



We Love Mauritius

Promoting environmental
stewardship and social justice

WeLuvMu

A not-for-profit company
and approved charitable institution

Annual Review and Financial Statements for the Year Ended 31st December 2009

Company Number: C0985650

Charity Reference: CI/41/08/90



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Reference and Administrative Information

Registered Name: WeLuvMu

Trading Name: We Love Mauritius

Company Number: C0985650

Charity Reference: CI/41/08/90

Website: www.welovemauritius.org

Email: info@welovemauritius.org

Registered Office
and Operational Address: 6 Jubilee Apartments
Casse Ghoon
Pointe aux Canonniers
MAURITIUS

Directors: Dr Richard L Munisamy
Eugene Vitry

Bankers: Bramer Banking Corporation

Legal Advisors: Mardemootoo Solicitors



Our Aims and Objectives

Purpose

Our Charity's purposes, as set out in the in the Objects contained in the Company's Constitution, are:

The protection of the environment and the advancement of human rights for the benefit of the current and future population of Mauritius.

Vision

Our Charity's vision is:

The development of an ecologically sustainable society in Mauritius.

Mission

Our Charity's mission is:

To promote environmental stewardship and social justice.

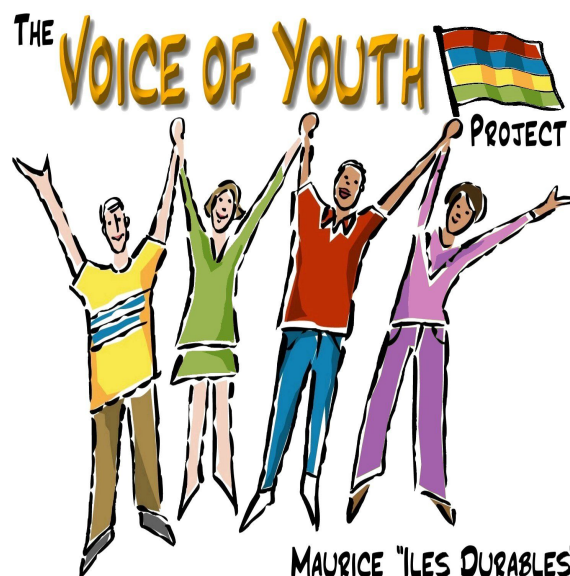
Ensuring our Work Delivers our Aims

We review our aims, objectives and activities each year. This review looks at what we achieved and the outcomes of our work in the previous 12 months. As a charity, our activities should be solely for the public benefit. Therefore, we submit this review for public scrutiny and we encourage anyone to send their questions and criticisms to us: info@welovemauritius.org. A copy may also be sent to the Mauritius Revenue Authority.

The Focus of our Work

There are a large number of non-governmental organisations(NGO) in Mauritius concerned with the protection of the environment and the advancement of human rights. Therefore, we have chosen to focus our activities on advocacy, specifically, giving voice to the voiceless: nature and future generations. Our approach is three-fold:

- We question and critique public policy and implementation and communicate with the public so that appropriate changes can be made via democratic processes.
- We encourage the youth of Mauritius to recognise and speak out on the issues that affect their future via our brand *The Voice of Youth Project*.
- We build capacity in other NGOs with similar aims in order to leverage our efforts; we especially encourage young people to start their own organisations when they are old enough.





The Year in Review

Incorporation

The seeds were sown for the creation of *We Love Mauritius* in 2007 and the founders formulated its vision some sixth months before the Prime Minister announced the “Maurice Ile Durable” (MID) programme to UNESCO in October 2008. *We Love Mauritius* was officially incorporated in January 2009 and application was immediately made for it be approved as a charitable institution. Approval was finally granted six months later.

Communications

After the launch of the MID website in March 2009, We Love Mauritius soon became a lead contributor. In May 2009, probably because of our criticism of certain government policies and the administrators of the site, we were banned from contributing to it. However, this situation was quickly reversed once we threatened legal action against the French company that owned it.

Unfortunately, the MID website was taken off line in August 2009 and to date, has not been reinstated. Fortunately, we maintained an **archive of our major submissions**. Since then, the *We Love Mauritius* website has become the main channel for communicating our articles. This site, launched in October 2008 and then totally rebuilt in August 2009, was receiving around 300 unique visits per month by the end of 2009.

Engaging with Government

Our first major foray into public policy was to challenge whether the strategy for the tourist sector is compatible with *Maurice “Iles Durables”*. Questions were sent to Xavier Duval, Minister of Tourism, who replied via his Principle Tourism Planner. We provided an **in depth analysis** to the answers and conveyed them to the Ministry, however, they have chosen not to comment.

Engaging with Youth

We interact with the younger generations in Mauritius via our brand *The Voice of Youth Project*. The first stage of this initiative – the *MID Video Awards* – was conceived in June 2009 and launched in September. Ten tertiary educational institutions and private schools were invited to participate. The *Voice of Youth (Mauritius)* group on Facebook, through which we organise the awards, had over 400 members at the end of 2009.

It had been our intention to extend the awards to all State schools and to help youth from disadvantaged backgrounds to cross the digital divide and participate in 2010. However, due to funding constraints resulting from the introduction of new legislation (see below), it seems that this will have to be postponed.

In December 2009, we obtained a copy of the film *The End of the Line* from the producers and a licence to screen it in public. We showed it to all the students and some of their parents at Northfields International High School. The film warns that, at current rates, the populations of the major fish species that we eat will collapse by 2050. It was well received by all.

Engaging with the NGO Sector

To leverage our efforts, we seek to influence and build capacity in other NGOs. Therefore, we have applied to become affiliated with MACOSS, however, this has been rejected. We have also sought to collaborate with UNDP but the coordinator Mrs Bappoo-Dundoo has refused to recognise us as a legitimate NGO.

