



GULF FOR GOOD

HELPING KIDS AROUND THE WORLD



2017 ANNUAL REPORT

January - December 2017

A Message from Gulf for Good's Founder and Chairman

2017 was a year of progress for **Gulf for Good**. While still a difficult period financially, our situation has improved compared to previous years. The number of challenge participants has decreased over the last couple of years, partly due to additional competition (a number of local travel agencies now offer adventure challenges without any charity component), but mainly due to the requirement to have official approval for any fund-raising activities. At the beginning of the year, this process would take months. As a direct result, we have delayed and cancelled three open challenges (Vietnam to Cambodia, Cycling in Zambia, and a multi-activity challenge in Borneo). In previous years, we would have four or more public i.e. open challenges (totaling 75+ challengers). This year, we only had two, with a total of 21 challengers. Our day-to-day finances were impacted as was, alas, the amount raised for children's charities in the Third World.

We said goodbye to two staff members and welcomed two new ones. We have seven dedicated volunteer Governors, of which one left this year.

With thanks to the introduction of the new CEO of IHC, Giuseppe Saba, we are delighted that the fundraising approval process has been streamlined and **we now have approvals for all of our 2018 challenges**. As a result, we did better financially this year than we have in the past few and we are hopeful that this will continue to increase once again in 2018 and beyond. We already have enough registrations to guarantee at least three open challenges in 2018 as well as three corporate.

We had much to celebrate as we marked our **16th anniversary** in June with a party at Media One. It was great to join with past and future challengers to celebrate all that had been achieved. **Since 2001, Gulf for Good has completed 79 challenges and has raised well over US\$ 3.3million (AED12 million) for children's charities around the world!** What is more, our work has helped an awful lot of people to get and stay fit...

At the social, we announced our new cost structure, which will hopefully make our funding structure more clear and accessible.

We ran **four challenges last year; two open and two private**. In April 2017, a group hiked to the beautiful Annapurna Base Camp in Nepal in support of Mission Himalaya, and in May, a group hikes the Great Walls of China in support of the Bethel Foundation.

For our private challenges, twenty-seven employees from **OmniCom Media Group** successfully trekked to Everest Base Camp raising incredible amounts in support of Mission Himalaya and UNHCR, and **Emirates NBD** rewarded 22 top volunteers with a trip to Jebel Toubkal Morocco, making a generous private donation to Education For All.

I should add that these were the third challenges for both of these excellent organisations. They were also both so happy with the results that they are now discussing 2018 challenges with us, as are other previous corporate partners. It is encouraging to see that the true spirit of CSR and giving back has finally caught on in the region with both multi-nationals and local companies. In this context, we are grateful for the ongoing and invaluable support of **Dubai Duty Free and the British Business Group** which is instrumental in seeing G4G successfully through the past financial difficulties, as well as the support from several other partners who donate their time and skills.

We introduced two new **fundraising evening events** to help build the Larchfield Home in Tanzania, the brainchild of one of our original Governors, Jim Berry. Jim's determination and commitment to build this desperately needed home, in a deprived area near his birthplace, is an inspiration to us all. In addition, Tom Otton, ran the inspiring Marathon Des Sables in Peru to raise sponsorship for Larchfield.

Having raised over US\$236k (AED868k) for five children's charities in 2017, we are incredibly grateful to all of our supporters and participants that have made this happen.

As we look forward to 2018, we are filled with hope, positivity, and a renewed enthusiasm to encourage people to challenge themselves and to give back. We finally seem to have official support for the challenge approval process and, with 6 open challenges planned and a number of corporate challenges under discussion, Gulf for Good has more than ever to offer. Our remit to provide bucket-list adventures whilst helping needy kids around the world remains unique. Come and join us!

Thank you for all your support.

Brian Wilkie MBE, Chairman

ABOUT GULF FOR GOOD

History

Established in March 2001, Gulf for Good operates under the patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum. For over 16 years, we have been taking individuals and corporates on bucket list challenges around the world. All our challenges raise money for children's charities in the country in which the challenge takes place.

Who we are

Helping kids around the world, we are a not-for-profit organisation that inspires individuals and companies to challenge themselves whilst helping others. Participants take part in an adventure challenge, raising money for children's charities in the area where the challenge takes place.

