

**International Disaster and Emergency Aid with Long term Support**

**Accounts for the Year Ended 31<sup>st</sup> March 2015**

**Trustees' Annual Report**

**Governing Document** IDEALS is a Charitable Trust created by a Declaration of Trust dated 1 February 2000

**REFERENCE AND ADMINISTRATION DETAILS**

**Other Names Charity is known by** IDEALS

**Registered Charity No.** 1080144

**Address** 36 Priestfields  
Rochester  
Kent, ME1 3AG

**Trustees**

Mr Simon Oliver (Founding Trustee)  
Mr John Beavis MB, FRCS, DMCC (Chairman)  
Dr Andrew Ferguson MRCP MFPHM MPH DTMH  
Mr Robert Marshall Andrews QC  
Dr Eamon McCoy MD, FRCA  
Mr Oliver McTernan  
Sir Terence English KBE, PPRCS(Eng)  
Mr Graeme Groom MA FRCS  
Ms Sarah Phillips BSc MB FRCS  
Ms Pamela Zinkin FRCP FRCPC

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**Finance Controller** Mr Leon

Date

**Bankers**

NatWest

40 High Street

Rochester

Kent, ME1 1LR

**Accountants**

Barnes Roffe LLP

Chartered Accountants

Charles Lake House, Claire  
Causeway, Crossways Business  
Park, Dartford, Kent, DA2 6QA

**STRUCTURE GOVERNANCE AND MANAGEMENT**

**Trustee Selection**

The Trust requires a minimum of three trustees and every trustee shall be appointed for a term of five years by a resolution at a special meeting. Trustees are selected for their ability to make an effective contribution to the charity in terms of skill and experience. The target number of Trustees is not fixed and additional Trustees may be appointed after identifying attributes that complement those of the existing board.

**Management**

IDEALS has no paid employees and is run by the Trustees under the guidance of the Chairman, John Beavis, with the help of the Medical Adviser, Dr Andrew Ferguson. The charity is reliant

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upon the time, skill and resources donated by its Trustees and other supporters, for which it is extremely grateful. The Trustees receive no remuneration or other benefits.

#### **Relationship with Other Parties**

IDEALS works with the Primary Trauma Care Foundation in promoting the Foundation's method of Primary Trauma Care training in Pakistan and Gaza. IDEALS has also established a working relationship with Community Appraisal and Motivation Programme (a registered Charity in Pakistan, who have been responsible for delivering medical and humanitarian aid projects on behalf of IDEALS). In addition we have now developed excellent cooperation with the organisation Medical Aid for Palestinians (MAP). This was vital for the PTC activities in Gaza but, as we extend our work in the area, it has been of great importance to work with MAP to obtain advice and for logistic support. We have been fortunate to develop a relationship with Interpal a charity devoted to assisting Palestinians and have received financial support for work in Gaza during this year.

#### **OBJECTS AND ACTIVITIES**

##### **Objects**

To relieve poverty, distress and suffering in any part of the world (including starvation, sickness or any physical disability or affliction) primarily arising from public calamity (including famine, earthquake, pestilence, war and civil disturbance) in particular by the provision of, or assistance in the provision of humanitarian long term rehabilitation and recovery programmes.

##### **Summary of Main Activities in Relation to these Objects**

In planning activities, the Trustees have kept in mind the Charity Commission's guidance on public benefit. IDEALS main activities include the provision of medical resources and the training and encouragement of local medical professionals to provide the benefit of a more effective response to the consequences of disasters and emergencies, especially in remote, rural and disadvantaged areas; ultimately with the aim to improve the chances of survival and recovery, for any member of the local communities. The activities include specific medical, economic or humanitarian projects to assist individuals and/or communities to rebuild their lives after major catastrophe.

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#### **Grant Making Policy**

Identification of beneficiaries or projects will depend on direct information from fieldwork by the medical trustees, Sir Terence English, Mr John Beavis, Mr Graeme Groom, Dr Eamon McCoy and Sarah Phillips. We are particularly helped by the expertise of the Medical Adviser, Dr Andrew Ferguson in this work who is able to apply a “broad brush” experience and consider the integration of all the specialities with the needs of the communities. In addition the views of all trustees and other reputable informants will lead to a formal assessment of candidates or projects for aid.

