

Mary Seacole Memorial Statue Appeal  
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Mary Seacole Memorial Statue Appeal - Registered charity: 1103862

ANNUAL REPORT 2010

## ANNUAL REPORT OF THE TRUSTEES

The Mary Seacole Memorial Statue Appeal is a charitable trust that was registered with the Charity Commission for England and Wales in February 2004.

The Trustees are responsible for the management of the charity and present their report and the financial statements of the trust for the year ended 31st March 2010.

## TRUST OBJECTIVES

The objects of the Mary Seacole Memorial Statue Appeal are:

1. To erect a permanent public memorial to Mary Seacole
2. To educate the public on the life, work and achievements of Mary Seacole



Photo and painting of Mary Seacole

## FORWARD: LORD CLIVE SOLEY, CHAIR OF THE APPEAL

This has been an important consolidation year for the Appeal with many of the essential building blocks of a successful fundraising effort now in place.

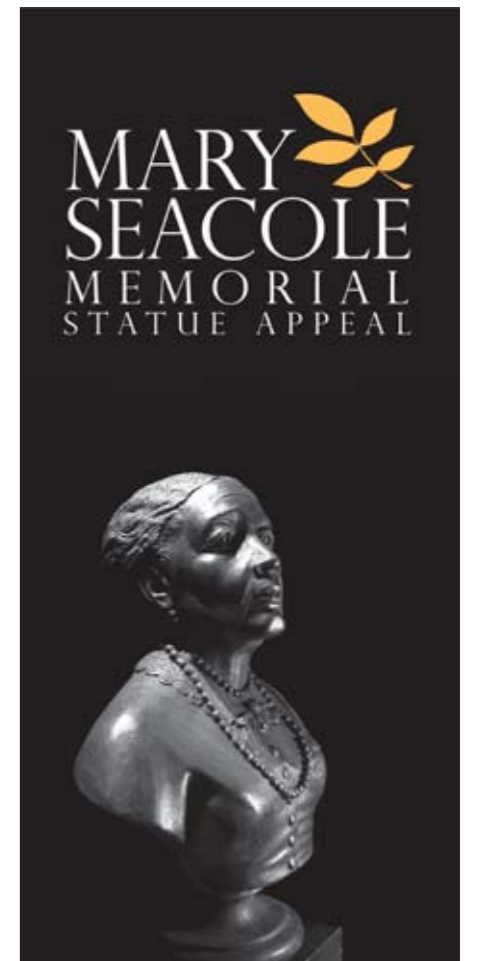
Martin Jennings is a highly respected and internationally known sculptor and his selection from an equally highly respected short list was a very real triumph for the Appeal. The memorial is now seen as an exciting new art project for London's South Bank.

We are now engaged in the vitally important tasks of getting planning permission and discussing finer details with St Thomas' hospital and with Martin Jennings to enable us to provide more accurate costings and produce more specific plans. We will also be drawing up a formal legal agreement between the Trustees and Martin Jennings. This process is vital in order to give confidence to high income contributors to the Appeal.

I am always immensely impressed with our ability to keep funds rolling in from so many small contributors particularly schools and young people. We have the same amount of money in the bank that we had prior to paying all the costs of the artist selection process. That is surely a clear indication of the popularity of the Appeal.

I hope the coming year will be one where we are able to attract significant new funds to reach our target of £500,000 which is what we require to create a fitting memorial to a woman who has been voted 'Britain's Greatest Briton'.

It is the commitment and enthusiasm of trustees and others supporters that convince me we are well on the way to achieving our aim of creating a permanent world class memorial to the remarkable Mary Seacole – the first memorial to a named black woman anywhere in the UK.





Southwold School at the House of Lords



Mary Seacole Fundraising Event 2009

## PRINCIPAL ACTIVITIES OF THE YEAR ENDED 31 MARCH 2010

The principal activity of the Trust has been to select the artist who will be commissioned to create the memorial to the nursing heroine of the Crimean War, Mary Seacole, and to continue to build support for a fundraising appeal.

