



THE ULYSSES TRUST

Annual Review 2018



SINCE 1992 WE HAVE SUPPORTED OVER 35,000 CADETS AND RESERVISTS TO UNDERTAKE EXPEDITIONS AND ADVENTUROUS TRAINING THROUGHOUT THE WORLD.



THE ULYSSES TRUST

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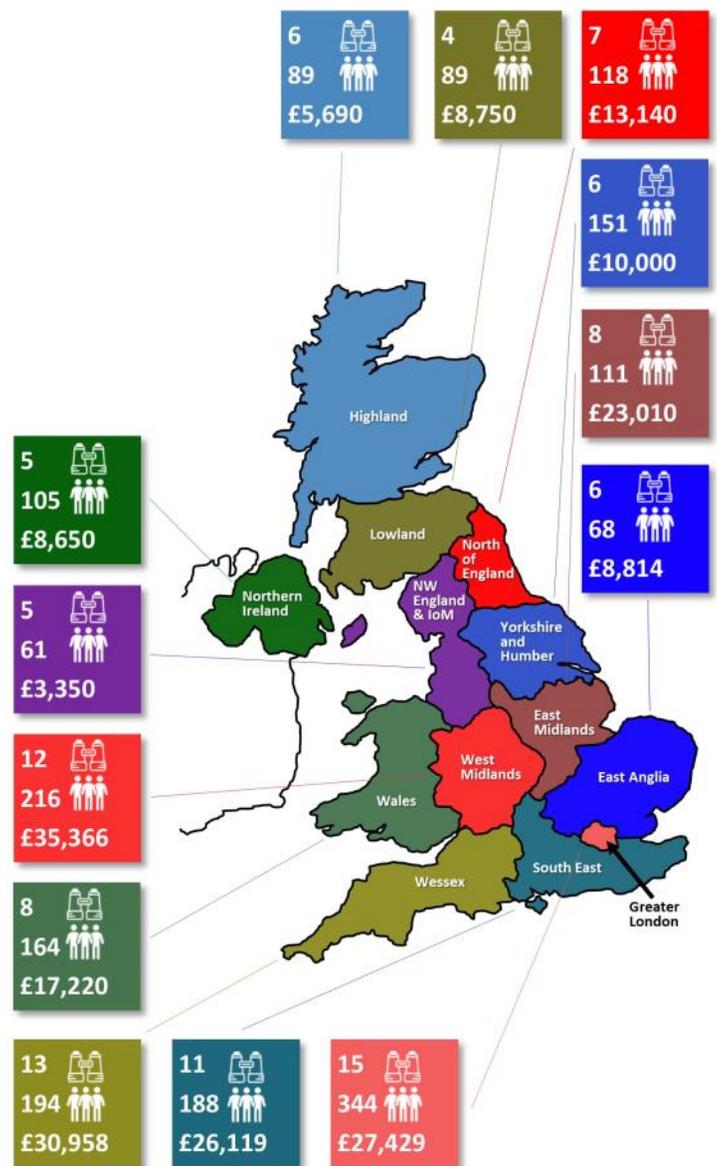
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BENEFITTING ALL PARTS OF THE UK

Grants reached units in all parts of the UK, as shown on the map below, displaying expeditions mounted (🔍), participant numbers (👤) and grants made, based on Reserve Forces' and Cadets' Association Regions.



FOREWORD



Well, 2018 was a fantastic year in Ulysses Trust land! We celebrated our 25th Anniversary in fine style at Lancaster House in London, hosted by the Vice Chief of Defence Staff. Our Patron, HRH the Prince of Wales, sent his best wishes via a recorded video message. It was great to see many of those who contributed to the Trust over the years at the event. Our annual expedition awards were presented during the evening and it was clear that, once again, the bar is set very high in terms of the award winners. The evening was enhanced by the attendance of our ambassador, Levison Wood, who was grilled by Cadets in a Q&A session. Meanwhile, our other ambassador, Tania Noakes, was setting a record with her Norway End-to-End skiing expedition. She was the first British woman to complete the route – and was raising money for the Trust at the same time! Moreover, we launched our 25th Anniversary Appeal during the evening, with the aim of ensuring that no Cadet is excluded from participating in an expedition on grounds of cost. Charity founder, Ian Hannam, stepped forward to launch the Appeal by making a very generous donation. All told, it was a tremendous way to celebrate 25 years of the Trust helping young people.

In terms of results, 2018 was one of the best years in the Trust's history. Indeed, it was the best year ever in terms of the grants made. Comparing 2018 to the previous year, amongst a number of improvements were:

- participants supported - up 23%
- expeditions supported - up 10%
- Cadet expeditions supported - up 22%
- number of Cadet participants - up 25%
- Cadet grants - up 29%
- proportion of expedition costs met by Trust grants - up 21%
- Cadet market penetration - up 24%.

This is quite a tally and much is put down to the galvanising effect of the 25th Anniversary Appeal.

I have mentioned previously the importance of our outcome measurement work and I am delighted that we have now a full year's worth of results. My thanks go to the units for reporting the data – it is much appreciated. That was the good news; the not so good news in terms of units' reporting concerns highlighting those Cadets from disadvantaged backgrounds. The charity is very keen to support these individuals (identified by those on Free School Meals). Indeed, we will provide a greater level of funding in these cases. Currently, there are some gaps in funding applications concerning the number of Cadets on Free School Meals – so please fill in the gaps and help us to help you!

A massive thank you to all our benefactors – your support makes a huge difference to the lives of young people. Tania's record trip to Norway and my RideLondon 100 cycling challenge both raised much needed funding for the Charity – what can you do?

Finally, I hope you enjoy reading this 2018 Annual Review and look forward to engaging with you in 2019.

Air Vice-Marshal N J E Kurth CBE FRGS
Chairman of Trustees

ABOUT US



OUR MISSION

TO PROVIDE FINANCIAL ASSISTANCE, ENCOURAGEMENT AND GUIDANCE TO SUPPORT CHALLENGING EXPEDITIONS AND ADVENTUROUS ACTIVITIES PLANNED AND UNDERTAKEN BY THE VOLUNTEER RESERVE AND CADET FORCES OF THE UNITED KINGDOM.

THE BENEFITS

- ENHANCE UNIT AND FORCE MORALE, RECRUITMENT, RETENTION AND PUBLIC ESTEEM.
- HELP DEVELOP THE CHARACTERISTICS OF LEADERSHIP, TEAMWORK, CONFIDENCE, INITIATIVE, SELF-DISCIPLINE AND JUDGEMENT OF THEIR INDIVIDUAL MEMBERS.
- CONTRIBUTE TO SOCIETY AT LARGE.



OUR VISION

TO BRING THE BENEFITS OF UNDERTAKING CHALLENGING ADVENTUROUS AND COMMUNITY-RELATED EXPEDITIONS WITHIN THE FINANCIAL REACH OF EVERY MEMBER OF THE UK'S VOLUNTEER RESERVE AND CADET FORCES.



CASE FOR SUPPORT

OUR VALUES

Planning and participating in outdoor challenging pursuits develops valuable life skills - including initiative, leadership, self-confidence, judgement, working with others and physical well-being. These can significantly help individuals reach their full potential as effective contributors to their communities, to employers, and as role models within society as a whole.