#### **IDEALS**

During the year 2014 to 2015 IDEALS has, once again, expanded its activities while continuing with its previous activities. Sadly this expansion of work, which was founded in part on previous projects, has been as a result of the persistent wars in the Middle East.

#### **Limb Reconstruction Fellowships at Kings College Hospital**

The excellent Limb Reconstruction Fellowship at King's College Hospital (KCH) was interrupted in the autumn of 2013 because of the closure of the Gaza/Egyptian border. The second Limb Reconstruction Fellow was unable to leave the Gaza Strip until March 2014. He was quickly immersed in the busy activities of KCH Limb Reconstruction Service and in addition arrangements were made for him to attend Limb Reconstruction and General Conferences on the chosen speciality as well as Musculoskeletal Trauma. In addition, the Fellow was able to exercise some of his special interest and in particular upper limb surgery. Association with the very busy Regional Trauma Centre Accident and Emergency Department at KCH also proved to be very valuable.

The Fellowship was unfortunately interrupted because of the outbreak of hostilities in July 2014. It has been fully reported that considerable damage occurred to the Gaza Strip and there were large numbers of civilian casualties. During this time the Limb Reconstruction Fellow received a phone call informing him that his family were in danger. In early August arrangements were

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made for him to immediately return to the Gaza Strip and he was able to enter via a humanitarian organised portal on the Egyptian border. Unfortunately this meant that his training was shortened but it served the purpose of continuing to establish the specialty in Gaza and maintaining the intellectual presence of IDEALS and the KCH Orthopaedic and Trauma Department via Sarah Phillips and Graeme Groom.

#### **Gaza Hostilities July to August 2014**

Our partner organisation, Medical Aid for Palestinians (MAP), was offered a very large grant by the Department for International Development (DFID) to try and bring relevant, immediate medical care to the Gaza Strip. IDEALS, because of its considerable clinical activity in Gaza over the previous five years, was able to work closely with MAP as the clinical arm of the venture. Before hostilities had ceased IDEALS members, (Ms Sarah Phillips, Sir Terence English, Mr Graeme Groom, Dr Andrew Ferguson and John Beavis), entered the Gaza Strip to make a full clinical assessment of injuries and Public Health needs. They were accompanied by the MAP Chief Executive Officer (CEO), Mr Tony Laurence.

This surveillance report, (based on, and largely written by, IDEALS), revealed that numerous patients had been evacuated to Jerusalem, The West Bank, Jordan, Turkey and Egypt. Large numbers of patients remained who were suffering from gross musculoskeletal injuries with a combination of bone and significant soft tissue problems. The need for highly expert clinical intervention was obvious and the official statistics also demonstrated the need.

- a) 1,962 Palestinians were killed, of whom least were 1,417 civilians with 459 children and 238 women.
- b) 9,986 Palestinians were injured, including 3,009 children and 359 elderly.
- c) 238,000 people were residing in UN Relief Works Agency (UNRWA) and government emergency shelters. A further 110,000 internally displaced persons (IDPs) are registered as taking shelter with host families, with the actual figure likely to be much higher.

In addition, Dr Ferguson's survey showed major deficiencies in Public Health and to quote from the report:

*"There are very significant public health risks because of the large numbers of displaced people, most living in very crowded shelters, the extensive damage to homes and infrastructure, especially power, water and sanitation, and acute water shortages. These risks are mitigated by a number of protective factors including high immunisation rates, the pro-active efforts of UN agencies and Ministries and a relatively well-educated population well used to coping with*

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*adversity. Nonetheless, serious risks of outbreaks of disease remain and will need to be very closely monitored”*

#### **Surgical Assistance in Gaza**

The immediate need at this stage was for planned reconstructive surgery. To effect this it was recommended that there should be monthly visits by teams made up of Orthopaedic Reconstructive Surgeons and Plastic Surgeon(s). The plan developed and put into practice was:-

- a) To arrive in Gaza after overnight travel on a Sunday night,
- b) Undertake lengthy clinics during Monday;
- c) Operating throughout Tuesday;
- d) Further operating and ward round on Wednesday
- e) To leave on Thursday morning, after final ward round, for Tel Aviv and then to London.

