How to Donate

Firefly International and its projects rely on supporters like you, for whose help we are always grateful.

Here’s what you can do to help:

We currently raise about £5K per year from generous individuals who make small monthly payments automatically from their UK bank accounts. This is a great source of low-admin sustainable funding, and we are aiming to at least double in the coming year.

To set up a direct debit of any amount, please print and sign our Standing Order form http://tinyurl.com/ffstandingorder and send it to:

Firefly International
PO Box 67864, London
SE24 4AU

Individual Donations

If you’d like to help with a one-off donation instead, please send cheques or postal orders payable to Firefly International to the above address.

Please include a Gift Aid Declaration http://tinyurl.com/ffgiftaid if you’re a UK taxpayer, and your generous donation will go an extra 20% farther towards funding our projects.

Fundraise for us!

If you’d like to run your own campaign, please set up a Justgiving page for us at http://www.justgiving.com/FireflyInternational/.

Past campaigners have raised thousands and kept our projects alive by climbing, cycling, and generally getting the word out about Firefly International’s work.

Accounts

<table>
<thead>
<tr>
<th>Accounts</th>
<th>Actual 31 Mar 12</th>
<th>Actual 31 Mar 11</th>
</tr>
</thead>
</table>

Income & expenditure account - year to 31 March

<table>
<thead>
<tr>
<th></th>
<th>Actual 31 Mar 12</th>
<th>Actual 31 Mar 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>Direct debits, donations and fundraising</td>
<td>56,574</td>
</tr>
<tr>
<td></td>
<td>Grants</td>
<td>68,587</td>
</tr>
<tr>
<td></td>
<td>Interest</td>
<td>7</td>
</tr>
<tr>
<td>Total income</td>
<td></td>
<td>125,168</td>
</tr>
<tr>
<td>Expenditure</td>
<td>Svitac</td>
<td>21,710</td>
</tr>
<tr>
<td></td>
<td>Svitac - Ellie Maxwell Centre</td>
<td>68,587</td>
</tr>
<tr>
<td></td>
<td>Reel Festivals</td>
<td>81,935</td>
</tr>
<tr>
<td></td>
<td>Syria</td>
<td>5,931</td>
</tr>
<tr>
<td></td>
<td>Fundraising costs</td>
<td>582</td>
</tr>
<tr>
<td></td>
<td>Administration</td>
<td>1,490</td>
</tr>
<tr>
<td>Total expenditure</td>
<td></td>
<td>111,648</td>
</tr>
</tbody>
</table>

Surplus for the year

<table>
<thead>
<tr>
<th>Actual 31 Mar 12</th>
<th>Actual 31 Mar 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surplus for the year</td>
<td>13,520</td>
</tr>
</tbody>
</table>

Balance sheet - at 31 March

<table>
<thead>
<tr>
<th></th>
<th>Actual 31 Mar 12</th>
<th>Actual 31 Mar 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash at bank</td>
<td></td>
<td>56,574</td>
</tr>
<tr>
<td>General Firefly reserve</td>
<td>24,757</td>
<td>26,078</td>
</tr>
<tr>
<td>Reel Festivals reserve</td>
<td>5,349</td>
<td>17,366</td>
</tr>
<tr>
<td>Syria reserve</td>
<td>26,858</td>
<td>-</td>
</tr>
<tr>
<td>Total reserves</td>
<td></td>
<td>56,564</td>
</tr>
</tbody>
</table>

Cash flow - year to 31 March

<table>
<thead>
<tr>
<th></th>
<th>Actual 31 Mar 12</th>
<th>Actual 31 Mar 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash bought forward 1 April</td>
<td>43,444</td>
<td>34,415</td>
</tr>
<tr>
<td>Surplus within the year</td>
<td>25,537</td>
<td>37,487</td>
</tr>
<tr>
<td>Use of Ellie Maxwell Centre reserve</td>
<td>-</td>
<td>28,458</td>
</tr>
<tr>
<td>Use of Reel Festivals reserve</td>
<td>(12,017)</td>
<td>-</td>
</tr>
<tr>
<td>Cash balance at 31 March</td>
<td>56,564</td>
<td>43,444</td>
</tr>
</tbody>
</table>

Signed:
Date:
Dan Gorman
Director
Firefly International

Signed:
Date:
Ben Courtney
Chair & Trustee
Firefly International
Reel Festivals

Reel Festivals is an international cultural dialogue project which aims to spread awareness of areas in conflict beyond the headlines while bringing artists, performers, and audiences together and encouraging dialogue between separated communities.

Reel Festivals 2011: Syria, Lebanon and Scotland

Although originally planned to take place in all three countries, following the outbreak of the Syrian uprising in March 2011 we cancelled events in Damascus. Screenings, discussions, and performances went ahead in Beirut, Edinburgh, and Dumfries in May 2011, with Syrian, Lebanese and Scottish participants. Scottish band Shooglenifty’s performed Iraqi and Lebanese musicians Omar Dewachi and Bashir Saadi at Beirut’s legendary Music Hall, Scottish film The Wicker Man making Time Out Beirut’s ‘classic film of the month’ and Syrian and Lebanese screenings in Scotland played to packed houses with Lebanese and Syrian directors in attendance.

