

# THE GOLD STANDARD CHARITABLE TRUST

ANNUAL REPORT 2018







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# OVERVIEW

This report provides an opportunity for us to thank all those new and continuing supporters of the charity. I hope you enjoy this overview of the year, in which we highlight some of the charity's engagement and fundraising activities as well as the impact that awards have made on the education, experiences and lives of the young people we support.

2018 has seen the level of support we have been able to offer to bursary candidates rise significantly. A steady increase in funds raised has enabled the charity to make a growing number of full fees awards. The number of full awards made this year has risen to almost three times as many as in the previous year, while the average award the charity grants now stands at 73% of fees; we are now supporting more students than ever before – up from 22 to 35 pupils in the year.

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Yours sincerely,



**Sir John Ritblat**

(on behalf of

The Gold Standard Charitable Trust)



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73%

Average Level  
of Bursary  
Support\*

\*in year

17

Full  
Bursaries

## BURSARIES & AIMS

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The Gold Standard  
Charitable Trust is  
dedicated to widening  
access to outstanding  
education

Each year we offer support to parents of gifted pupils whose circumstances would otherwise put an independent school education beyond their reach. We work closely with each of our partner schools in order to widen access, helping them to reach out to local families and supporting them through the process of identifying candidates.



£533,000  
Committed to  
Bursaries\*

\*in year

35  
Bursarians

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We have established Bursary and Scholarship Funds for each of our partner schools, and work closely with school management teams to coordinate and manage appeals to their communities, whilst also soliciting unrestricted giving to the central GSCT fund. These funds currently support students from pre-preparatory level through to senior school. It is the intention of the Trustees to extend support into tertiary education, subject to suitable candidates being found.

The charity also operates as an essential support mechanism for the children of current parents. Support from the school communities, to raise funds for pupils

whose parents fall into financial or other difficulty, allows us to provide much needed assistance to such pupils and to provide peace of mind at a time of difficulty.

All bursaries are means tested and are reviewed annually. Awards range from 10% to 100% fee remission.

**We want to identify untapped talent irrespective of parental means, to nurture potential and to develop character and attitude. In the process, we want to change lives for the better.**



Seth  
Bolderow,  
Headmaster of  
Wetherby Senior  
School, writes about  
two bursarians who  
have received 100%  
Gold Standard  
Charitable Trust  
Awards.

## CASE STUDIES





## Joshua

Joshua has been a popular member of the Wetherby Senior community since he joined us in Year 9 and I was delighted when the Gold Standard Charitable Trust were able to support him with a bursary. Joshua has thrown himself into the life of the School.

The academic staff enjoy teaching him as he is a dedicated and hardworking pupil. This was reflected in his most recent report and he was awarded the term prize for progress.

Joshua plays a role in the wider life of the school: he is a member of the School

Council and has shown himself to be a talented communicator in his work to improve and develop different areas of school life. He has involved himself in the Community Service group most notably working to raise donations for a local food bank.

He is also a strong footballer, he lead his Trib to victory this year and has been a key member of the School team throughout his time here.

Joshua has quietly and purposefully brought a great deal to Wetherby Senior School and we are delighted to have him.



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## Mark

Mark has had a real impact on the school community since joining us in September. He has embraced the academic challenges set by the teaching staff and has made great progress in all areas of the curriculum with his last report highlighting Maths and Latin as real strengths. It is a real credit to him that he has managed to maintain such high standards whilst taking on significant commitments both in and out of school. He is well known around the school for his contribution to the performing arts.



# CASE STUDY



He is hoping to take up the tuba and he has become heavily involved in school drama, playing the lead role for his Trib in the inter-Trib competition.

In his first two terms at the School he appeared in the role of Jackie in the West End musical, ***Caroline, or Change*** at the Playhouse Theatre. He deservedly received promising reviews for his thoughtful portrayal of the character. I was lucky enough to be able to share the experience with him and meet other members of the cast and crew; it was impressive to see how comfortable he was in that world and he is right to have ambitions to do more.

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I am often asked by parents what makes a Wetherby boy and Mark is one of the examples I like to give: he is engaged academically, he makes the most of the opportunities the school offers and he is an enthusiastic, kind and supportive member of the community who quickly made firm friendships with the other boys.



Olivia Buchanan,  
Headmistress at  
Falcons Prep School,  
writes about Adam,  
who has been awarded  
a 100% Gold Standard  
Charitable Trust  
Bursary Award.