Why we exist

Our ultimate goal is to positively impact the lives of disadvantaged children. Our challengers often return with stories of how their lives have been impacted not just through the challenge but also by spending time at the charities they are supporting.

We're unique

Based in Dubai, we are more than just an adventure company. We change lives. We're the only choice to combine a love of adventure and charity fundraising in the UAE.

Our aim is simple. Have fun, make new friends, and discover the joys of challenging yourself whilst helping others.

Legal

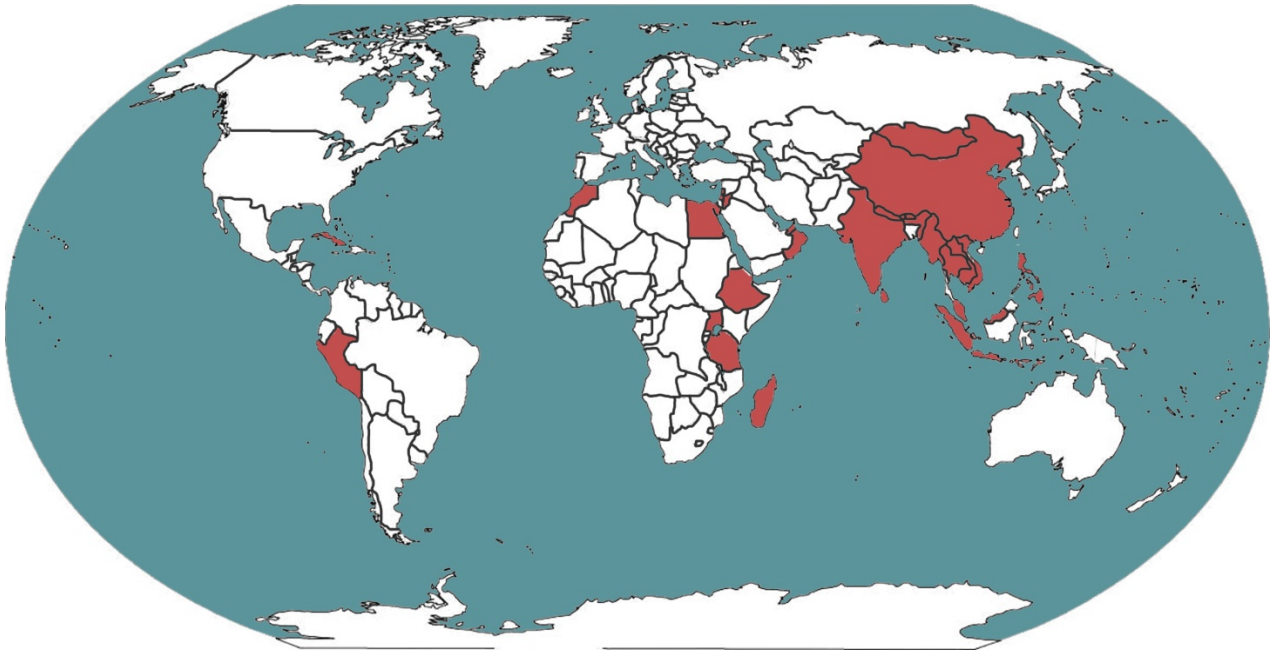
We are registered with Dubai International Humanitarian City, Licence No: 150021 and gain permission to fundraise for all our challenges, so you can be assured that we are 100% legal and approved. We are also a UK Registered Charity, No: 1140294. We are audited annually by Price Waterhouse Coopers.

Facts

To date (January 1st 2018), we have raised well over US\$ 3.3 million for 55 charities and have taken 1388 challengers on 79 challenges to 27 countries.

Where have we been?

Check out the map below to show where we have been in the world!



2017 Charities

Larchfield Kids, Tanzania



Children's Eco Farm and Orphanage, Mission Himalaya, Nepal



The Bethel Foundation, China



Education For All, Lebanon



UNHCR, Lebanon

CHARITY PROGRESS

All of our challenges support children's charities, each helping to make an impact on the kids they support. From providing a home and education to street kids, to running a self sustainable orphanage and farm, each charity we support is making a significant difference.

We take our governance very seriously with a set of protocols in place to ensure that funds go directly to the charity project (<http://www.gulf4good.org/en/section/charities>).

For each challenge, we work closely with our charities to identify a specific project that will make a positive impact on the community. Selecting worthwhile children's charities which are located in the area where the challenge takes place is fundamental.