For all young people, acquiring these skills can be life-changing. This is particularly the case for those from disadvantaged backgrounds and we are committed to providing additional support for such young people by biasing our grants in their favour.

“We work with some of the most deprived young people in England and without your help we could not offer them these opportunities.”

Commanding Officer | TS Stirling

HOW WE DO IT

We are the only organisation dedicated to supporting the development of our Volunteer Reserve and Cadet Forces through challenge and adventure. We actively promote the value and possibilities of these opportunities, and each application for our support is reviewed by a team with extensive experience in this field. Applications are appraised both on the project plans and objectives of the Adventurous Training, and also on the basis of benefits that should accrue for the unit and individual participants. The commitment shown and the capacity of applicants to help themselves is critical to our decision-making process – and of course by what we can afford. Our guiding principle is to help, encourage, enable – but not to spoon-feed.

WHAT WE HAVE ACHIEVED

Prior to our formation in 1992, Adventurous Training and expeditions weren't on the agenda for Volunteer Reserve and Cadet Forces. Cadet activity was modest and primarily UK-based. Expeditions by our Volunteer Reserve Forces and Cadets now reach every part of the globe, from the Brecon Beacons to Everest, providing enriching opportunities of which previously many could only dream.



WHY THE ULYSSES TRUST?

- We are a focus of encouragement for Adventurous Training within our Volunteer Reserve and Cadet Forces, and can direct funds for this to best effect – support that no other organisation has the resources and expertise to do.
- We direct our funds for the development of young people through the Volunteer Reserve and Cadet Forces, themselves with a well-earned reputation for youth engagement, which optimises what we can achieve with our funds.
- We are well-positioned to enhance the impact of donor funds by being able to aggregate with other funds meaningfully and successfully to support specific expeditions.

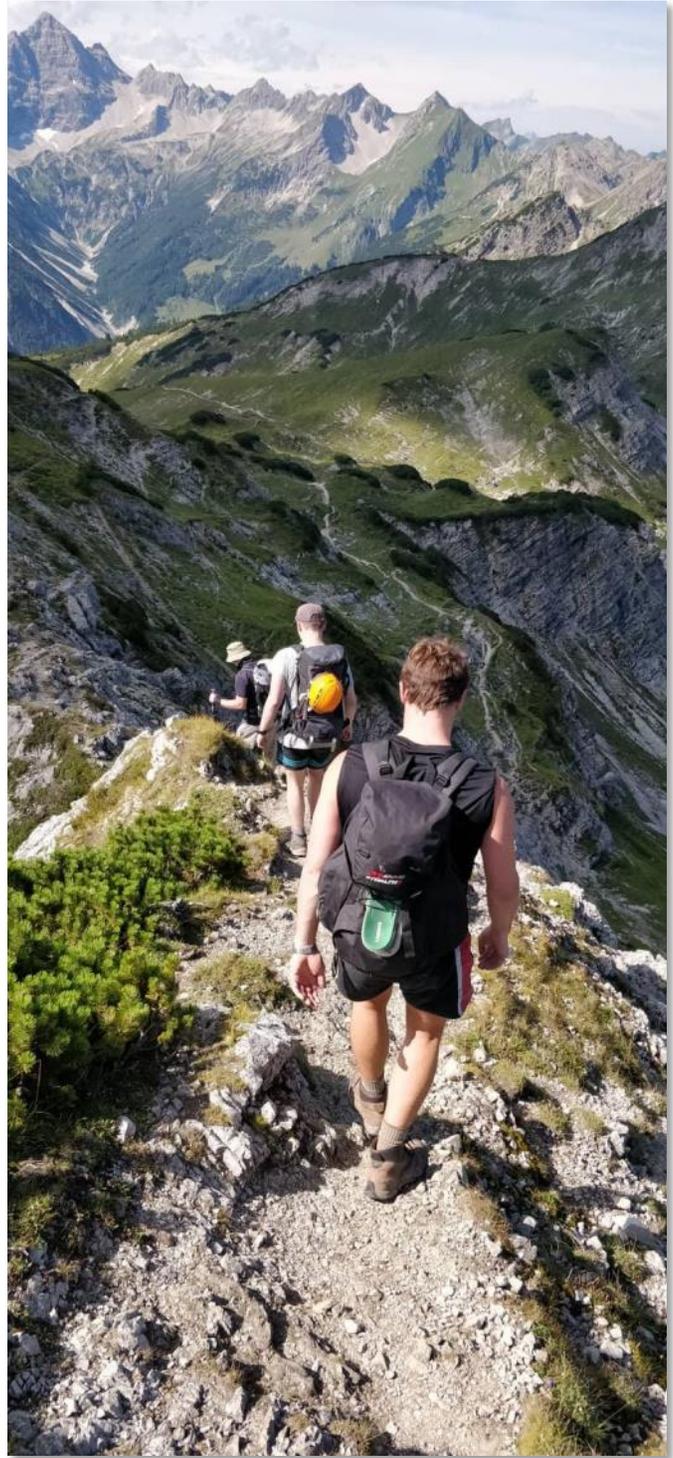
Together, these make our proposition unique for both beneficiaries and benefactors.

2018: A YEAR OF PROGRESS

BUILDING FOR THE LONG TERM

In the last Annual Review, we described 2017 as a Rubicon moment for The Ulysses Trust. Demand for our support had increased to a level where the burden of meeting expectations had outgrown the capacity of a purely volunteer team. The choice was to ‘throttle back,’ or to commit to a growth strategy which could sustain a core professional staff - a fine judgement for a small charity. It had, however, also become clear that to make a meaningful impact on the Cadet sector, the Trust needed substantially to raise its level of support – particularly if such opportunities were to be open to all, regardless of means or background. Government policy to double the number of Combined Cadet Force (CCF) contingents by expanding them into state schools (the Cadet Expansion Programme) further pointed to a growing Cadet need.

In 2017, the die was therefore cast. The allocation and administration of grants to our beneficiaries remains the responsibility of an experienced volunteer team supported by a proven and highly regarded information management system, Minerva, developed specifically for the Trust, again by a dedicated volunteer. However, two core staff were employed to focus on monitoring and promoting outcomes from our work, and on fundraising. We are therefore encouraged, especially in the year following this and the Trust’s 25th Anniversary, to report substantial progress towards the Trust’s strategic objectives. Moreover, we have significantly enhanced the base of support from stakeholders within the Services, to encourage and help in the mounting of expeditions.



“We all learnt some new hard skills such as navigation or climbing knots but it was learning how it feels to be outside of one’s comfort zone, and moreover how to deal with this, that was the true value of the exercise.”

Officer Cadet Rupert Wood | Northern Alpine18



“The expedition had the fortune of Storm Hector. 50km of wind across the deck on passage from Scotland to Faroes, 3 complete novices on board is test enough across the whole team, from skipper down to the novice. The key element is teamwork. The safety of the yacht in a storm was a result of every person on board.”

