby for every completed response to a survey from a Jersey respondent £1 is donated to the Association. If the survey relates to Guernsey, the Association of Guernsey Charities receives £1.

Email News Service

A news service is offered to members through the email system providing up to date information affecting charities and special offers available to members. These offers are mostly in the form of free furniture and equipment, but occasionally include offers of volunteer help and of available premises.

In order to cut down on postage and stationery costs, the Association encourages as many members as possible to go 'on-line' and make use of our news email service. Grants are available to members to facilitate the purchase of suitable computing equipment.

Discounts to members

The Association has negotiated favourable discounts for members with various businesses and retailers such as printers, stationers and computer hardware and software specialists.

Annual Review and Annual Return

Our Annual Review is published in December and distributed Island wide, together with our brochure, to help raise awareness of the Association and its members.

The Annual Return is a means by which up to date information on members can be held in a central place.

Subscriptions and Funding

Members pay subscriptions of £15 per year. **It is the intention of the Executive Committee to recommend to members that subscriptions should remain at this level for at least another two years.**

The Association receives an annual grant from the Minister for Economic Development in accordance with the terms of our Service Level Agreement.

Donations are also received from parishes, charitable trusts and private individuals.

New Initiatives for 2011

The Association has set up various interest groups representing the different 'categories' of our membership to give mutual support advice and guidance within those areas to provide a resource for Members.

We also intend to set up a programme of presentations to Schools, corporations and any other interested groups to promote the work of the AJC and its Members and to encourage more voluntary participation.

Assessment of performance against stated objectives over the last 12 months

Identified objectives	Task(s)	Status
Produce an Annual Review for 2010	Prepare content and arrange printing and distribution	Achieved
Organise up to 4 training events for Members	Identify suitable topics, source provider and issue contract	Achieved - we have held x sessions with a further x planned, but need to repeat annually
Greater compliance re Annual Returns - achieve 80% compliance by 2011	A firmer approach to Members	Have achieved 76 % Compliance
Maintain and improve Diary pages on website	Ensure all charities know of and make use of Diary	Achieved but needs to be maintained
Organise another annual 'Volunteering Fair'	Approach potential sponsors and book a venue , actively promote event to ensure maximum attendance and value	Achieved and we propose to repeat annually
Increase membership of the Association	Publicise the Association and its activities more widely (e.g. JEP, BBC radio Jersey, CTV) and pro-actively work with charities & charitable Trusts which are not currently members	Achieved and will be continued
Full subscription payments received from members	Send invoices to members in January	3 Members still in arrears 2009/2010
Attract additional non-lottery funding	Approach large trust companies	Achieved and ongoing

To continue to improve governance	Monitor response to annual returns from members	Achieved and ongoing
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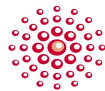
Proposed objectives for the next 12 months

Identified objectives	Task(s)	Resources required	How will we monitor	Responsibility
Produce an Annual Review for 2010	Prepare content and arrange printing and distribution to all relevant parties	Administrator's time	Publication of Annual Review and monitor feedback from members and general public	Chairman /Administrator /Publicity Officer
Organise up to 4 training events for Members	Identify suitable topics, source providers and issue contracts	Appropriate trainers/speakers and dedicated organiser	Feedback from Members	Training organiser and Executive Committee
Monitor developments regarding proposed move to UK lottery	Liaise with Economic Development Ministry	Executive Committee's time	N/A	Administrator /Chairman
Ensure greater compliance re Annual Returns - achieve 80% compliance by 2010	Send out information and reminders in good time plus apply a firmer approach to Members	Administrator's time	N/A	Administrator

Maintain and improve Diary pages on website	Ensure all charities know of and make use of Diary by information e mails etc	Administrator's time	Feedback from members and general public	Administrator
Organise another annual 'Volunteering Week'	Approach potential sponsors and book a venue	Member's input and participation	Feedback from Members and general public	Training organiser/ Executive Committee / Administrator
Increase membership of the Association	Publicise the Association and its activities more widely (e.g. JEP, BBC radio Jersey, CTV) and pro-actively work with charities & charitable Trusts which are not currently members	Administrator's time	Track membership numbers	Administrator / Executive Committee
Full subscription payments received from members	Send invoices to members in January	Administrator's time	See all subs being paid in full, set up reminder system	Administrator/ Treasurer
To continue to improve governance	Monitor response to annual returns from members	Time of Administrator / Executive Committee	monitor accounts being received	Administrator / Executive Committee

To build upon the amended Constitution by providing more support and resources for members	To set up sub-committees of interested members	Time of sub committee members	Feedback from members	Executive Committee
Arrange to give presentations to Schools & Corporations	Prepare 2 presentations one for Schools one for corporations	Administrator's Time	Mail Shot Schools and larger companies	Administrator

20th October
Liz Le Poidevin
Chairman



Association of Jersey Charities