Once all collections have been made through the various payment gateways, we publish the total funds raised. This is usually within one month of the completion of the challenge.

This year, Gulf for Good has been able to continue our support to Mission Himalaya's Eco Farm and Orphanage, the Bethel Foundation, Education For All, and UNHCR through challenges to Nepal, China, and Morocco. We have also supported Larchfield Kids through various fundraising events.

Our charities supported in previous years have also flourished.



Larchfield Kids, Tanzania

We held three events this year in partnership with James Berry & Associates to raise funds for Larchfield Kids: Our first ever Music Evening in April at the Aldof Wastoria and the Larchfield Ball in November at the British Embassy. In addition, the inspirational adventurer, Tom Otton, ran the Marathon Des Sables in Peru in November 2017 to raise funds for Larchfield as well.

From these events, US\$73.3k (AED269k) was raised for Larchfield Kids. Combined with the US\$36.7 (AED135k) from the 2016 Kilimanjaro Challenge, the construction of the Larchfield children's home is well underway. It will initially house up to 50 children but eventually will be for more than 300.

Founder Jim Berry shares “Gulf4Good has forged a strategic partnership with Larchfield, without which none of this would have even begun.”



Mission Himalaya, Children's Eco Farm and Orphanage

2017 saw us remain committed to long-standing charity partner, Mission Himalaya, contributing US\$22.7k (AED83.3k) through our Annapurna Base Camp Challenge in April 2017 as well as a further US\$21.5k (AED79.1k) through OmniCom Media Group's corporate Everest Base Camp Challenge in August 2017.

Our continuous support to this great project this year has enabled them to purchase solar panels for water heaters, furniture for the dining hall and bed rooms, kitchen shelving, CCTV camera for security upkeep, as well as a chicken coup, farm produce storage hut, a power tiller and others. They are also expanding the home to include a boys' dormitory on the top floor. Gulf for Good has been involved with this home since the beginning, now funding some of the final touches.

These kids are flourishing in this wonderful oasis and home.

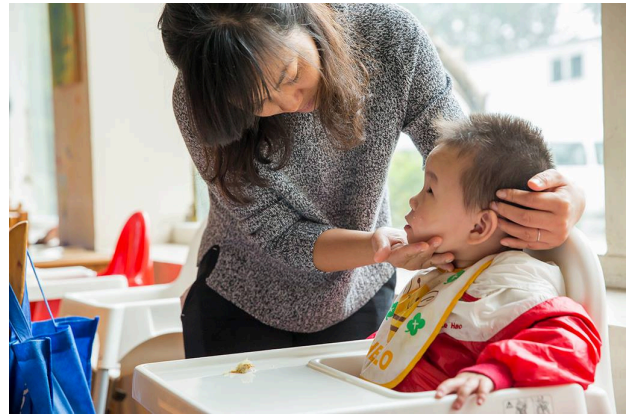
"Once again thank you very much for your incredible support for the Eco Home & Farm orphanage project in Panauti, Kavre District. Namaste and God bless" - Bibhu Thakur



The Bethel Foundation, China

Our May China Challenge is benefitting the Bethel Foundation with US\$29.2k (AED107k), to purchase a van for transporting the children. This is very important to the kids, especially for their medical visits. A further US\$8k (AED30k) is still to be distributed to worthwhile projects.

The Bethel Foundation is a home for children with visual impairments. They strive to give the children the skills they need to succeed.



Education For All, Morocco

Education For All enables girls from rural communities to go to secondary school by giving them a place to live and study. They build boarding houses next to reputable schools.

Emirates NBD celebrated the top volunteers in their Exchangers programme by sending 22 intrepid employees up Jebel Toubkal in support of Education For All. For this, they made a private donation to co-sponsor a girl's dormitory (no fundraising activity took place).



UNHCR, Lebanon

An incredible US\$32.3k (AED119) was donated to UNHCR from OmniCom Media Group's Everest Base Camp Challenge in August 2017. These funds are supporting their secondary healthcare project for Syrian refugees in Lebanon.



2017 OPEN CHALLENGES

April 2017: Annapurna Base Camp (Nepal)

UAE's 13 finest took on this 9 day adventure to Annapurna Base Camp, raising over US\$25k (AED92.5k). Dubai Duty Free sent two of their employees on this unforgettable challenge.