London University Officer Training Corps | Arctic Express

The aim of our strategy was to ensure the long-term sustainability and relevance of the Trust. Social impact is fundamental to that, and the reason for increased focus on Cadets. The key objective remains to increase our level of support so that no Cadet is excluded on grounds of cost. To achieve this, our Business Plan calls for raising our average contribution to the cost of an expedition from a historic 10% to 33% by 2021, thereby decreasing cost to participants from over 50% to around 33%, and enabling many more to participate. This requires more than doubling our expenditure on Cadets, and is the basis for the Trust’s 25th Anniversary Appeal.

Increased effort to demonstrate the difference we make underpins the Appeal. We have enhanced our processes and systems to capture better the impact on individual development, organisational cohesion, benefits to the community, and the quality and value of our support.

Results of this, covered in more detail on pages 16 & 17, are very positive. It is also proving highly motivating for our team of volunteers and has helped us better understand the challenges of our beneficiaries, and to argue their case with other stakeholders.

We reported previously our concern at the decline in activity by the ACFs and CCFs. Feedback suggested that the bureaucracy of sourcing suitably qualified instructors and gaining approval for plans, coupled with a lack of experience and confidence at unit level, was proving a significant impediment. Although this decline appears to be arresting, we are greatly encouraged that in 2018 we started an extremely constructive dialogue with the appropriate Army authorities. Our concerns are now being sympathetically and thoroughly investigated, with their commitment to increase substantially the number of ACF and CCF expeditions. Given the planned growth of CCFs within state schools, this is indeed encouraging.

2018: A YEAR OF PROGRESS (CONTINUED)

DOING MORE FOR ALL

Trustees monitor the Trust's performance quarterly, principally by means of the Key Performance Indicators (KPIs) (right). They reflect the progress made in 2018.

The total number of bids declined, but those received were of a higher quality and far fewer were rejected, resulting in an overall increase of expeditions supported. The number of participants supported and grant funding provided also increased. The average grant per person declined slightly, but 2017 included an exceptional grant per person for Ex ICE MAIDEN, the all-women traverse of Antarctica. As noted in the Foreword, all key matrices for Cadets grew by more than 20%. Beyond that, 25% of CCF expeditions were from State Schools - including the first from a new CCF formed under the Cadet Expansion Programme.

Financially, an exceptional £250,000 legacy in 2017 explains the drop in annual income of 33% in 2018. However other donation income actually increased by 50%. An exceptional donation of £100,000 accounted for much of that, but, discounting that, there was still an underlying increase of 7.5%. Core operating costs as a proportion of overall expenditure are expected to fall to 29% in 2019, as our grants for charitable activities increase, whilst £3.90 was raised for every £1 of fundraising costs. The lower Net Movement of Funds reflects the above 2017 legacy, and a loss on investments of £53,000 in 2018. However, the operating surplus for the year was £70,198. Cash Reserves of 3.6 months were broadly unchanged. Overall, a satisfactory year, and the Trust is in sound financial health.

	2017	2018
OUTPUTS		
Totals		
Applications received / rejected / cancelled	167/64/7	137/29/2
Expeditions supported	96	106
Participant Numbers	1,542	1,898
Grant Made (Minerva)	£197,910	£218,496
Average Grant Per Person	£128	£115
Grant/Cost Ratio	12%	13%
Participant Contribution/Cost Ratio	35.6%	42.2%
Market Penetration (End Year only)	0.80%	0.96%
Cadets		
Applications received / rejected / cancelled	56/14/1	62/10/2
Expeditions supported	41	50
Expeditions from bottom quartile of IMD	22%	18%
Participant Numbers	893	1,115
Percent of Cadets <18 on Free School Meals	15% (91)	13% (105)
Grant Expenditure (Minerva)	£104,445	£134,265
Average Grant Per Person	£117	£120
Grant/Cost Ratio	14.1%	17%
Participant Contribution/Cost Ratio	50.3%	56.4%
Market Penetration (End Year only)	0.58%	0.72%
FINANCIALS		
Income	£507,535	£340,818
Grant expenditure (Accounts)	£191,046	£215,389
Running Costs	£95,446	£108,249
Running Costs/Total Expenditure Ratio	33%	33%
Net Movement of Funds	£221,044	£17,180
Total Assets	£598,026	£612,635
Cash Reserves (Cadet & Gen)	£87,168	£97,365
Months of cash Reserves (on historic spend)	3.7	3.6

"I could not even come close to describing how much this experience has affected me for the good. Not only have I conquered fears, experienced new things and above all, smiled more than I have in a long time, it was hands down the best, most life enriching experience I've had in the Cadets."

Ruben, Southern Area Sea Cadets – Paddlesport Team | Scot-Paddle Loch Shiel

A key objective of the Trust’s strategy is to increase its reach to the disadvantaged, for whom the opportunities we support can have the most dramatic impact. We monitor progress here by the number of Cadets on Free School Meals (FSM), and by tracking where units mounting expeditions sit in the Government Indices of Mean Deprivation (IMD). In absolute numbers, the number of participants on FSM increased, and expeditions from the bottom quartile of the IMD remained the same in 2018. However, we are disappointed to note that, proportionally, both declined.



Whilst the IMD statistics suggest we need to promote the opportunities we support more aggressively to units in disadvantaged areas, we also believe that initiatives by the Army’s Regional Command to increase the number of ACF and CCF expeditions (see page 7) will bear fruit here.

“Our RN Section is within an inner-city secondary school in the heart of Birmingham.

Many of our Cadets are coming from low income families.”

Selly Oak RN Section (KES CCF)

Our benchmark for the numbers on FSM is the proportion of secondary school children on these, which is 13.2%. We are therefore reaching a demographically respectable number, given that any financial commitment would be a greater bar for this cohort applying to take part in an expedition than for others. However, obtaining these figures can be sensitive and, in applications, 39% are declared as ‘Not Known’. Working with just the ‘known’ figures, we find that the proportion in receipt of FSM that we reached rises to 21%. We continue to work on our Application processes to try and improve the accuracy of this data, because it is also vital to the Applications Committee’s ability to direct funds to areas of greatest need.

Many of our Cadets rarely travel outside of London, so the chance to venture out into the countryside and take part in such a wide range of Adventurous Training activities will be a new and exciting opportunity for them.

31 (Tower Hamlets) Squadron Air Cadets

Finally, trustees have considered whether our Cadet funds should be focussed exclusively on the disadvantaged. Whilst it has some merits, there are a number of difficulties, not least finding a reliable yardstick and deciding precisely where the dividing lines lie. A key value of expeditions, however, is that they are inclusive: Cadets from all backgrounds mix in, learning how others live, breaking down barriers and raising aspirations. We provide grants to a given expedition, not to individual participants, allowing the expedition leader or unit commander to decide how best to deploy the funds – this includes reducing the costs for specific individuals where that leader sees there is a need. We are determined to do more for, and better target, those most in need, but believe our present modus operandi is the best way overall to achieve our goals.

ULYSSES TRUST GRANTS MADE 2018

OVERVIEW

Following the summary of progress towards the Trust's objectives on page 8, how grants were deployed is detailed below.

Grants reached units in all parts of the UK, as shown on the map on page 2 displaying expeditions mounted, participant numbers and grants made, based on Reserve Forces' and Cadets' Association Regions.