In addition to this extensive, and often exhausting, programme the success of lectures on the first clinical visit in September resulted in it becoming standard for an instructional course to be undertaken on the Sunday evening of arrival. The lectures developed over the months with both practical and theoretical discussions of traumatic musculoskeletal surgery and traumatic plastic surgery. In addition, there were contributions from the Limb Fitting Unit of the International Red Cross.

The Surgical Reconstruction Team has returned to Gaza each month since September with the last one in March 2015. IDEALS Trustees Mr Graeme Groom was present on all but one visit from September 2014 and Miss Sarah Phillips was present on all but two. The IDEALS team has been has been privileged to work closely with other surgeons including Mr Naveen Cavale Consultant Plastic Surgeon from KCH who was present on all the visits since September. Other contributors were Plastic Surgeons, Ms Yvette Godwin and Mr Tim Goodacre along with Orthopaedic Surgeons Mr Jon Compson and Mr Matthew Barry

At an early stage contact was made with the Norwegian Aid Committee (NORWAC). A very firm liaison was established and two senior members flew to London to meet Mr Graeme Groom and John Beavis in order to discuss cooperation between IDEALS/MAP and NORWAC. The liaison encompassed the clinics, operating teams and the lectures. This has proved to be a powerful, collective approach by IDEALS and NORWAC as the clinical partners with MAP as the managing partner and DFID as the major donor.

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During this time a large amount of reconstructive (AO) equipment was purchased with the DFID grant and based on the advice of the IDEALS team. With each visit the equipment was brought in by the UK visiting doctors who checked and sorted into the appropriate operating room receivers.

Without the close and highly professional cooperation of the partners in this project it might well have been impossible and would certainly been less efficient.

A major problem has been the follow up of patients who frequently leave the Gaza Strip after initial treatment and many are seen by a variety of local specialists. For this reason the precise statistical evaluation of the very vital visiting surgical project has been impossible to date.

#### **Public Health in Gaza**

IDEALS is always concerned about the effects of war on the general medical problems and society. It soon became obvious, therefore, that the attack on Gaza had damaged the electricity and water supplies as well as further reducing the facilities for sewage disposal. Food was, as in all war situations, reduced to a minimum and there was massive overcrowding in the evacuation sites throughout the Gaza Strip.

Despite large offers of international aid it can be stated that by the end of the reporting year in March 2014 very little assistance had been given. In part this is typical of the way in which attention by the media lapses after the guns fall quiet and partly because of distraction by other political and hostile activities throughout the Middle East.

IDEALS continued to recognise it has a role to play in the Public Health and at this time are actively seeking to support:-

- a) Continuation of the excellent pre-war vaccination programme by hopefully establishing solar energy for the refrigeration plant and thus avoiding problems of unreliable main cable electrical supplies which enter Gaza from Israel.
- b) In addition, it is essential that water testing apparatus is obtained because it is already recognised that there has been, and will continue to be, deterioration in the water quality in Gaza.

#### **Association with Tropical Health and Education Trust (THET)**

With limited resources it is essential that IDEALS seeks financial assistance from richer charities and from Government Organisations such as THET (Tropical Health and Education Trust).

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THET has been very cooperative and understanding by allowing the time for the initial Limb Reconstruction Team Training to be extended because of the intrusion from border closure and hostilities. The present Fellow who arrived in early March 2015 is now fully immersed in his academic and practical training and is proving to be a very valuable colleague.

In March 2014 IDEALS was informed that a substantial grant had been given by THET to allow the training of Plastic Surgeons at KCH and elsewhere that is deemed suitable in the UK as well as a progressive training and assistance for the development of an Emergency Department Trauma Care. In April 2015 (outside the date of this report) an IDEALS team will visit Gaza to establish the mechanisms of accomplishing this work.