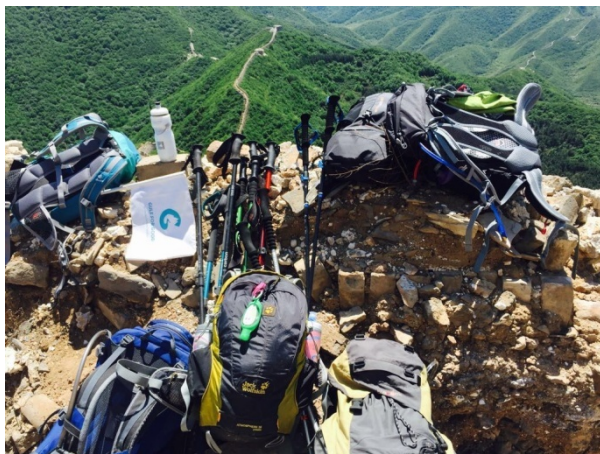
Charity: Mission Himalaya, Nepal



May 2017: The Wild Walls of China

Nine adventurers from the UAE and Switzerland went on this remarkable journey to China, walking along the most remote and spectacular sections of the wall. This group raised nearly US\$32.7k (AED120k).

Charity: The Bethel Foundation, China



CORPORATE CHALLENGES:

Why do they work?

Research shows that companies that offer a CSR programme gain many benefits, including:

1. Increased workforce motivation and productivity.
2. Enhanced employee engagement and increased team-bonding.

Plus, an active CSR program and participation in charitable causes is proven to **boost corporate image**.

In the last 3 years, G4G has organised charity challenges for many leading UAE & global organisations, such as Emirates NBD, Omnicom Media Group, TBWA, Wunderman, G.E., and Sony Broadcasting.

In 2017, in response to demand, we expanded our corporate offering to include two day taster challenges and wellness days, to kick off in 2018.



2017 CORPORATE CHALLENGES

August - September 2017: OmniCom Media Group (OMG) Everest Base Camp, Nepal

Twenty-seven incredibly inspiring staff from OMG embarked on their third corporate challenge to Everest Base Camp. They overcame adverse weather conditions and we are very proud that all twenty-seven participants made it to Everest Base Camp. They raised an incredible US\$59.9 (AED219,730) for two very meaningful children's charities.

Charities: Mission Himalaya's Children's Home & Eco Farm in Nepal and UNHCR Syrian Refugee Relief in Lebanon.



December 2017: Emirates NBD Jebel Toubkal, Morocco

Emirates NBD joined forces with us for the third time in December on a private challenge to Jebel Toubkal, Morocco. Emirates NBD use these challenges to very successfully reward their top volunteers in their Exchangers Programme.

Most of the group were new to trekking prior to joining the challenge, but with training and determination, they all did a fantastic job and spent their final day with one of our charity partners, Education For All. No fundraising activity took place and Emirates NBD generously made a private donation to the charity.

Charity: Education For All



FITNESS SESSIONS & EVENTS

Weekend Fitness Sessions

Our Friday and Saturday fitness sessions were well attended throughout the year by challengers and the public, with a mix of beach and snow hikes, stair climbing, yoga, cycling and more. Our training sessions welcome a growing community of like-minded people who love adventure!



Walk for Wellness

Originally started by Suzanne Radford, every Monday evening a group meet to walk for Gulf for Good at a scenic location in Dubai. Locations so far have included the beach track in Jumeirah, the newly opened Dubai Canal and Palm Boardwalk. The group continues to grow and is developing into a great extended part of the Gulf for Good community with an increasing number of walkers signing up for challenges.



Gulf for Good Local Hikes

Gulf for Good introduced monthly UAE hikes to its programming in 2017, holding four incredibly popular hikes in Wadi Shawka and one in Wadi Asimah. Ongoing hikes in various locations are planned throughout 2018. We are proud to partner with UAE Mountaineering for this great and successful initiative!



Gulf for Good goes RAW #RAWSocial

With thanks to RAW Coffee, we held various '#RAWSocials', aiming to shake up the format of our standard 'information evenings' and invite past challengers to share their stories over coffee in an informal environment.

We have also held challenge-specific information evenings at Adventure HQ, the Surf House, and others.