A total of 138 bids were received, some 30 less than in 2017, but the number of bids rejected dropped from 71 to 29, and only 3 applications allocated grants were later withdrawn, resulting in 10 more expeditions receiving support than in the previous year. During the year, our on-line guidance to grant applicants was reviewed, and thus the quality of bids received has improved across all sectors. As last year, the most common reason for bids to be rejected was when they appeared more a holiday than an expedition. As a result there was an increase over the previous year of 356 participants supported, and grants awarded increased by £20,586 to a Trust record of £218,496.

VOLUNTEER RESERVE & UNIVERSITY OFFICER CADETS

Looking at adult applications, it was a modest year for University Officer Cadets, with lower aspirations compared with the past, and there were no Defence Technical Undergraduate (DTU) scheme expeditions.

There has, however, been a recovery in Army Reserve activity; the total grants provided in 2018 were less, but 2017 was flattered by an exceptional grant for Ex ICE MAIDEN (the all-women traverse of Antarctica); discounting that, the grants increased, reflecting a 30% increase in Army Reserve expeditions and over 60% more participants – a dramatic reversal of the 2017 situation.

Operational commitments in Afghanistan had, anecdotally, led to under-investment in training of Adventurous Training instructors; perhaps this has now worked through, with units now embracing expeditions as the next best option to challenge, motivate and develop their people after operational deployments.

Unit type	Exped.	Adults	Cadets	Total Nos	Grants	Per person	Per Exped.	Reject & Cancelled Bids	Total Bids	Grants/Bid (% approved)
ACF	12	84	228	312	£28,940	£93	£2,412	4	16	81%
Sea	9	22	163	185	£18,890	£102	£2,099	2	11	82%
ATC	13	88	211	299	£42,750	£143	£3,288	4	17	82%
CCF	16	68	251	319	£43,685	£137	£2,730	2	18	89%
All Cadets	50	262	853	1,115	£134,265	£120	£2,685	12	62	84%
UOTC + DTUs	12	214	0	214	£22,428	£105	£1,869	3	15	80%
Army	41	524	0	524	£47,673	£91	£1,163	17	58	72%
RNR/RMR	2	18	0	18	£630	£35	£315	0	2	100%
RAuxAF	1	23	4	27	£13,500	£500	£13,500	0	1	100%
All Reservists	44	565	4	569	£61,803	£109	£1,405	17	61	74%
Totals	106	1,041	857	1,898	£218,496	£115	£2,061	32	138	79%

CADETS

It has been a much-improved year for Cadets. Since 2015, our strategy has been to encourage more Cadet expeditions by making more meaningful grants and thereby providing affordability to all. The charts (right) illustrate that this is now bearing fruit.

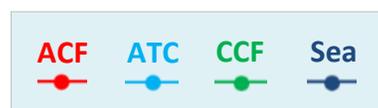
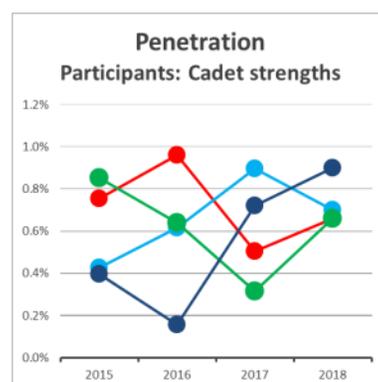
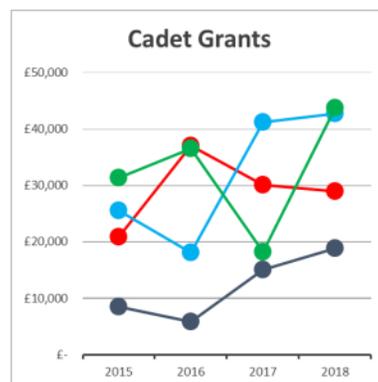
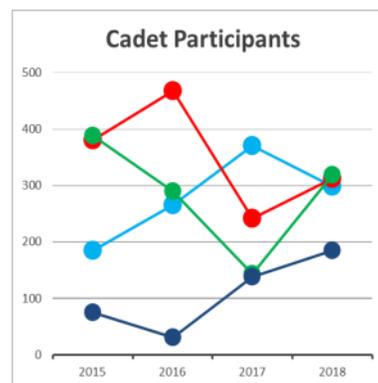
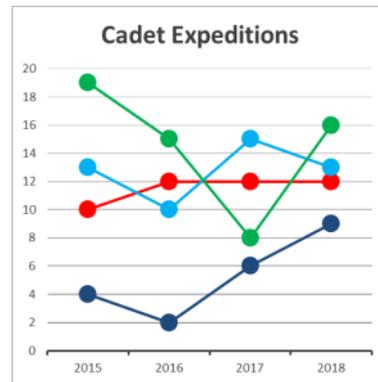
Sea Cadets continued the strong growth of last year. The ATC mounted more expeditions but with slightly fewer participants (reflecting ambitious, high-quality projects). The CCF made a strong recovery during the year after two years of disappointing activity. The ACF had a slow start, but came back strongly in the last quarter, such that their year-end outcome was similar to 2017. Both ACF and CCF remain somewhat below their better years, but the trend is now firmly positive.

The net result was significant overall increases in Cadet expeditions supported (22%), participants (25%), and value of grants to Cadets (29%). The latter increase reflects also an increase in the average per person grant for Cadets, and an increase in the average contribution the Trust made to the cost of Cadet expeditions from 14% to 17% (three years ago it was 10%).

The improvement in CCF activity is particularly encouraging. Of the 16 expeditions awarded grants, 4 were grant-maintained state schools, and 2 of the others included participants from newly-formed contingents under the Cadet Expansion Programme being mentored by existing CCFs. We think this is due to a number of factors:

- Improved promotion of the Trust by regional volunteers to potential beneficiaries.
- A raising of the Trust's level of contribution to expedition costs – thereby improving affordability and inclusivity.
- A close and constructive engagement with Regional Command to reduce impediments to mounting Cadet expeditions at unit level.

As a result our reach or penetration into the Cadet sector (see last chart) has improved and become more consistent across each sector.