## CASE STUDY

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Adam is a delightful boy and incredibly polite and grateful to all of his teachers. A real pleasure to teach. He is also both a natural and confident performer and an outstanding sportsman, making him a fantastic ambassador for the school. He relishes every opportunity thrown his way and attacks his learning with energy and dedication.

A real success story, Adam has made good progress in all areas of the school. Most recently, he won the highest number of awards at our end of term prize giving assembly, including the titles of Junior Musician and Junior Sportsman of the Year.

In addition to his sporting and academic achievements, Adam is also a kind and well-mannered boy. He is always willing to offer a helping hand to those in need and this wonderful attitude lead him to win the Behavioural Award for Thoughtful Action at the same prize giving assembly.

Including Adam, the Falcons School for Boys Bursary & Scholarship Fund is this year supporting three pupils on full awards – an astonishing achievement with the bursary fund still in its infancy. We would like to take this opportunity to thank the Trustees of the Gold Standard Charitable Trust for the wonderful support that they have given.

Adam received the Music award for outstanding vocal performance in both rehearsal and actual shows for the Year 4 musical Darwin Rocks. He displayed exceptional preparation, solid tuning and superb musicianship throughout his solo work and is also a fantastic ensemble performer. Adam is a real pleasure to teach and has such a wonderful affecting vocal tone.

*Damian Peckham,  
Director of Music*

“

Falcons Prep has been the best school for my son. He is really content and settled there. All of the boys are so polite and the teachers are doing an amazing job at instilling confidence in their students to become better leaders.

We are truly grateful to Falcons Prep School for the life changing support and guidance that has been offered to our son. We feel so very fortunate. Our only one wish is for Falcons Prep to open a Senior School so that Adam can continue with his learning in this wonderful environment.

*Adam's father*

Adam won his Junior Sports award last term for his performances on the rugby pitch and in the swimming pool. He won a number of backstroke races at inter schools galas. Adam scored the most tries in his year group during the term.

*Christopher Shaw,  
Director of Sport*

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## St Anthony's Alumni Reunions



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# ENGAGEMENT

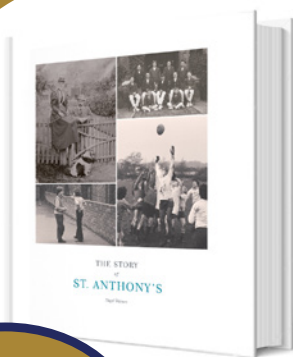
## School and College Anniversaries

Anniversaries provide an opportunity to accelerate engagement and promote the charity to parents and alumni.

The academic year 2018/19 marks the 125th anniversary of the founding of St Anthony's Prep School.

Anniversary activities planned in other schools include: 40th anniversary celebrations for Pembridge Hall in the autumn 2019, a 90th anniversary of the founding of Hilden Grange School during the academic year 2019/20. In 2020 Abbey Manchester celebrates its 30th anniversary.

## School Histories



## Building Databases



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## School Histories

School histories provide a useful tool to reengage alumni with their former school, and as a marketing tool to current and prospective parents. The charity commissioned The Story of St. Anthony's, which came on sale in 2018 to mark the school's anniversary. A history of the Wetherby Schools has been commissioned and all proceeds from sales go to support bursaries.

## Building Databases

There has been a constant focus on building school databases, while ensuring compliance with GDPR regulations. Post card invitations from the Head, inviting alumni to opt in to receiving fundraising materials is providing the charity with a list of 'warm' constituents to focus on. Other techniques employed to reach alumni include social media channels, peer to peer sharing and working with senior school development offices.



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## FUNDRAISING

During the year we raised over £350,000 in gifts and other income which will be used for bursaries, scholarships and other purposes (such as therapy)

A new online giving facility has led to a significant rise in online donations with two out of three donors now choosing to give online.

## Regular Giving

Gifts are welcomed at all levels, but most importantly, regular giving is encouraged as this allows us to plan for the future. A steady income stream upon which we can rely is of huge value and we appeal to our donors to support in this way.

## Appeals

### Pembridge Hall - Maintaining Momentum

Sustaining existing appeals at Pembridge Hall, ensuring momentum continues. Building up to the 40th Anniversary, a fundraising ball is planned for Autumn 2019.



### Wetherby Appeals

Throughout the year this appeal has received great support, raising close to £150,000. Campaigns were accompanied by innovative ideas such as a sponsored bike ride from the school to Paris.