Larchfield Events

In April, Gulf for Good in partnership with James Berry & Associates organised its first Gala Dinner/China Philharmonic String Quartet at the Waldorf Astoria, Palm Jumeirah. This evening of music raised over US\$24.6k (AED90k) in support of Larchfield Kids.

In November, we held the Larchfield Ball in the British Embassy. This beautiful evening event had nearly 300 guests and raised an incredible US\$60k (AED219k) for Larchfield Kids and Gulf for Good. It included an auction held in partnership with Sixteen-10 and presented by Tom Urquhart, as well as a raffle.

We are very grateful to the sponsors of these events for helping to make them such a success.

In addition, the very inspirational Tom Otton raised a wonderful US\$3k (AED18k) for Larchfield Kids and Gulf for Good through collecting sponsorship for running the Marathon Des Sables in Peru in November 2017.



**CHINA PHILHARMONIC
STRING QUARTET**

String Quartet

- ✓ Chen Yun (1st Violin)
- ✓ Yan Ke (2nd Violin)
- ✓ Mao Xin Guang (Viola)
- ✓ Guan Zheng Yue (Cello)

Special Guest: Min Yang (Violin)

24th April 2017
Venue: Ball Room at Waldorf Astoria Dubai Palm Jumeirah
Dress Code: Black Tie
Start: 7:30 pm Cocktail reception; 8 pm String Quartet Concert
9pm: Dinner & Beverages
Admission: AED 600

MAKE YOUR RESERVATION NOW! RSVP: stringquartet2017@gmail.com

Waldorf Astoria | Dubai Palm Jumeirah | +971-4-818 22222
www.waldorfastoria3.hilton.com

This event is licensed by Islamic Affairs and Charitable Activities Department, license no. 293.



MEDIA: SOME SNAPSHOTS



HOME GROWN HERO

anne edmondson

AS GULF FOR GOOD'S 2018 PROGRAMME IS UNVEILED, ITS GOVERNER LETS US IN ON THE CHARITY SELECTION PROCESS AND EXPLAINS WHY SHE'S HUNGRY TO TAKE ON HER ELEVENTH CHALLENGE...



GOOD LIFE | 011

THE WILD WALL CHALLENGE 2017

Established in March 2001, by Chairman Brian Wilkie, Gulf for Good operates under the patronage of His Highness Sheikh Ahmed bin Saeed al Maktoum. Registered with Dubai International Humanitarian City, Gulf for Good is also a UK registered charity. They organise exciting adventure challenges around the world inspiring people to do something unusual. Participants raise funds, which are then donated to handpicked charities in the region where the challenge is held. The Wild Wall Challenge 2017, to be held from 19-26 May in China is Gulf For Good's 56th Challenge which is all about 6 days of hiking along the most spectacular sections of the Great Wall of China. Passing through farmland, valleys, mountains, ancient tombs and quiet villages, the route will involve gently undulating sections, but also some steep and rocky terrain, requiring scrambling to reach the most impressive parts of the wild wall. G4G will run a number of free training sessions before the challenge. The proceeds will go to the Bethel Foundation, a Beijing charity that provides foster care, education and training for visually impaired children in China which Gulf for Good has previously supported. More details on <http://www.gulf4good.org/en/challenge/the-challenges/the-wild-wall-challenge-2017>



TheNational ARTS & LIFE

TUESDAY, JANUARY 24, 2017 | RABEA AL THANI 26, 1438

UAE WORLD BUSINESS SPORT ARTS & LIFE OPINION B
Film Art Books Music On Stage Television Food Fashion Travel Well Being Family I



Businessman Martin Hope describes his participation in a fitness challenge in Mongolia through Gulf For Good, a charity that organises health events to support children, as life-changing. Courtesy Martin Hope

The good life

DO SOME GOOD

Join Gulf For Good's exciting 2017 challenges

Travel the world, conquer new goals and commit to helping communities in need with Gulf For Good's fundraising challenges

PhilanthropyAge

Dedicated to thoughtful giving

SEARCH DEVELOPMENT FINANCE SOCIETY HEALTH EDUCATION MAGAZINE HOW TO DO GOOD SUBSCRIBE



Charity takes a warm heart and a clear head: philanthropist

UAE businessman Brian Wilkie talks to Philanthropy Age about transparency, using business-style acumen and why above all philanthropy should be fun