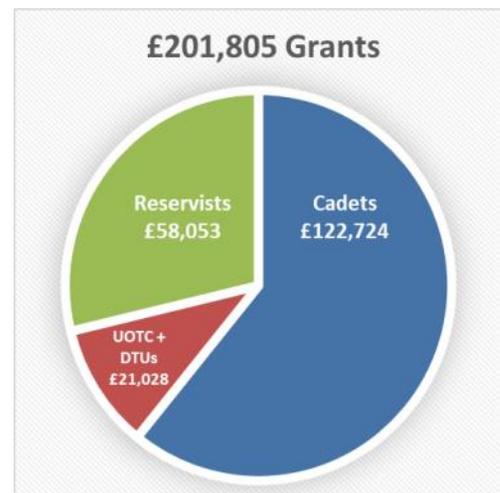
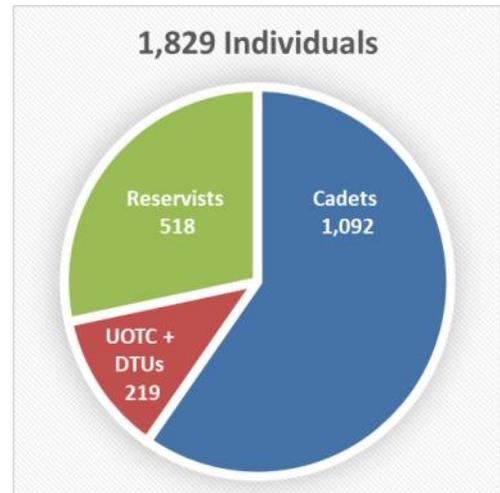
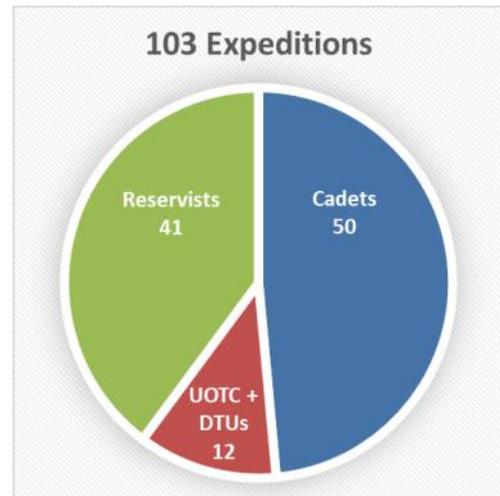


EXPEDITIONS DEPLOYED WITH TRUST SUPPORT 2018

WHERE AND WHAT

103 expeditions supported by The Ulysses Trust deployed in 2018, 8 more than in 2017, with 1,829 participants exceeding 2017 numbers by 156.

The charts to the right show the significance of Cadets in the mix of support that the Trust provides— whilst those below summarise the mix of activities and the global reach of these expeditions.



(Authorisation of Grants for expeditions always precede their deployment, so the figures, showing expeditions actually completed, differ from those from Grants authorised on preceding pages. The fact that more grants were authorised than deployed over the same period is an early indicator of growing demand.)

A MESSAGE FROM OUR AMBASSADORS



At the age of 22, during a university holiday where most of my mates jetted-off to bask in the Med, I decided to spend my time off living slightly more adventurously. I packed my backpack and set off on a journey into the unknown. I had one aim in mind: to hitchhike as far east as I could. I didn't know where I'd end up, but I was going to rely on the kindness of strangers to get me there, and something deep within told me I'd be alright. That decision took a lot of confidence at quite a young and vulnerable age. It wasn't just a step, but a

huge leap out of my comfort zone, as I would be subject to unfamiliar cultures and languages whilst travelling through foreign lands on my own. I had to be very self-disciplined, use my initiative and judge situations to avoid making bad decisions - ultimately some of the most important life-lessons are ones that I owe to that journey. Of course, you don't have to go it alone for it to be an adventure - group expeditions are just as fulfilling. Ultimately there will always be hard times, alongside the easy ones, but the memories you create, the skills you learn, and the friends you make will remain forever at the forefront of your mind. Recently, I have enjoyed meeting a number of Cadets who have been on their own adventures (supported by the Trust). I've heard first-hand how these expeditions have made an impact on their young lives. Hearing their stories makes me feel proud to be part of the Trust, which plays a unique role in helping so many benefit from these life-changing experiences.

LEVISON WOOD | ULYSSES TRUST AMBASSADOR



The Ulysses Trust and I share the same commitment and belief in the positive value of good Adventurous Training. Before becoming an Ambassador, I organised and led many expeditions for Oxford University Officers' Training Corps, which were well supported by the Trust. I have witnessed the positive impact these opportunities can have on the participants, helping them to develop skills which are not only useful for overcoming challenges whilst out on expedition, but are directly transferable to better dealing with difficult events in everyday life. Hardship faced on a journey in the wilderness, away from modern

comforts helps us regain perspective on what is important in life. Challenges faced together as a team, struggled through and overcome, generate a strong bond of teamwork and an understanding of why we are stronger when we work well together. Shared excitement and apprehension about an uncertain outcome; the search for courage to face our fears; dealing with frustration, setbacks or disappointment; learning from failure and trying to find another way forward; developing resilience; these are the hallmarks of well-conducted adventurous expeditions... Where we explore our limits, push our boundaries and develop new skills as individuals, as team members and as leaders.

In 2018 I was very happy to help raise funds for and awareness of the Trust's Anniversary Appeal whilst completing a personal goal to ski the length of Norway solo (Norge På Langs). This was one of the biggest challenges that I have ever set myself and I hope my journey inspires others to take on a new challenge and, if possible, raise funds for this wonderful, adventurous charity.

TANIA NOAKES | ULYSSES TRUST AMBASSADOR

PRINCE OF WALES'S EXPEDITIONARY AWARDS

Each year The Ulysses Trust presents awards for the best expeditions in the following categories - Cadet Forces, Volunteer Reserve Forces and University Units - to highlight the very best in leadership, challenge, courage and planning. Additionally, this year the judges have awarded an individual commendation.

It is not necessarily the grandest expeditions that are selected. Awards are based on a judgement of how well the expedition has matched the Trust's objectives (see pages 4 & 5). Previous awards have been made for a unit's first ever expedition (to Snowdonia). It is purely coincidental that the 2018 winning expeditions took place in South America.

CADET CATEGORY



Exercise: INCAN VENTURE ADVENTURE
Unit: Sussex Wing Air Training Corps
Location: Peru

This ambitious exercise was undertaken during the RAF 100 celebration year. It saw 24 Cadets and 8 staff travel to Peru. Prior to deployment, the Cadets were shortlisted after completing a community project followed by training in the Peak District and further leadership training at the RN Leadership Academy in Portsmouth. Additionally, Cadets took part in a series of fundraising activities to help towards the cost of the expedition. On arrival, after a short period of acclimatisation, they undertook a project to build a toilet block for an orphanage on the outskirts of Cusco. Following this, the Cadets completed a five day 75km trekking expedition on the Salkantay trail. Post-expedition, the Cadets were successfully awarded their ATC Silver Leadership badges and are working towards completing a Level 3 Award in Team Leading and Motivation.

Following a Dragons' Den style presentation to senior officers, a canoe expedition through the Amazonian rainforest was selected. Prior to setting off, the group completed canoe and kayak foundation courses, which culminated in small expeditions on rivers in the Scottish Highlands. Throughout, leadership training underpinned each activity, which would eventually lead to all team members being designated a stretch of river to lead on the actual expedition. Fully prepared, they set off to Brazil and the banks of the river Negro. Here the team undertook acclimatisation training before beginning their 150 mile canoe journey. Each day consisted of 6-8 hours of canoeing. This was broken up by periods of trekking into the jungle, supported by a local guide, where the group learned survival skills, observed jungle wildlife and met members of the local population.