The Artist Selection Panel, chaired by Baroness Amos, was made up of a team professional experts under guidance from Philomena Davidson, Director of the Davidson Arts Partnership. After a worldwide call for expressions of interest from artists last year, the panel selected the following short list; Maurice Blik, Georgia Boyd Russell, Joy Gregory, Martin Jennings, Kenness George Kelly (Fowokan), Etienne Milner, Susan Stockwell and Bill Woodrow.

The artists prepared and submitted their initial proposals comprising artist statements, sketches and models. An exhibition of these submissions was put on public display in the windows of Coutts & Co in the Strand, London in April 2009. The general public were encouraged to send in their views, online, to the appeal's website.

In May 2009, the models were displayed at the Guards Museum in Birdcage Walk, London, where the actress Cleo Sylvestre gave a sparkling performance as Mary Seacole.

Two artists, Martin Jennings and Bill Woodrow were selected to undertake further work and meet with the selection panel again in June. Martin Jennings was chosen to undertake the design of the memorial to Mary Seacole.

Guys & St Thomas' NHS Foundation Hospital Trust have agreed a prestigious location for the memorial within the grounds of St Thomas' Hospital, alongside the River Thames, and facing towards Houses of Parliament. It is expected that a planning application for the memorial will be submitted to the London Borough of Lambeth in the autumn of 2010. In the meantime work has commenced on preparing a detailed description of the proposed design together with computer-generated images of the memorial in situ, engineers drawings, scale model, lighting design, and total cost breakdown.



Memorial maquette - Martin Jennings

## OTHER KEY ACTIVITIES

### FUNDRAISING PACK

A fundraising pack containing a DVD setting out the aspirations for the memorial was sent out to potential funders, benefactors and supporters.

### MEMORIAL COMMISSION FACILITATING COMMITTEE

A Memorial Commission Facilitating Committee, chaired by Clive Soley with Lady Sue Woodford Hollick, Steve McGuire on behalf of Guys and St Thomas' NHS Foundation Hospital Trust and Philomena Davidson was set up by the MSMSA Trust to manage and report to the Trustees on the following:

- To develop, with the artist, a fully informed proposal for presentation to MSMSA Trust, Guys and St Thomas' NHS Foundation Hospital Trust, London Borough of Lambeth Planning Authority, English Heritage, World Heritage, Benefactors and Funding Bodies, Local Amenity Groups and any relevant others;
- To organise a public exhibition of the detailed proposal;
- In cooperation with Guys and St Thomas' NHS Foundation Hospital Trust, seek planning consent for the memorial.
- To agree the scope of works and commission agreement schedule that will inform the appointment of the artist once planning consent has been achieved.

### RAISING AWARENESS AT THE ANNUAL 'JERK COOK OUT'

The Mary Seacole Memorial Statute Appeal (MSMSA) took part in the annual family 'Jerk Cookout' event at the Horniman Museum in South London. This year also saw the first charity Fun2Dance Event organised by Michael Garrison. Attendees participated in the first record breaking attempt of the 'Electric Slide' with funds raised going towards MSMSA and the Black Cultural Archives.

The MSMSA trustees and volunteers were out to raise awareness and funds for a permanent memorial for the woman voted 'Greatest Black Briton'. Volunteers encouraged the crowd to register to take part in the electric slide and contribute to the appeal.

Trustees Gina Osbourne and Marsha John-Greenwood talked to visitors about the Jamaican nurse who took it upon herself to go to the Crimea War and nurse the wounded and feed the hungry using her own funds. One of the youngest volunteers on the day was 10 year old Lauryn John-Greenwood who picked out the winner of a commemorative fruit cake. She told the crowds that Mary Seacole was an inspiration and a role model for her to look up to. She encouraged the crowds to continue to donate by saying 'if you haven't already donated the buckets are waiting'; this was received with a cheer from the crowd.