During 2009, a consortium of NGOs explored the possibility of launching an initiative in Mauritius based on the Transition Town movement that started in the UK. Our Creative Director attended a training session in the UK in September 2009 where he concluded that the Transition Town movement is not currently relevant to Small Island Developing States.



Social Impact

To our knowledge, the organisation made no adverse social impact during 2009.

Environmental Impact

In order to minimise our use of resources and energy we implement the following policies:

- Minimise travel and use public transport wherever practicable.
- Whenever possible, work from home and conduct meetings by phone or video conference.
- Send documents electronically to avoid printing and posting them.
- Power-down electronic equipment when not in use.

Financial Review

Sources of Funding

As a new organisation, finance for our projects has been very difficult to acquire. Our first application was to the UNDP Global Environment Facility Small Grants Programme, however, the committee has a policy of only supporting membership organisations. This was deeply disappointing. Equally disappointing was the offer of seed funding from the British High Commission which was subsequently withdrawn.

Fortunately, Mrs Maya Currimjee-Jhuboo joined *We Love Mauritius* as a volunteer in August 2009 and was able to exploit her network of friends and family to obtain seed funding for the *MID Video Awards*. We owe a debt of gratitude to Maya, IBL and Currimjee-Jeewanjee.

When the CSR Fund was launched in October 2009, we immediately applied to be an approved NGO. To date, no official response has been received to this application. This means that *We Love Mauritius* is effectively cut off from funding from the private sector. In response to our concerns, Ali Mansoor, Financial Secretary, stated:

It may be useful to clarify that NGOs can freely operate and raise funds if they are properly registered and DO NOT NEED approval of the CSR committee to operate. Approval only makes firms that pay out to approved NGOs eligible to count those contributions against their 2 percent of profit obligations. However, firms and individuals remain free to make contributions (outside the 2 percent obligation) to any registered NGOs of their choice.

Unfortunately, we have not found any firms willing to make donations to NGOs in excess of the obligation to give away 2% of their profits, especially not to ones yet to be approved by the CSR committee. It is somewhat surprising that the Ministry did not assess how much companies are prepared to donate before introducing the legislation. Hopefully this situation will be resolved in 2010.

Reserves

At the end of 2009, we have some reserves, however, most is committed to prizes and expenses for the prize-giving ceremony for the *MID Video Awards 2009*.

Administrative Expenses

Our administrative expenses, including training, totalled just over Rs. 6,000 or 6% of donations received. The valuable time and contributions in kind of our network of volunteers (transportation costs, telephone calls and use of personal computers) are significant, but are not included in the accounts.



Plans for 2010

Communications

We will endeavour to make the public more aware of our work and increase the traffic to our website by engaging with traditional media. In addition, we will seek reciprocal referrals from other websites, access to mailing lists of NGOs working in the same domains and develop our presence on social networking sites.

Engaging with Youth

We will continue the *MID Video Awards*, extending the invitation to participate to all state schools and state funded “private” schools. We had intended to enable children from disadvantaged backgrounds to voice their own important perspectives via video. However, this requires funding and as we are not an approved NGO, we are unable to attract “donations” from the CSR Fund. Alternative sources of income will take some time to develop.

Engaging with Government

We will continue to question and critique government policy and implementation where we feel it is not compatible with MID and make our findings public. This sphere of activity may well dominate our work in 2010 as it does not require significant funding. One policy that cries out for analysis is the Government's long term energy strategy.

We will persist in our aim to gain approval as an NGO by the Ministry of Finance's CSR Fund in order to obtain finance for our projects in the short term. However, we remain strongly opposed to the current policy and will seek to have it improved through democratic processes. We have already written an **in depth critique** of the policy that set up the CSR Fund.

Engaging with the NGO Sector

We will continue to seek affiliation with MACOSS and build the capacity of other NGOs via its programmes, including the new NGO Academy.

We will set an example of transparency and public accountability. This annual review, freely available from our website is, to our knowledge, a first for the NGO sector in Mauritius.

Approval

This Annual Review and the following accounts were approved at a meeting of the Board of Directors on 31st March 2010 and signed on its behalf by:

Dr Richard L Munisamy
Creative Director



Financial Statements

Income and Expenditure for 2009

	Notes	Rs.
Incoming resources		
Donations	1	100,000
Bank interest		337
Total incoming resources		100,337
Resources expended		
Charitable activities	2	30,000
Training	3	2,000
Administrative expenses		4,337
Total resources expended		36,337
Total funds carried forward	4	64,000

Balance Sheet on 31st December 2009

	Notes	Rs.
Assets & liabilities		
Fixed assets		0
Cash at bank		74,000
Liabilities		0
Net assets		74,000
Capital & funds		
Share capital	5	10,000
Funds		64,000
Total capital & funds		74,000

Notes

1. Donors comprised IBL (Rs.50,000) and Currimjee Jeewanjee (Rs.50,000).
2. Expenses for charitable activities were the purchase of a prize for the *MID Video Awards* (Rs.27,000) and the permits to screen the film *The End of the Line* (Rs.3,000).
3. Dr Munisamy and Mrs Currimjee-Jhuboo attended a workshop on fund raising costing Rs.2000 per person, but Mrs Currimjee-Jhuboo elected to reimburse *We Love Mauritius* for her fees.
4. Most of the funds carried forward are earmarked for prizes for the *MID Video Awards 2009* (Rs.35,000) and the costs of the prize-giving ceremony.
5. The organisation was set up with a nominal share capital to pay for start-up expenses. There is provision in the Constitution for the capital base to be expanded as the organisation grows.