RESERVIST CATEGORY



Exercise: NORTHERN AMAZON SERPENT 2018
Unit: 225 Medical Regiment
Location: Brazil Amazonia

*"I am a part of all that I have met;
 Yet all experience is an arch wherethro'
 Gleams that untravelled world, whose margin fades
 For ever and for ever when I move...
 To strive, to seek, to find, and not to yield."*
Ulysses by Alfred Lord Tennyson

UNIVERSITY CATEGORY



Exercise: GUYAN EMU
Unit: East Midlands Universities Air Squadron
Location: Guyana, South America

Ten students from East Midlands UAS participated in an Adventurous Training expedition within the Guyanese jungle. The aim was to develop confidence, leadership and team ethos in the students. Following arrival in Guyana, acclimatisation was carried out at the remote village of Sand Creek. Shortly afterwards the group trekked into the jungle to construct a camp designed by the indigenous guides, to be used in the future to attract tourism. Following the camp construction, the students undertook 9 days of jungle survival training, this included fire lighting, navigation and hunting under the tuition of their guides. The Cadets were physically and mentally challenged and their social interaction with the local population has inspired some members of the group to seek other opportunities to assist communities from other cultures.

Between Dec 17 and Jan 18 Cadet Force Adult Volunteer (CFAV) Sergeant Jordan Beecher (right) and Captain Jon Armstrong (left) rowed over 3,000 nautical miles across the Atlantic Ocean in the Talisker Whiskey Atlantic Challenge. This competition is renowned as the world's toughest rowing race. The pair endured storms, 40 foot waves, physical and mental hardship and also capsizing, to set a new World Record for the fastest pair's crossing of the Atlantic. What makes this achievement even more remarkable is that Sergeant Beecher is an amputee. He lost a leg during an explosion whilst serving with the Parachute Regiment in Afghanistan. Sergeant Jordan Beecher is an ambassador for Oxfordshire ACF and continues to inspire both Cadets and instructors alike.

PRINCE OF WALES'S COMMENDATION



Exercise: ATLANTIC TRIDENT 2017
Unit: Oxfordshire Army Cadet Force
Location: The Atlantic Ocean

OUTCOME MEASUREMENT—MAKING A DIFFERENCE

This is a summary of the 96 responses from the 103 expeditions deployed in 2018, supported by The Ulysses Trust. The responses were provided by the expedition leaders and Commanding Officers of the participating units. Included are samples of the comments received which reflect the survey results.



100%

POSITIVE IMPACT ON INDIVIDUALS

Our survey said: **70% major** positive impact on most of the quoted characteristics and **30% positive** impact on the majority of the quoted characteristics of leadership, teamwork, confidence, initiative, self-discipline and judgement.

“I have definitely learnt SO much. Not only improving my canoe skills, but also learning life skills like fire starting, fishing, gutting fish, whittling, camp craft and all-around survival skills. We cooked on open fires the whole week - fire starting in the wind and rain becomes an essential skill! This expedition and its experiences have positively changed my life.”

Southern Area Sea Cadets – Paddlesport Team | Expedition: Scot-Paddle Loch Shiel



91%

POSITIVE IMPACT ON UNIT

Our survey said: **46% major** positive impact on all 3 of the quoted areas, **45% positive** impact on all 3 of the quoted areas and **9% modest** positive impact on 1 or more of the quoted areas of recruitment, retention and morale.

“Being able to offer these amazing experiences is a major recruiting tool for new Cadets from the community but also within our Cadet Expansion Programme partner school. The same is also true for retention. The prestige of the unit and its self-esteem has also been boosted. For the Cadet Force Adult Volunteers involved in the project it is a morale boosting reward for their dedicated service.”

TS Stirling Sea Cadet Corps | Expedition: Snowdome Venturer 2018

"Morale was soaring so high on and following the expedition. I feel that this will certainly assist with retention and encourage recruitment on a local level."

Glasgow & Lanarkshire ACF | Northern Ventura Snow Peak 2018



46%

POSITIVE IMPACT TO SOCIETY

We asked about any potential impact of the expedition on other parts of society, for example, teaching or construction projects or other activities stimulated by the expedition experience. **46% made an observation** or provided a positive comment on the impact to other parts of society, **54% did not**.

"It is too early to say what impact there may be in the UK, but the team helped to build a toilet and shower block at an orphanage in Peru which will make a massive difference to their standard of living moving forward."

Sussex Wing Air Training Corps | Expedition: Incan Venture Adventure 2018



98%

SATISFIED WITH OUR SERVICE

We asked if Ulysses Trust staff provided encouragement, demonstrated flexibility and gave timely responses to questions. Our survey said: **76% strong** in all aspects, **22% positive** in most aspects and **2% some positive** aspects.

"Over decades I have worked with numerous charities and foundations but none as efficient or helpful as The Ulysses Trust. The effect of some flexibility in offering support and the generosity of the trustees combine to provide huge encouragement for any leader contemplating an expedition."

Budmouth College CCF | Moonlands Expedition 2018

FUNDRAISING

The Ulysses Trust is very fortunate to have the ongoing support of several benefactors who have supported us for many years. We do not take their support for granted and are very grateful that they share our vision to ensure that cost does not prevent Reservists and Cadets from participating in challenging adventurous and community-related expeditions. This year we were delighted to welcome a number of other benefactors such as the Cadogan Trust, the Prince of Wales's Charitable Foundation and the Worshipful Company of International Bankers. To them, and to all our donors (listed opposite) – a very big thank you.

In February 2018 we held an event at Lancaster House to celebrate the first 25 years of The Ulysses Trust. This was an opportunity to showcase the work of the Trust to our existing supporters and to interest others in joining our growing list of benefactors.

The evening also saw the launch of our 25th Anniversary Appeal to increase the amount of funding we are able to offer to Cadet expeditions (see opposite page for more details). We had the great pleasure of welcoming Ian Hannam, who was responsible for the generous donation that saw the Trust launched in 1992.



We were delighted that he agreed to launch our Appeal with a further extremely generous gift, setting us firmly on the road to achieving our ambitious target of raising £1.5m by the end of 2021. Ian's generosity was publicly acknowledged when our Chairman, AVM Nick Kurth, thanked him and presented him with a specially-commissioned plaque (see below: Ian on the left).



To mark our Anniversary year our ambassador, Tania Noakes, undertook a gruelling solo expedition (Norway end-to-end) in the process raising just short of £10,000 towards our Anniversary Appeal. Chairman, AVM Nick Kurth, also stood up to the plate (or should we say pedals?) for the Trust by cycling the London Bike Ride, battling the wind and rain and adding over £6,500 to our Appeal through his efforts.

Our Appeal has got off to a good start but there is still a long way to go. To achieve our target we need to grow our existing pool of donors and to do this we are asking our friends and supporters to spread the word about the fantastic work that The Ulysses Trust does. If you know someone who might be interested in helping us to increase the life-changing opportunities we offer to young people please contact Brenda Allanson, the Trust's Development Director (brenda.allanson@ulysses-trust.co.uk).

SUPPORTERS AND DONORS

The following is a list of supporters and donors who made grants and donations to The Ulysses Trust in 2018. We are enormously grateful to our supporters and value your commitment to our purpose. We continually strive to ensure that we optimise that commitment in making a difference.