## Help commemorate the life of Mary Seacole



Mary Seacole Performance at Bernie Grant Arts Centre, October 2009

### OTHER KEY ACTIVITIES

#### THE UNVEILING OF A NEW PHOTOGRAPH OF MARY SEACOLE

The Mary Seacole Memorial Statue Appeal organized the unveiling of a new photograph of Mary Seacole which took place at the Florence Nightingale Museum in June 2009.

The photo was unveiled by MSMSA Ambassador actress Cleo Sylvestre, well known for her monologues in the role of Mary Seacole. The unknown photograph and a rare signature of Mary Seacole were unearthed in a Crimean War album at Winchester College, one of England's oldest public schools. The discovery was made earlier in 2009 by Dr Geoffrey Day, the current Fellows' and Eccles Librarian at Winchester College. The College, whilst retaining copyright of the image, has kindly allowed the Mary Seacole Memorial Statue Appeal [MSMSA] sole use of it in order to raise funds for their appeal. In association with the MSMSA, prints of the photograph and signature, as well as a jigsaw and other items featuring the image, can be purchased online via the Mary Evans Picture Library Prints Online site: [http://www.prints-online.com/pictures\\_1581575/detail.html](http://www.prints-online.com/pictures_1581575/detail.html)

A percentage of the proceeds of the sale of this image are going towards the Mary Seacole Memorial Statue Appeal.

#### FUNDRAISING ACTIVITY

Black History month in October saw a great deal of activity, particularly with Appeal Vice Chair, Elizabeth Anionwu undertaking many talks and selling badges and postcards and raising nearly £4,000. It has been a feature of the appeal that so many individuals have supported the appeal.

Particular thanks go to Southwold Primary School who raised £500 and Road to Health Company who donated £1000.

Thanks also go to generous donations of £500 from Dr C.J. Barton, Margaret Rae, Baroness Cathain, and the Marquess of Salisbury; and £5,000 from the estate of David Frank Burgess.

#### COMMUNICATION AND OUR NEW MEDIA PARTNER

In March 2010 'Nursing Standard' became the principal media partner for the appeal. They will launch a campaign in April 2010 that will involve regular features including information about Mary Seacole, the memorial statue and the appeal.

There will also be a fundraising drive and coverage of related news. This is a major development for the appeal as 'Nursing Standard' is the UK's best selling nursing journal.

The website has also been updated and the campaign has taken its appeal to the social networking site 'Facebook' where there is an opportunity to reach out to a wider audience to raise awareness and raise money for the appeal.

### OTHER KEY ACTIVITIES

#### STAKEHOLDERS AND OTHER PARTNERS

The Trustees work with representatives of stakeholder organisations and a wide group of individuals who wish to actively participate in the delivery of the objective of the Mary Seacole Memorial Statue Appeal Trust.

Thanks also go to Philomena Davidson of Davidson Arts Partnership for her professional work and commitment to the Appeal; to Jackie Wetherill, Adriana Paice for their work on the fundraising package; to Lucy Davis of DAP Creative for her work on all the display boards, preparation of postcard of Mary for print, and designing this report; to the RCN for their technical support of the website and for hosting the Appeal's registered address; to Barclays Bank who has funded the artists' selection process; and to Coutts & Co for hosting the exhibition and printing this report.

The Trustees gratefully acknowledge the contribution of the Appeal Patrons, Stakeholder Organisations, the individual Appeal Ambassadors, the Artist Selection Panel, and the Facilitating Committee, who contributed to the work over the year.