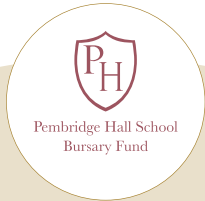
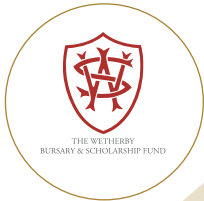
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### St Anthony's Appeal

As part of its 125th anniversary St. Anthony's has made a concerted effort to promote the GSCT to as many parents and alumni as possible. These activities culminate in a bursary appeal to all alumni and parents launching in May 2019, followed by a gala dinner at the school in June of that year.



The Gold Standard Charitable Trust has created sub funds for each participating school, which enable donors to donate to a specific school and allows allocations for specific educational activity – for instance music and the arts.



## SUBFUNDS

The long-term aim of the charity is to create a sub fund for all of the schools within the Alpha Plus Group of Schools and Colleges.





# LOOKING FORWARD

## Provision

Over the coming years the charity is committed to expanding bursary and scholarship provision at all levels and it is our ambition to make an increasing number of full fees awards.

Our short term plan is to raise an annual income through regular giving, with a long term sustainable solution of building an endowment fund,

the income from which will fund these places in perpetuity.

Such a fund will enable us to look for those children who will flourish and develop individually, but we are also looking for those whose presence in the school will have a positive impact on the experience of others.

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## New website launches

A new website has been built and will be formally launched in 2019. The new site includes a portal for trustees to review applications, as well as a facility to track and maintain contact with bursary recipients and donors.





# LEGAL & ADMINISTRATIVE

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|                      |  |
|----------------------|--|
| Charity Status       | Registered in England and Wales  |
| Charity Number       | 1130999  |
| Registered Office    | 24 Queen Anne Street<br>London<br>W1G 9AX  |
| Company number       | 06818920   |
| Founder member       | Sir John Ritblat   |
| Trustees             | Sir John Ritblat<br>Colin Wagman FCA<br>Dr Priscilla Chadwick<br>Howard Goldsobel<br>Dr Martin Stephen<br>Graham Able<br>Julietta Gishen |
| Independent Examiner | David Edwards ACA<br>Lewis Golden LLP<br>Chartered Accountants<br>and Statutory Auditors<br>40 Queen Anne Street<br>London W1G 9EL       |

# TRUSTEES

## Dr Priscilla Chadwick

Having been Head of Religious Education and Principal in both state comprehensive and independent schools, as well as Dean of Educational Development at South Bank University, Dr Chadwick was the first woman elected as Chairman of The Headmasters' and Headmistresses' Conference (HMC).

She is a governor of a number of independent schools and academies. She chaired the National Dioceses Commission for the Archbishop of Canterbury, presented 'Thought for the Day' for BBC Radio 4, led a major review of Church schools for the Church of England and published two well-reviewed books on education. Her interests include music, the arts and world travel.

## Dr Martin Stephen

Dr Martin Stephen was educated at Uppingham School in Rutland followed by the University of Leeds and then the University of Sheffield where he obtained a PHD. He was Headmaster of The Perse School, Cambridge (1987–1994), High Master of Manchester Grammar (1994–2004) and then High Master of St Paul's School (2004 –2011). He was Chairman of The Headmasters' and Headmistresses' Conference in 2004.

Martin has a long history of charitable fundraising, raising £10 million for bursaries at Manchester Grammar and £30 million for redevelopment at St Paul's School. Martin is a prolific author of several academic titles on English Literature and five Henry Gresham crime novels set in London and Cambridge. Following a stroke in 2005 he wrote about his experiences in a work titled 'Diary of a Stroke'. Martin is a founding governor of The London Academy of Excellence.

## Howard Goldsobel

Howard Goldsobel is a partner in a West End firm of solicitors specialising in company and commercial work. Howard has a lifelong interest in educational affairs and was a Lay Inspector of Schools from 1993 to 2001.

A keen reader, a tennis player and skier, Howard holds an MBA and is a foundation Governor and Chair of Finance at a VA faith school.

# TRUSTEES

## Sir John Ritblat

Sir John Ritblat is the Honorary President of The British Land Company PLC, Chairman of Delancey's Real Estate Advisory Board, and Chairman of the Alpha Plus Group.