#### **Completion of West Bank Work**

##### **Livelihood Support for Persons with Disability (PWD) and their Families in the West Bank**

This project, funded by IDEALS and Interpal and implemented by our local partner in the West Bank, Palestinian Medical Relief Society (PMRS), was successfully completed in early 2015.

The key objective was to enhance employment opportunities for PWD in the West Bank, improving both their social integration and financial independence. The following results have been achieved:

- 1) 18 beneficiaries (nine female and nine male PWD) were recruited using agreed selection criteria.
- 2) The nine female beneficiaries received 85 hours (double the agreed training time) of hairdressing training, leading to the award of Ministry of Education certificates.
- 3) The nine male beneficiaries received 75 hours (almost double the agreed training time) of wheelchair/scooter maintenance training.
- 4) All 18 beneficiaries received 16 hours of small business management training.
- 5) Six business premises were rented for a 12 month period in the project area: three for hairdressing and three for wheelchair/scooter maintenance.
- 6) All six premises were fully equipped, as per the agreed specifications and following a formal tendering process.
- 7) In teams of three, trying to achieve a balance of vocational and managerial skills, the beneficiaries began running their businesses in January 2015.

PMRS community rehabilitation teams will continue to visit the beneficiaries regularly during this initial 12 month period, providing ongoing support and maximising the chances of the businesses remaining operational. We are exploring options to expand this programme over a wider geographical area, as the potential benefits for an extremely vulnerable population are immense.

#### **Re-establishment of PTC in West Bank**



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Although no longer active in Primary Trauma Care in the West Bank IDEALS has been interested in its progress. JP Beavis was pleased to meet with the old colleagues in Ramallah, while he was en-route to Gaza in order to organise the re-establishment of PTC in the West Bank. This project is now reported as progressing well.

#### **Syria Refugees in Lebanon.**

#### **Provision of Emergency Mobile Primary Health Care Services for Syrian Refugees In The South Of Lebanon**

##### ***Background***

More than 3 million Syrians are now hosted in Lebanon, Jordan, Egypt, Turkey and Iraq, placing unprecedented strain on communities, infrastructure and services in these countries. There has been a massive escalation of the crisis in the past 18 months, with 70% newly registered as refugees during this period. The highest number, 1.1 million, are hosted in Lebanon. With ongoing violence and a worsening humanitarian crisis inside Syria this figure continues to rise.

To date 133,000 refugees are registered in the south of Lebanon. However, the situation is changing rapidly: the UN Refugee Agency (UNHCR) is reporting the secondary migration of refugees from the north, as there is less overcrowding in the south, cheaper accommodation and a relatively more stable security situation.

Women and children under five years of age constitute 70% of the refugee population, the vast majority of whom are completely dependent on humanitarian aid, arriving in Lebanon with little more than the clothes on their backs.

##### **Our project**

In collaboration with our local partner NGO, "Blue Mission", our project began in April 2014. The key objectives were:

- 1) To prevent avoidable death, disease and disability through the provision of high quality, outreach primary health care (PHC) services
- 2) To specifically address the essential health needs of women and young children
- 3) To address emerging public health threats through the delivery of health/hygiene educational programmes and active disease surveillance

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##### **Activity**

- 1) IDEALS staffed and equipped a mobile clinic to provide outreach PHC services for a widely dispersed target population of 2,500 refugees and members of host communities in Saida and Tyre, south Lebanon.
- 2) Target sites were a mix of tented settlements, improvised shelters and disused buildings. To improve coordination and avoid duplication these sites were agreed with UNHCR and the limited number of other emergency health care providers in the region.
- 3) The mobile clinic operated from 0800 to 1400, five days a week, visiting at least two target sites each working day, returning to each target site at least once every two weeks (according to a schedule agreed with beneficiaries and advertised using all available means).
- 4) Community mobilisers were recruited from the refugee population to improve coordination, help organise all health and related activities, and increase beneficiary ownership of the project. Although services were targeted at refugees we did not refuse care to any member of the host community who attended.
- 5) Patients requiring further investigation and/or specialist assessment were transferred to PHC centres in Saida and Tyre, with onward referral to secondary care as necessary.