New photograph found of Mary Seacole

## FUTURE OBJECTIVES

The Board of Trustees aim to progress the following objectives over the coming year:

1. **Memorial Project Management:** prepare a detailed description of the proposed memorial and its production programme, organise a public exhibition of the detailed proposal, seek planning consent, agree artist appointment.
2. **Raise funds for and where possible sponsorship of the following elements of the erection of the memorial:** planning application and associated costs, engineer's drawings (to be sponsored), production to include foundry cost, delivery and installation costs, lighting design (to be sponsored), artist's fee, and the unveiling ceremony (to be sponsored).

## CALENDAR OF SPONSORSHIP OPPORTUNITIES 2010 - 2011

- A scale model of the figure of Mary by the artist - £10,000
- An exhibition of the detailed design of the memorial - £5,000
- A leaflet containing the detailed design of the memorial - £1,500
- The artist's trip to the Crimea with a team of foundry men to take a cast of the ground where Mary built her hotel - £38,000
- The casting in bronze of the disc that will be formed from the cast taken at the Crimea - £20,000
- The casting in bronze of the figure of Mary - £40,000
- The supply of stone for inscriptions to form the dias on which Mary stands - £15,000



Road to Health Donation - £ 1,000

## FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2010

### ADMINISTRATION INFORMATION

<b>Registered Office</b>	Royal College of Nursing 20 Cavendish Square London W1G 0RN
<b>Board of Trustees and Officers</b>	Lord Clive Soley of Hammersmith (Chair) Prof Elizabeth Anionwu, OBE, FRCN (Vice Chair) Mr Michael Parker FCCA (Treasurer) Ms Robbi Robson (Secretary) Ms Juliet Alexander Mr Bernell Bussue (from 15 July 2009) Baroness Flather, JP DL FRSA (from 22 Feb 2010) Ms Maxine Hurley Ms Marsha John Ms Gina Osbourne Celia Grandison -Markey
<b>Web Site</b>	<a href="http://www.maryseacoleappeal.co.uk">www.maryseacoleappeal.co.uk</a>
<b>Bankers</b>	Barclays Bank plc 126 Station Road Edgware MIDDLESEX HA8 7RY
<b>Charity Number</b>	1103862
<b>Appeal Patrons</b>	President of the Royal College of Nursing; High Commissioner for Jamaica; Mayor of London; Chair of the Commission for Equality and Human Rights
<b>Appeal Ambassadors</b>	Alexander Amosu (Businessman); Maggie Semple, (CEO The Experience Corps); Cleo Sylvestre (Actor), and Sir Willard White (opera singer), Tim Campbell, Entrepreneur and winner of BBC2 'The Apprentice', Prof Geoff Palmer, OBE (Emeritus Professor of grain scientist & particular interest in historical links between Jamaica and Scotland), Helen & Noel Seacole, (descendants of Mary Seacole's brother in law), Rudi Lickwood, (comedian), Courtney Pine (Jazz artiste) and Adriana Paice (Artist and curator).
<b>Artists' Selection Panel</b>	Baroness Valerie Amos (Politician and Panel Chair); Dr Stephen Deucher (Director of Tate Britain); Lady Sue Woodford Hollick (Chair, London Regional Arts Council); Stephen McGuire (Director, Capital, Estates & Facilities, Guy's and St Thomas' Hospital NHS Foundation Trust); Professor Elizabeth Anionwu (Appeal Vice Chair, and Fellow of the Royal College of Nursing); Lord Chris Smith of Finsbury (former Secretary of State for Culture and Chair, Environment Agency); Alexander Amosu (Businessman and Appeal ambassador); and Andrew Barnett (Architectural Adviser). Advisor to the Panel: Philomena Davidson (Davidson Arts Partnership).
<b>Memorial Facilitating Committee</b>	Clive Soley (Chair), Lady Sue Woodford Hollick, (Chair, London Regional Arts Council); Steve McGuire (Director, Capital, Estates & Facilities, Guy's and St Thomas' Hospital NHS Foundation Trust); and Philomena Davidson (Davidson Arts Partnership).
<b>Stakeholder Organisations</b>	Royal College of Nursing; Jamaica High Commission; Barclays Bank PLC, Commission for Equality and Human Rights; Greater London Authority; Nurses' Association of Jamaica (UK); Thames Valley University; Mary Seacole Memorial Association; TUC South East Region; and British Telecom.



## FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2010

### STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2010

	2010		2009	
	UNRESTRICTED FUNDS	RESTRICTED INCOME FUNDS	TOTAL FUNDS 31/03/10	TOTAL FUNDS 31/03/09
	£	£	£	£
<b>INCOMING RESOURCES</b>				
<b>Incoming resources from generated funds</b>				
Bank interest received on cash deposits	1	0	1	0
<b>Incoming resources from charitable activities</b>				
Income from Individuals and Companies	12,334	0	12,334	3,772
Gift Aid Donations	2,450	0	2,450	790
Income from Sale of Badges/Postcards	1,329	0	1,329	234
<b>TOTAL INCOMING RESOURCES</b>	<b>16,114</b>	<b>0</b>	<b>16,114</b>	<b>4,796</b>
<b>RESOURCES EXPENDED</b>				
<b>Costs of generating funds</b>				
Fundraising event costs	1,667	0	1,667	0
Other fundraising activities	1	0	1	0
Consultancy fees	1	0	1	0
<b>Governance Costs</b>				
Correspondence address/ Web hosting costs	1	0	1	0
Charities Aid Foundation service costs	1	0	1	21
Stationery, printing and publications	1,098	0	1,098	33
Other fees or expenses	1,853	7,134	8,987	5,115
<b>Investment Management costs</b>				
Bank charges	139	0	139	116
<b>TOTAL RESOURCES EXPANDED</b>	<b>4,757</b>	<b>7,134</b>	<b>11,891</b>	<b>5,285</b>
Net Incoming Resources	11,357	-7,134	4,223	-489
Other recognised Gains (Losses)	0	0	0	0
Net Movement in Funds	11,357	-7,134	4,223	-489
Total Funds brought forward	37,798	7,134	44,932	45,421
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>49,155</b>	<b>0</b>	<b>49,155</b>	<b>44,932</b>

## FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2010

### INDEPENDENT EXAMINER'S REPORT

Report to the trustees/members of: Mary Seacole Memorial Statue Appeal  
 On accounts for the year ended: 31st March 2010  
 Charity number: 1103862

#### Respective responsibilities of trustees and examiner:

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 43 of the 1993 Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 43(7)(b) of the 1993 Act, and
- to state whether particular matters have come to my attention.

#### Basis of independent examiner's statement:

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

#### Independent examiner's statement:

In connection with my examination, no matter has come to my attention.

1. which gives me reasonable cause to believe that in, any material respect, the requirements:
  - to keep accounting records in accordance with section 41 of the 1993 Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Act have not been met ; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



## FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2010

### BALANCE SHEET AS AT 31 MARCH 2010

	NOTES	2010	2009
		£	£
<b>FIXED ASSETS</b>		0	0
<b>CURRENT ASSETS</b>			
Debtors	2	60	150
Cash at Bank and in Hand	Account No. 70637149 Account No. 23759032	9,094 40,001	46,145 0
<b>TOTAL CURRENT ASSETS</b>		<b>49,155</b>	<b>46,295</b>
<b>Current Liabilities</b>			
Accounts falling due within one year	3	0	1,363
<b>Net Current Assets</b>		<b>49,155</b>	<b>44,932</b>
<b>NET ASSETS</b>		<b>49,155</b>	<b>44,932</b>
<b>FUNDS OF THE CHARITY</b>			
Unrestricted Funds	4	49,155	37,798
Restricted Funds: Artists Selection Panel	4	0	7,134
Endowment Funds		0	0
<b>TOTAL FUNDS OF THE CHARITY</b>		<b>49,155</b>	<b>44,932</b>

The Financial Statements were approved by the Trustees on ..... and signed on behalf of the Trustees by:-

Lord Clive Soley (Chair)      Signature: .....      Date: .....

