Thank you for giving me the opportunity to explain the lower income for THI in 2021. There are 2 main reasons. One as expected, dealing with the pandemic crisis on a professional and personal level, but the other is due to the fact that we were a new organisation at that time. Allow me to explain.

In 2018 when I registered The Hummingbird Initiative with the Charity Commission, I also began fundraising. We were very fortunate that a group called The Sisterhood, decided to support our organisation and raised (for a new charity operating in their first year) a significant amount of money. This enabled us to employ a Programme Manager and Officer on the ground in Kenya and start operating with a strong and experienced team. With these funds, we carefully budgeted the running costs of the organisation and the execution of our planned projects to span over the following 2 years. As a result, we therefore did not make fundraising part of our daily role at this time. Looking back, this was a naive decision. Now we make fundraising part of our ongoing operations.

In 2019/2020 we were delivering emergency Covid relief to the community in the form of hand-washing stations, education on health and sanitation and emergency food relief which also meant that our focus was on dealing with the present and not fundraising for the subsequent year as we had enough to cover the year ahead in our "pot".

However, over the past 2 years, I have treated our organisation as you would a start up business, adopting the same strategies on social media, marketing, financials, paper trails, team meetings, appraisals, feedback, project planning platforms, risk assessments, mitigation documents and such like. As a result, we now operate on a completely professional level, with an experienced team on board that all contribute to the running of the organisation. This has been helped through the guidance of the well-established and well-known organisation, The Born Free Foundation, who's president, Will Travers, is our Advisor.

I can now confidently assure you that The Hummingbird Initiative adopts a consistent approach to fundraising which will be seen on our subsequent Annual Return for the Year ending 2022.

I hope that this allays any concerns about why our income of £2,411 in 2021 was low but please don’t hesitate to contact us for further information.