##### **Outcome**

- 1) All key objectives have been achieved, with extremely positive feedback from UN, governmental and community partners.
- 2) It is great news is that from May 2015, Islamic Relief will take over financial responsibility for the project, with funding guaranteed for a further 18 months.
- 3) This financial support from Islamic relief will allow IDEALS to focus on helping our local partner build both clinical and administrative capacity.

##### **Associated Organisations**

As already stated IDEALS is fortunate to have various associate organisations with which they were able to collaborate. The association with MAP has now been established since 2008 and continues to thrive. We express our particular gratitude to MAP and must mention the CEO Mr Tony Laurence, The Programme Manager Sara Halimah and the Gaza staff led, as always, by our friend and colleague Fikr Shaltoot.

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#### **FINANCIAL REVIEW**

##### **Reserves Policy**

The policy of the charity is to keep reserves to a minimum and to ensure that all donations are assigned to beneficiaries as soon as possible.

##### **Financial Performance**

Expenditure during the year was covered by income and overall, reserve levels have increased slightly.

The Charity has continued to focus on direct service delivery and is most grateful to the Trustees, Medical Advisor and their professional colleagues who have voluntarily given their time, knowledge and expertise to provide medical training courses, inspiration and assistance with the development of medical services, in areas of the world affected by conflict or natural disasters. During this year considerable assistance has been given from King's College Hospital for this work to continue. Such voluntary involvement forms a very important part of the work of IDEALS but no attempt can be made to quantify the financial value of it in these accounts. The Charity is also very grateful to its partner organisation, Medical Aid for Palestine and to certain individuals for contributing to or sharing travel and accommodation costs.

The Charity retains the commitment to "Long term support" – including the areas of rehabilitation and disability support, as well as the development of primary medical services. The Trustees were determined to continue this aspect of the work as well as the extensive support for trauma care in Gaza and The West Bank. The non-trauma work involved the extension of the care of disabled in the West Bank with training for the work and the establishment of Primary Health care in Southern Lebanon for Syrian refugees.

Apart from this grant, voluntary income continues to be received predominantly from the Trustees themselves and from known friends and supporters of the charity. The Trustees

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continue to be aware of the need to attract more external funding and especially the need to win major grant funding, if major plans to improve Trauma services in GAZA are to go ahead. This will also be necessary for the vital work of developing the Hospital Emergency department training for Gaza which is being developed in collaboration with King's College Hospital

The Charity continues to be run on a voluntary basis, with minimal overheads, but the Trustees have renewed the Group Travel policy during the year with particular cover for personal loss due to war or terrorism, in recognition of the dangerous territories in which IDEALS operates and the risks posed to our volunteers.

As in previous years the Trustees are very grateful to Barnes Roffe LLP, Chartered Accountants and Ecce Media Ltd, web site specialists for their continued and most generous professional support. It is true to say that both these excellent organisations have been vital in permitting us to continue and have contributed greatly to our success. The Trustees also gratefully acknowledge all the voluntary and financial support received throughout the year which has enabled it to continue to bring relief to people whose lives have been affected by natural or man-made calamity.

We have remained fortunate in our friends and colleagues "on the ground" and must express our great gratitude to Dr Nasser Al Shaban, General Surgeon and Director of the Human Resources and Development Department, based at Shifa Hospital in Gaza who has supported us fully in all our activities in Gaza. We are also particularly grateful to Mrs Fikr Shaloot, Director the MAP office in Gaza, for her and her staff's continued support and friendship in circumstances which are often very difficult and dangerous. We could ask for no better colleagues. Our association with MAP is excellent and we are greatly assisted as a charity for our work in Palestine by the numerous staff of the Ramallah and London offices. In the latter site we must specially mention the CEO Mr Tony Laurence and the Programmes Manager Ms Sara Halimeh,