He stood down as Chairman of the Board of Governors of London Business School in April 2014 after 23 years on the Board and 10 years as Chairman. He remains as a member of their Estates Committee and is an Hon Fellow. He was previously Chairman of the Wallace Collection and a Trustee for 10 years and remains Chairman of The Foundation. He is an Hon Fellow and was Deputy Chairman of the Royal Academy of Music.

Sir John was re-appointed to the Board of the British Library in 2015, having been on the Board previously between 1995 and 2003 during the period of its move from The British Museum to its new home in Euston Road. He is the sponsor of "The Sir John Ritblat Gallery, Treasures of The British Library".

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He is the President of British Ski & Snowboard National Foundation. In his different guises he has been the principal sponsor of The British National Alpine Ski Championships for the last 41 years and is the longest serving supporter of a British sport. He also helped to establish the governing body for all British snow sport athletes which is now known as GB Snow Sport Federation. He is Vice President of the Real Tennis & Racquets Association.

## Julietta Gishen

Following a brand management career at the BBC, Julietta took over the administration of the Charity in 2012. After becoming a mother to four children and entering three in private schools across London, she was appointed as a Trustee. Over the last six years, she has built solid relationships with the Heads and has helped to facilitate the allocation of bursaries and hardship funding to students across the GSCT schools.

## Graham Able

Graham Able is currently Deputy Chairman for the Alpha Plus Group having stepped down from his role of CEO from October 2009 – June 2014. Graham took over as CEO of the Alpha Plus Group two months after he retired as Master of Dulwich College in 2009 and after 40 years in independent schools, the last 21 of which was spent in Headships.

Prior to his nearly 13 year tenure at Dulwich College, Graham was Head of Hampton School. He has been closely involved in the independent sector in London for over 25 years.

Graham is a former chairman of HMC which represents the Heads of over 250 of the leading independent schools in the United Kingdom. He also chaired the HMC/ Girls' Schools Association (GSA) joint academic policy committee and was President of the International Boys School Coalition for three years until July 2009 (the first non-American to hold this post).

During his Mastership at Dulwich, Graham was responsible for the development of the Dulwich schools in China and remains Senior Vice-President of Dulwich College Management International. Most recently he has co-founded the lobbying group, Exporting Education (UK), which he currently chairs.

## Colin Wagman

For over 30 years, Colin Wagman has been extensively involved in the UK property industry. As former Deputy Chairman of Delancey and its CFO he was responsible for their treasury and finance functions as well as their corporate and taxation policies. Colin holds several non-executive directorships and is Chairman of The City of London Group Plc, as well as being a trustee of several charities and was a founding trustee of The Silver Line Helpline.

He was also closely associated with the property and finance industries throughout his 28 years in public practice as a Chartered Accountant and was a Senior Partner in the firm Casson Beckman in London until he retired from practice in 1991. Colin is a Fellow of the Institute of Chartered Accountants in England and Wales, having been admitted as an Associate in 1970.