Army Sports Control Board
BAE Systems
The Cadogan Charity
Colonel David Benest OBE
David Blanchard
The Clive and Sylvia Richards Charity Limited
Ian Hannam
Major Nicholas P Holder
Simon Laylor
Leigh Lodge Centenary Fund
Lord Barnby's Foundation
Lord Faringdon Charitable Trust
The MacRobert Trust
Philip Neame
Nuffield Trust for the Forces of the Crown
Brigadier Paul Orchard-Lisle CBE TD DL
Perivan
The Prince of Wales's Charitable Foundation
Colonel Julian G Y Radcliffe OBE QVRM TD
RAF Charitable Trust
RFCA for Greater London
Sir James Knott Trust
The Worshipful Company of Armourers and Braziers
The Worshipful Company of Dyers
The Worshipful Company of International Bankers
E C and S A York

In addition, we would like to say a special thank you to all those who made a donation to support our ambassador Tania Noakes' Norwegian fundraising expedition.

We are also extremely grateful for the generous support of all those who sponsored our chairman AVM Nick Kurth who completed the 2018 RideLondon-Surrey 100.

To all our supporters and donors and everyone who has supported us in any way - **THANK YOU.**

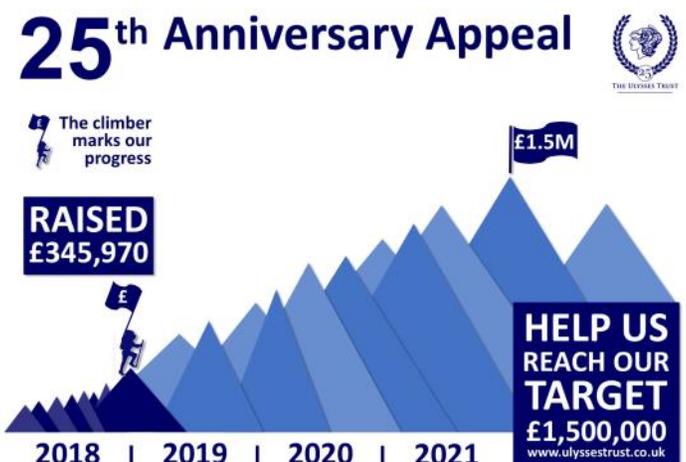


25TH ANNIVERSARY APPEAL

As part of the celebrations of the 25th Anniversary of The Ulysses Trust, in February 2018 we launched an Appeal to raise £1.5 million by the end of 2021 in order to increase significantly the amount of support we can give Cadet expeditions. These extra funds will help us to:

- reduce each Cadet's contribution
- reach out more effectively to those from more disadvantaged backgrounds or environments, for whom these opportunities can be the most transformational
- double the number of opportunities for Cadets.

With this financial boost we aim to make a difference to over 2,500 young people every year. You can find out more about the 25th Anniversary Appeal via our website at www.ulyssesrust.co.uk



FINANCIAL REPORT



INCOME & EXPENDITURE 2018

A summary of The Ulysses Trust’s financial status at end-2018 (based on as yet unaudited accounts) is summarised in the table opposite.

The Trust’s operating income amounted to £393,836. With losses of £53,018 on Fixed Assets (investments), however, statutory income was £340,818. Donation Income was £345,970, a £124,000 increase on the previous year. This included a single gift of £100,000 for the long-term development of the Trust, of which £60,000 was designated to the Long-term Development Fund invested in the Armed Forces Common Investment Fund (AFCIF) managed by Blackrock. Of the balance, just over £190,000 of donations came from termed commitments and pledges before the start of the year, continuing an improving trend in this respect which greatly increases the Trust’s resilience and ability to plan for the future. More detail of donations is on page 19.

The Trust expended £215,389 on charitable activities, an increase of 13% over 2017, with grants approved for 103 expeditions (after refunds and returns) in 2018, whilst a decline in University Cadet grants was more than off-set by an increase in grants for Cadets.

Core running costs of £108,248 included an exceptional cost of some £8,800 for an event celebrating the Trust’s 25th Anniversary – an investment which has already shown a return in new income raised. Overall, every £1 spent on fundraising generated a return of £3.90, which sits on the median of a range of benchmarks. Core running costs are 33% of total expenditure, but if the growth trend of grants to Cadets continues, this should reduce to below 30% in 2019.

Total net assets rose to £615,205, of which £97,365 are cash or operating reserves, representing 3.6 (2017 – 4) months of operating expenditure on Cadets and Core costs – the Volunteer Reserve and University Cadets continuing to be underwritten by the Nuffield Trust. If 2019 forecast investment income and termed commitments or monies pledged are added, there are over 6 months of funds available for expenses forecast for these purposes in 2019, which aligns with policies set by trustees.

BUDGET 2019

The Trust is budgeting £257,500 on charitable activities in 2019, an uplift of £42,100 over 2018 expenditure, all of which is allocated to supporting the growth in activity by Cadets.



ACCOUNT SUMMARY

ULYSSES TRUST - SUMMARY ACCOUNTS 2018 (Unaudited)

Operating Income	2018		2017
Voluntary Income / Donations	£345,970		£221,894
Legacies			£250,000
Bank Interest and Dividends	£20,606		£9,520
Gift aid Tax Recovery	£27,260		£4,433
Total Operating Income		£393,836	£485,847
Operating Expenditure			
VR Grants (incl VR on Cadet expeditions)	£68,955		£87,214
University Cadets	£23,815		£16,336
Cadets (excluding VR Instructors)	£122,619		£87,495
Total Charitable Activities		£215,389	£191,045
Cost of Grant Making	£15,147		£7,163
Cost of Generating funds	£88,437		£84,224
Governance and Administration	£4,665		£4,059
Total Running Costs		£108,249	£95,446
Total Expenditure		£323,638	£286,491
Excess of Operating Income over Expenditure		£70,198	£199,356
Gains/Losses on Investments		-£53,018	£21,688
Net Movement of Funds		£17,180	£221,044
BALANCE SHEET - 1 Jan 2018			
Fixed Assets			
Investments	£517,826		£510,844
Total Fixed Assets		£517,826	£510,844
Current Assets			
Cash	£115,823		£89,170
Debtors	£34,653		£36,351
Total Current Assets		£150,476	£125,521
Liabilities			
Creditors: falling due within one year	-£51,566		-£38,339
Accruals	-£1,530		
		-£53,096	-£38,339
Net Current assets		£97,380	£87,182
Total Net Assets		£615,206	£598,026
Made Up of:			
Capital Funds			
Army Cadets Fund	£235,044		£261,078
Future Development Fund	£282,796		£249,780
		£517,840	£510,858
Operational Reserves			
Cadet Reserve	£18,615		£44,113
General Reserve	£78,750		£43,055
		£97,365	£87,168
Total Funds		£615,205	£598,026

CLOSING COMMENTS



The celebration of the Trust’s silver anniversary at Lancaster House in February last year not only launched the Appeal to step-change the support we provide for Cadets; effectively, it also launched the Trust on the next stage of its evolution. There is much to be said for a purely volunteer-run charity, but there comes a point where the ability to assure long-term sustainable impact becomes questionable. In its first 25 years, The Ulysses Trust achieved much on that basis. It pushed down the barriers to the Volunteer Reserve undertaking expeditions, and subsequently helped transform possibilities for Cadets – then largely limited to additional activity at annual camps. With the introduction of the Prince of Wales’s Awards for the best expeditions each year, it has sought to raise aspirations even further.

But the founders little expected the well-spring of activity that followed – particularly from Cadets. In 2014, the Trust found itself having to turn down many creditable bids from Cadets, and the grants that it did provide were heavily constrained. A survey of Cadet units conducted by the Trust that same year highlighted the frustrations of many at the limited support, meaning aspirations would never move to plans and action.

