

**Board Meeting  
World Merit CIO  
Friday 18th October  
2 p.m.  
World Merit Office – Calderstone Park  
Minutes**

**1. Present**

Richard Kemp  
Minhaz Abedin  
Marlou Cornelissen

**2. Apologies for absence**

Were received from Ithalia Forel

**3. The minutes of the minutes of the last meeting were approved**

**4. Governance update (incl. meeting with lawyers)**

An oral report was presented by MC given the outline of a discussion to be held between her, Jack Stopforth and solicitors about regularising the M and As of the Company.

**5. Summit debrief**

The Board received a debrief of the Moroccan Summit which had been prepared by Jacinta Parson. It showed that

- 90% of delegates were satisfied or very satisfied with the overall organisation of the Summit.
- 85% of delegates were satisfied or very satisfied with the Summit agenda.
- 92% of delegates were satisfied or very satisfied level of the speakers, panellists and their presentations during the Summit.
- 87.5% of people were satisfied or very satisfied with their learning from the Summit.
- 95% of delegates now feel that they understand how to start/run a project, event or an action of their own, as a result of the Summit.
- 95% of delegates would recommend the Summit or other World Merit Programs or Summits to their network and friends as events worth attending.
- Only 35% thought they had very sufficient time for sessions and training to give the basis of a subject and learn something new.
- Only 37.5% found the panels, trainings and sessions very engaging.
- Over 50% found the actual agenda to be average or satisfying at best... Which, as the Summit's biggest drawcard, is concerning!

*“The Summit has revived my passion to impact my community, to help create change needed and to not be an onlooker.”*

It was agreed that these results should be built in to the discussion with Malaysia and Shanghai Universities about similar summits in Summer 2020

## 6. Office move

RK reported back formally that the Office had now been moved to the Mansion House, Calderstones Park. The office is more convenient, better lit and less than half the price of the previous accommodation. Although it was not our responsibility CIO staff had been working with Urban Splash to dispose of the lease on the Ltd Company's behalf.

## 7. New York / Rome / London Update

**MC reported back on visits to London and New York. She had made a wide range of contacts and renewed contacts with others including alumni of WM in New York.**

There are a number of contacts being actively followed up including with the Global Rotary Organisation. No formal meetings were held with MISK but we were informed that they will be looking at the possibility of extending WM's grant after a full review of their strategic priorities ending in November.

## 8. Update on Anton campaign (and other Ambassadors) – MC

MC and RK reported back on the progress being made with local events and national programmes initiated by Anton and his manager. The programme was generating a lot of interest in the WM programme. Discussions will be held in the coming weeks with both Anton and his manager about how to monetarise this activity.

RK is providing support to Anton and manager in respect of working within the public sector and appropriate contacts. MC is working with Anton and management about a plan for 2020 and beyond.

## 9. Website / Tech Update –

MC reported back that the Charity has asked for certain changes to the website which we are now doing in 5-6 sprints of 2 weeks. Carlo has 2 meetings a week to discuss progress. On top of that he is involved in a weekly call with the Tech team, (sometimes Ron and Rhett), to discuss more high-level ideas to improve the Impact App, where our input is taken seriously. She has yet to see any tangible outcome of this yet.

## 10. Budget and financial statements

The Board received a report back that there are sufficient funds in hand to ensure payment of all bills until the end of December. However, this took no account of the fundraising activities outlined below which will bring in some cash before the end of the Year.

## 11. Fundraising strategies – MC

1. Winter Ball. The ball is progressing well! We have sold roughly 100 of our 160 seats. Jamie Carragher and the 23 Foundation have both been publicising it on social media. Mike has a meeting with Carragher and Lawrence Kenwright on 7th November about tables and possible sponsorship. We also have a PR firm who works with the 23 Foundation helping us with table sales.
2. Disability Summit 2020

A budget has been prepared and agreed with Parmi and submitted to Bernie. Bernie has approached the potential funder (in UAE) and we are in the process of drafting a combined letter with 'Include me too' for Bernie to pass to the UAE Ministry of Presidential Affairs for consideration.

### 3. Malaysia Summit 2020

Serious discussions are underway for a summit with the University of Malaysia. These will come to a head in late November/Early December. The MOU specifies a number of points including the payment of all local residential and travel expenses and a fee to WM for leading the activity and marketing it.

When this is put in place a similar MOU and suggestion will be sent to Shanghai University.

### 4. Online Prize Raffle with the 23 Foundation

The raffle for the Carragher shirt is now online ([Justgiving.com/campaign/worldmeritcarragher](https://www.justgiving.com/campaign/worldmeritcarragher)). Mike has been working to get accepted on all LFC Supporters fans sites on Facebook so that he can start advertising the prize. Some of these sites have already accepted the requests and the posts are getting attention. Should see some bids in the coming days. Carragher and the 23 Foundation are going to start advertising it on social media next week. They did not want to do this and the all in the same week.

### 4. Crowdfunding Campaign

The Board agreed the wording of the Opportunity campaign through Crowd funding. It would say that help was needed as with all charities to meet core costs so that advantage can be taken of project funding

### 5. Speaking Engagements

EF invited Marlou to deliver a key-note and workshop during their leadership program. They are donating £3000 per event. Scheduled for Nov, March and April.

### 6. Street collections

The Board decided not to proceed with this idea

### 7. Friends of World Merit

Donations campaign for people to commit to a monthly donation.

Also offline support: Ideas for this which could be used not on in the Liverpool City Region are being drawn up and Jack Stopforth has agreed to assist with this.

### 8. EU Partnership with World Merit Latvia

Gustav has asked for a meeting with Mike and Marlou in Latvia to progress this. They have already received some funding from the EU.

### 9. Sponsored Run Anton

We need to join an organised event to trial success of such an event. To do our own at Calderstones we would require permission from land owner, insurance, marshals, first aid provision, means of marking the course etc. Deb has emailed the volunteers who organise Princes Park - park run to ask if they would be happy for us to join them one Saturday morning. If they are we can approach Anton for a date. In meantime starting on publicity material.

### 10. Zimbabwe Changemakers Event 2020. This would not strictly be a fundraiser but an opportunity to help in a distressed part of the world potentially bring in support other WM Southern Africa Councils

## **12. Relationship with Youth Federation**

RK reported back on a meeting between himself and Marlou and the Chair and Chief Exec of the Youth Federation. It was agreed that there was a real need and opportunity to establish stronger joint working between the two bodies. An MOU has been signed between us and the Chief Executive who is shortly giving up some other things will work with MC to review a stronger relationship with a view to a full report being presented in December.

## **13. Consideration of new Trustees**

RK reported back on discussions held with Edward Harcourt formerly of Liverpool JMU who had agreed to join the Board. A trustee pack will be sent to him for completion.

Subject to the discussions in 12 above Chris Hindley will be invited to join the Board if that way forward was considered useful. MC and RK authorised to progress the matter.

Marlou was also authorised to progress talks with 2 local social entrepreneurs. A report back will be presented to the next meeting.

## **14. SDG World Tour**

A full report will be presented to the next meeting about potential WM involvement in this.

## **15. Date and time of the next meeting**

The next meeting will take place on December 13<sup>th</sup> at 2pm. At the WM offices in Calderstones Park

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Cllr Richard Kemp CBE  
December 13<sup>th</sup> 2019