# FINANCIAL SUMMARY

## Statement of Financial Activities

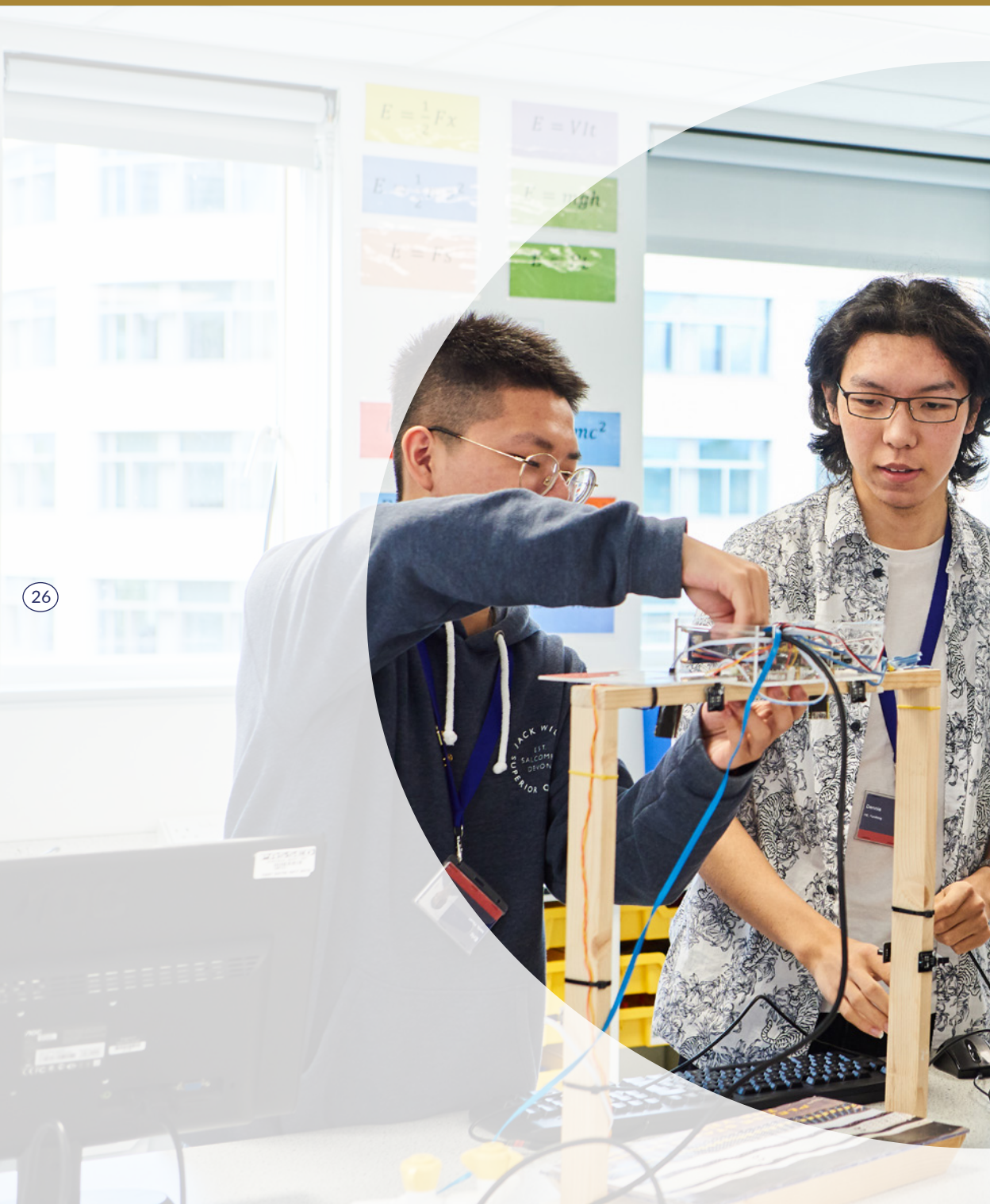
(Including an income and expenditure account)  
For the year ended 31 December 2018.

|                          | £         | £         |
|--------------------------|-----------|-----------|
| INCOMING RESOURCES       |           |           |
| Donations                | 310,251   |           |
| Gift aid receivable      | 17,793    |           |
| Income from investments  | 23,304    |           |
| Interest received        | 15        |           |
| Total incoming resources |           | 351,363   |
|                          |           |           |
|                          | £         | £         |
| RESOURCES EXPENDED       |           |           |
| Current Year             | (168,919) |           |
| Future Periods           | (364,690) |           |
| Charitable activities    | (533,609) |           |
| Support costs            | (72,242)  |           |
| Total resources expended |           | (605,851) |
|                          |           |           |
| Investment loss          |           | 60,413    |
|                          |           |           |
| EXPENDITURE              |           | 314,901   |

# Balance Sheet

For the year ended 31 December 2018.

|  | £       | £       |
|--|---------|---------|
| <b>FIXED ASSETS</b>                          |         |         |
| Investments                                  |         | 363,804 |
| <b>CURRENT ASSETS</b>                        |         |         |
| Debtors                                      | 19,892  |         |
| Cash at bank                                 | 386,494 |         |
|  |         | 406,386 |
| <b>TOTAL ASSETS</b>                          |         | 770,190 |
| <b>CREDITORS: due within one year</b>        |         | 286,435 |
| due after one year                           |         | 95,758  |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |         | 483,755 |
| <b>TOTAL NET ASSETS</b>                      |         | 387,997 |
| Restricted funds                             |         | 336     |
| Designated funds                             |         | 299,782 |
| Unrestricted funds                           |         | 87,879  |
| <b>TOTAL FUNDS</b>                           |         | 387,997 |







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W. [goldstandardcharitabletrust.co.uk](http://goldstandardcharitabletrust.co.uk)



THE GOLD STANDARD CHARITABLE TRUST  
*"Changing a Child's Horizon"*