Lebanon

Lebanese, Syrian and Scottish poets performed new translations of each other’s work to rapt audiences in Lebanon and Scotland. This led to the production of an e-book, I Chose to Listen, available at www.reelfestivals.org/reel-content/i-chose-to-listen. Film maker Roxana Vilk also made four short films profiling poets who took part, available to view at www.reelfestivals.org. Even those within Syria could take part, with a number of our blog posts translated into Arabic by a Reel Festivals fan in Homs, Syria.

The highlight was a rare chance for the public to attend a lecture and see an exhibition of recent works by Ali Ferzat, the Syrian political cartoonist whose hands were broken by masked gunmen in August for denouncing the corruption and abuses of Bashar Al-Assad’s rule. Other artists who showcased their work were Syrian novelists Ghafia Kabbani, Manhal Alsarraj, Asian Dub Foundation’s Steve Chandra Savale, music legend Bill Drummond and Donatella Della Ratta.

Lebanon

The festival ended with a major fundraising concert by Syrian musician Samih Choukeir at Kensington Town Hall, supported by the Asfari Foundation and organised in association with Mosaic Initiative for Syria. Mosaic raised £36,500 for Syria Relief, to be used for humanitarian aid work in Syria and with Syrian refugees in neighbouring countries.

At a time where communication between Syria and the outside world is being cut off, this year’s events offered a concrete example of the arts overcoming social and geographical boundaries.

Reel Syria:

March 2012

As Syria’s crisis continued, Reel Festivals hosted a four day festival showcasing Syrian films, music and literature in London & Edinburgh.

The festival ended with a major fundraising concert by Syrian musician Samih Choukeir at Kensington Town Hall, supported by the Asfari Foundation and organised in association with Mosaic Initiative for Syria. Mosaic raised £36,500 for Syria Relief, to be used for humanitarian aid work in Syria and with Syrian refugees in neighbouring countries.

At a time where communication between Syria and the outside world is being cut off, this year’s events offered a concrete example of the arts overcoming social and geographical boundaries.

In Memoriam:

Bassel Shehade

Bassel Shehade, a talented young Syrian film-maker was killed in Homs on 28th May 2012. Reel Festivals deeply mourns this loss, Bassel has volunteered on previous Reel Festivals events and was a friend. He went to Homs in early 2012 to film a documentary and train people in filming and editing. Friends from Syria have told us he was killed during shelling by the Syrian army.

Reel Festivals 2013:

Next year’s festival, in March 2013, will highlight the arts and culture of Iraq across the UK and internationally, marking the 10th anniversary of the start of the Iraq war at a time when the current state of the country has slipped from the headlines.
Dan has been Firefly International’s director for 4 years, establishing and coordinating Reel Festivals and supporting fundraising and international exchanges for Svitac. Dan has worked on community arts projects in the UK, Europe and the Middle East. His projects aim to increase dialogue, communication and collaboration, while promoting social justice and equality through the arts. In 2011 he was named a British Council ‘Cultural Leadership International’ Fellow.

Claire has volunteered since 2010 as Firefly International’s administrator, handling the charity’s correspondence, book-keeping, banking and filing. Claire studied Art History at UEA from 1995-1998 and subsequently worked as P.A., Archivist and Art Historian for a number of Mayfair art dealers.

The Board

Firefly International is in the process of becoming a board-run organisation. To this end, the following individuals have volunteered their time to act as expert advisors as Firefly International works towards becoming a sustainable organisation with strong governance and strategic direction. They have also kindly volunteered to become Trustees when the process of becoming a Scottish Charitable Incorporated Organisation (SCIO) is complete.

Dan Gorman  
Director

Claire Le Gouellec de Schwarz  
Administrator

The Board

Sebastian Chambers  
Treasurer designate.

A chartered accountant, Seb is managing director of management consultancy CIL, and a member of the charity and voluntary group of the Institute of Chartered Accountants England & Wales. Sebastian’s past volunteering includes teaching with Project Trust in Zimbabwe and Skillshare Africa in Botswana.

A freelance producer of games and videos for children and people with special needs, Ben was the husband of Firefly International’s late founder Ellie Maxwell and has been volunteering for Firefly and Svitac since 2003.

Ben Courtney  
Acting Chair.

Virginia Constable Maxwell  
Fundraising.

Virginia studied at the University of Florence and raised funds for Firefly for many years, as well as for the Multiple Sclerosis Society, Princes’ Trust, Action on Addiction and Children with Leukaemia. She has worked as a Consultant for the UK Government’s Stabilisation Unit.

John Hansen-Brevetti  
Secretary designate.

John is a freelance copywriter and information architect, accomplished playwright, and theatrical director. He is pursuing a career in global public health and justice studies at Queen Margaret University in Edinburgh. He previously served as a Trustee and included Secretary to the British Council Board and Head of the office of the Chair, Neil Kinnock, designer of the inaugural festival of Arab culture for the Mayor of London 2011 and international adviser to the Director of the Museum of London. Julia’s recent assignments have included leading on international engagement for the World Capitals of Culture foundation and advising International Alert, Europe’s largest peace-building charity, on governance and fundraising.