Michael Parker (Treasurer)      Signature: .....      Date: .....

## FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2010

### NOTES TO THE ACCOUNTS

#### 1. INCOMING RESOURCES

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP 2005).

Resources expended are included in the Statement of Financial Activities on an accruals basis when the costs are incurred.

Donations, gifts grants and fees are included in the Statement of Financial Activities. Income receivable or notified as received after the year end has been accrued for in the Statement of Financial Activities and in the Balance Sheet.

There has been no change to the accounting policies (valuation rules and methods of accounting) since last year.

No changes have been made to accounts for previous years.

The expenditure has supported the key objects of the charity by raising the awareness and profile of Mary Seacole Memorial Statue Appeal.

#### 2. ANALYSIS OF DEBTORS & PREPAYMENTS

	2010	2009
	£	£
• Debtors	60	150
<b>TOTAL</b>	<b>60</b>	<b>150</b>

#### 3. ANALYSIS OF CREDITORS

Amounts falling due within One year	2010	2009
	£	£
• Trade creditors	0	1,363

#### 4. RESTRICTED FUNDS

	Unrestricted Funds 2010	Restricted Funds 2009
	£	£
Reserves B/fwd	37,798	7,134
Release of Restricted Funds		-7,134
Net increase from activities	11,357	
<b>TOTAL FUNDS OF THE CHARITY</b>	<b>49,155</b>	<b>0</b>

The Board of Trustees released £7,134 from the restricted funds reserve to progress the work of the Artist Selection Panel during the year.





Memorial maquette - Martin Jennings



Mary Seacole Leadership In Nursing Awards - October 2009

## THE ARTIST - MARTIN JENNINGS

**“...The sculpture represents her marching defiantly forward into an oncoming wind, as if confronting head-on some of the personal resistance she had constantly to battle...”**

Behind the figure of Mary stands a vertical bronze disc, which I would cast from the earth on or near the site where she established the British Hotel in the Crimea. The disc performs both practical and symbolic functions.

The disc works symbolically in a number of ways. Not only does its startling verticality and comparative blankness communicate to the viewer that this is clearly a sculpture from our own time rather than a mere pastiche of 19th century statuary, it also works to put Mary Seacole in the context of her time and place. Her autobiography communicates a powerful sense of place, whether in the Panamanian jungle or the fly-blown heat of the Crimean summer. Literally I wish to bring that place to viewers of the sculpture. The disc can also be seen as a model of the earth, over whose surface she constantly travelled, during a period when pioneering travel was in the ascendancy. As a tiny fragment of a foreign land it also hints at the pathetic nature of the dusty scraps of earth over which, in an imperialist age, so much blood was spilt.

I also want to use the disc to point up the essential emotional narrative of Mary Seacole's life. In a key passage in her autobiography she describes waiting in the hallway of the Secretary at War to be accepted as an official member of the nursing team being sent to the Crimea. When she realises that she has been stonewalled solely on account of her ethnic origin, she communicates a personal pain that can be shared by anyone who has ever been rejected merely for who they are rather than for any lack of merit. This stonewalling, which is at the heart of the racial intolerance experienced by Mary Seacole 150 years ago and indeed of all racial intolerance, is something which finds physical form in the monument. Confronting a stone wall, Mary turns her back and marches defiantly towards her destiny and into history.

## MSMSA SPONSORS

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## ADDITIONAL WEB SITES OF INTEREST

[www.justgiving.com/maryseacolememorial/raisemoney](http://www.justgiving.com/maryseacolememorial/raisemoney)

[www.maryseacoleappeal.org.uk/help.htm](http://www.maryseacoleappeal.org.uk/help.htm)

[www.prints-online.com/pictures\\_1581575/detail.html](http://www.prints-online.com/pictures_1581575/detail.html)