“The best thing I have ever done in Cadets”

L/Cpl Gleeson

Aldridge Detachment ACF

Expedition: Altea Dragon

Venturer 2018

Those most likely to lose out for lack of support are of course those most in need or likely to benefit from such opportunities. The Cadet Forces themselves are intrinsically inclusive – a basis of their strength and value - and it seemed invidious that some should be excluded from these highly motivating and beneficial extra-mural, unfunded opportunities either because they could not afford it, or because some units based in deprived areas lacked the skills and confidence to make them happen. So The Ulysses Trust committed to growth - and the changes that would imply.

From analysis of our KPIs, we are aware that we need to do more and get smarter in ensuring that our funds are directed to areas of greatest need – and indeed have introduced new measures to that effect. Nevertheless, after the progress of 2018, the Trust is now firmly embarking on the next stage of its evolution. We are looking to the future with a reinforced degree of confidence in our long-term ability to make a difference. We are helping to create an environment where many more of those most in need can grow from the unique experience and benefits of participating in expeditions.

It’s perhaps worth recalling the words of Cadet Harvey Betts of 1015 (Horsham) Squadron ATC following an expedition to Peru which, in addition to a demanding mountain trek, included helping to extend the facilities of an orphanage:

“I didn’t realise what an effect the project would have on me. I came here for the mountains but will be going home more thankful for the little things I have and the support of my family, because these guys just don’t have that.”

This, of course, has been possible only through the financial support that we receive from many individuals and organisations. However, more opportunities for all is not only about the money. It is also about creating a conducive environment. In that respect, 2018 has also been particularly positive for the closer and constructive engagements we now have with other stakeholders and particularly the Cadet branches of the three Services. To these, we may have sometimes seemed like ‘agitators,’ but we are acutely aware that it is a matrix of many initiatives, many people and organisations – not least our beneficiaries – that combine to bring about change to the young lives we all care about. In the age of social media, multimedia and virtual reality, arguably the opportunities that we, together, encourage become ever-more vital.

We hope this review provides a greater understanding of The Ulysses Trust’s ‘odyssey.’ If so, please continue to support us. To quote again from Tennyson’s great poem on the warrior adventurer, whose name the Trust has borrowed: *“... Come my friends, ‘Tis not too late to seek a newer world.”*



THANK YOU

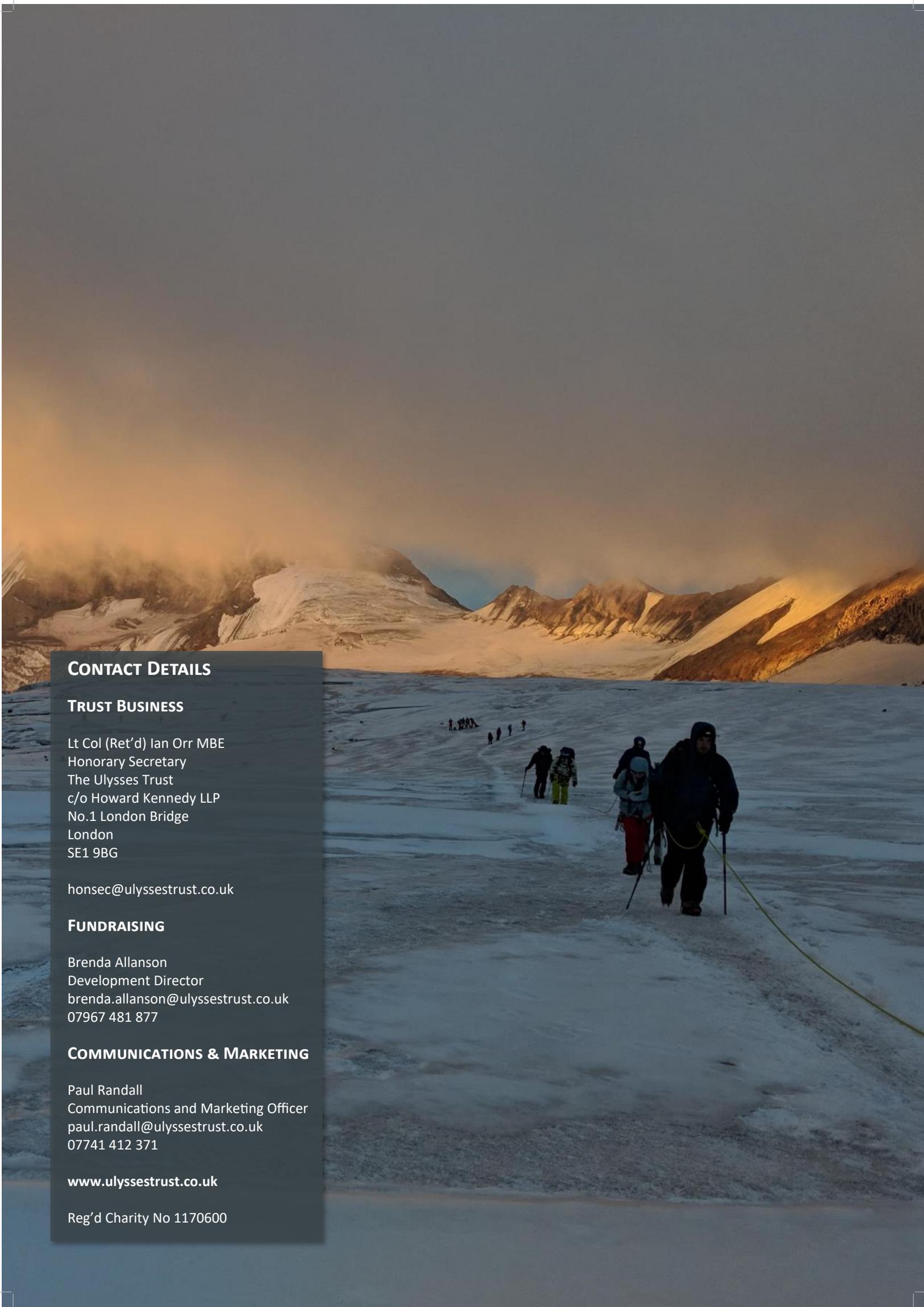
This Review has kindly been printed for The Ulysses Trust free of charge by **Perivan**.

WANT TO FIND OUT MORE?

Please direct any enquiries about this Review to:
Philip Neame | Deputy Chairman
philip.neame@ulyssesrust.co.uk

EXPEDITIONS 2018





CONTACT DETAILS

TRUST BUSINESS

Lt Col (Ret'd) Ian Orr MBE
Honorary Secretary
The Ulysses Trust
c/o Howard Kennedy LLP
No.1 London Bridge
London
SE1 9BG

honsec@ulyssesrust.co.uk

FUNDRAISING

Brenda Allanson
Development Director
brenda.allanson@ulyssesrust.co.uk
07967 481 877

COMMUNICATIONS & MARKETING

Paul Randall
Communications and Marketing Officer
paul.randall@ulyssesrust.co.uk
07741 412 371

www.ulyssesrust.co.uk

Reg'd Charity No 1170600