Julia Race  
Governance and strategy.

Julia is the international policy adviser to the umbrella body for UK universities and has worked for the British Council in Europe, the Middle East and Africa. Her UK-based roles included Secretary to the British Council Board and Head of the office of the Chair, Neil Kinnock, designer of the inaugural festival of Arab culture for the Mayor of London 2011 and international adviser to the Director of the Museum of London. Julia’s recent assignments have included leading on international engagement for the World Capitals of Culture foundation and advising International Alert, Europe’s largest peace-building charity, on governance and fundraising.

Jeremy Wildeman  
Institutional development.

Jeremy is a PhD candidate in the Department of Politics at the University of Exeter, where his research examines the impact of foreign aid on Palestinians. He co-founded Palestine-based charity Project Hope, and is a founding committee member for the International Relations Blog www.thinkir.co.uk. He is currently a team member for the Exeter Cascade Project, designed to develop digital capability across the University of Exeter.
Svitac www.svitac.org

Svitac is a youth arts NGO in Brčko, Bosnia-Herzegovina inclusive of young people of all nationalities and backgrounds. Firefly International’s flagship project is the support of Svitac, which is achieved through fundraising and international youth exchanges. Begun as a Firefly International project after the war, Svitac is now locally-run, and has provided the youth of Brčko’s a community with rare chances to take part in creative activities and events. Svitac is in constant demand for street parades and celebrations throughout the year to bring the community together. These included a Halloween Party, a New Year’s Party, and an International Day against Fascism and Antisemitism.

Activities 2011-12
About 150 children and young people of all backgrounds took part in Svitac’s ‘programme of Activities and events during the year, providing an important lynchpin to Brčko’s sometimes divided community.

Dance
Options for Brčko’s young people this year included Latino, ballet, African dancing and belly dance. Rebecca Davis of the Rebecca Davis Dance Company (RDDC) returned to Brčko to prepare another short choreographic work performed at the Summer Festival.

Samba
The Samba band is still going strong after five years and continued to attract young people to learn rhythm and to have fun with bandleader Sanjin Vosanovic. Samba had around 20 regular participants from all backgrounds, and the group is in constant demand for street parades and celebration events in Brčko.

Guitar and Language Classes
Young people continued to learn guitar, German, English, and French in the supportive atmosphere of the Ellie Maxwell Centre.

From 1999 to 2003 Gordana worked alongside Firefly founder Ellie Maxwell in transforming Svitac into a locally-run NGO, “Omladinska Organizacija Svitac (Firefly Youth Organisation).” She is assisted by the organisation’s other two paid staff, International volunteers project coordinator Edina Vošanovic and music project coordinator Sanjin Vošanovic.

The Ellie Maxwell Centre
The three-room Ellie Maxwell Centre, purchased as a base of operations for Svitac through Virginia Maxwell’s fundraising efforts last year, had its official opening in July 2011. Today the centre house Svitac’s office, as well as many of its workshops, activities, and classes. Young users of the space report “a really great feeling” when several workshops run simultaneously and the space is full of activity.

About 20-30 young participants took part each week in shared creative fun.

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The help of funders like the British Council, the Scottish Poetry Library, and Creative Scotland, meant our annual intercultural arts festival, Reel Festivals, was staged at a more ambitious scale than ever before. Though recent events in Syria, this year’s featured country, meant planned events in Damascus could not take place, the festival managed to bring Syrian artists and performers to Lebanon and the UK. We got some good press, with the Guardian calling it a ‘truly multi-cultural festival’ and the National summing it up: “Reel Festivals Syria gives British audiences a look beyond the conflict.”

We also continued to support our partner Svitac’s program of inter-ethnic arts and language workshops and events in Brčko, Bosnia.

Svitac is funded largely through UK donations from individuals, and this year saw an increase in monthly direct debits, providing a sustainable £5K/year for materials, and costs. The remainder of the project’s costs were raised through a series of successful UK events and drives by head fundraiser Virginia Maxwell and other dedicated volunteers, but sustainable funding for core costs remains a challenge which we hope to meet in 2012/13.

This was also the year the Ellie Maxwell Youth Centre was officially opened in Brčko, the first time that Svitac has had its own space. The charity was able to expand and improve its activities as a result, and director Gordana Varcakovic would like us to pass along her thanks to the generous UK donors who made its purchase possible.

Last but not least, this year Firefly International began the process of establishing a wider board of Trustees. The Trustees designate are currently acting as advisors in specialist areas of governance and strategic development, and will officially come on board when Firefly completes its application to become a “Scottish Charitable Incorporated Organisation.” This is an important step towards securing Firefly International’s future as we craft a sustainable, well-governed, and transparent organisation.

Thanks to everyone who’s donated their time and money to keeping our projects going this year, and here’s looking forward to another year of great cultural events that bring people together, wherever and whoever they may be!