SOCIETY 17 MAY 2017 | ADRIENNE CERNIGOI | PHOTO CREDIT: GULF FOR GOOD

IACAD approves fund raising for children in China and Borneo through Gulf For Good



Gulf For Good (G4G), the UAE-based, not-for-profit organization under the patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum received fundraising approvals from the Islamic Affairs and Charitable Activities Department (IACAD) for their upcoming Great Wall of China and Borneo Challenges under license no's 247 and 248 respectively. With fundraising approvals and permissions now in place, G4G offers a unique opportunity to take part in the journey of a lifetime, to challenge yourself, and raise money for some wonderful

days of hiking along some of the most spectacular sections of the Great Wall of China taking in its breathtaking views. Passing through beautiful farmland and quiet villages, the route will involve some gently undulating sections, but also some steep and rocky terrain to reach the most impressive parts of the Wall. Whilst the 'Wilds of Borneo' is an incredible 9-day challenge including kayaking in the Tunku Abdul Rahman Marine Park, cycling around the Sabah Tea plantation, and an early hike to witness the magnificent sunrise from the summit of Mount Kinabalu. The trip culminates with a fun morning of bamboo rafting in the Kulu River, once you have built your own raft!

The Wild Wall Challenge will take place from May 19 – 26, 2017 and the Wilds of Borneo from September 29 – October 6, 2017.

YOUR NEIGHBOURHOOD
FLASH
Dubai's "Neighbourly" Community Publication

TheNational arts&life



Ras Al Khaimah Fitness event

Register by tomorrow at noon to hike at Shawka, in Ras Al Khaimah, with Gulf 4 Good in partnership with the UAE Mountaineering Group. The 5.5-hour hike is suitable for all levels as it is easy to moderate, and goes through wadis and a camel farm.

Friday, 6.45am meet at Emirates NBD Meydan offices in Dubai to carpool; 8.15am meet in Shawka, Ras Al Khaimah, 8.30pm start, free with registration, ages 16+, Gulf 4 Good, admin@gulf4good.org

WHAT'S ON

WORK OUT

WITH GULF FOR GOOD

It's best known for its charity challenges, but did you know that Gulf for Good helps its participants prepare by offering an unusual calendar of training events that are free to attend? Join the team throughout April for workouts including stair climbing, barefoot beach running, sand hiking and even a snow hike in Ski Dubai. gulf4good.org



good
Gulf for Good

Khaleej Times



Go classical with Chinese quartet

Dubai-based international violinist, Min Yang will be teaming up with the China Philharmonic String Quartet for an evening of classical renditions in aid of Larchfield Children's Home in Tanzania, at the Waldorf Astoria, Palm Jumeirah, on April 24.

The quartet featuring Chen Yun (1st Violin), Yan Ke (2nd Violin), Mao Xin Guang (Viola), and Guan Zheng Yue (Cello), are all

leading soloists from the China National Philharmonic Orchestra. The gala is in aid of Gulf for Good's charity project in Tanzania, Larchfield Children's Home, which is being built for children who have been abandoned by their parents, either due to disease or death.

The concert will commence at 8pm followed by three-course dinner and beverages at 9pm. Door open at 7.30pm.

Tickets are priced at Dh600 per person or a table for 10 people (Dhs6,000).

LOOKING AHEAD TO 2018

Challenges and Charities

We have 6 planned exciting public challenges for 2018 (which have all been IACAD approved)



26th Jan - 3rd February 2018 | Vietnam The Explorer's Asian Cycling Challenge

Did you know - Angkor Wat was voted the #1 destination in the world, by Lonely Planet in 2015-16? Starting at the ancient city of Ho Chi Minh, we'll cycle nearly 350km through the heartland of the Mekong River finishing in the majestic Angkor Wat. Join us for this breathtaking journey through shimmering rice paddies, rural villages, and ancient temples.

This event is approved by the Islamic Affairs and Charitable Activities Department, license no. 493.



16th to 23rd March 2018 | South Africa African Wild Coast Wanderer

Untamed beaches, exquisite estuaries, towering coastal cliffs, the colourful culture of the AmaXhosa people, and birthplace of Nelson Mandela - discover the rural and beautiful Wild Coast of South Africa. Join us on this rustic trail experience and appreciate the rich diversity, cultural heritage, and natural splendours of South Africa.

This event is approved by the Islamic Affairs and Charitable Activities Department, license no. 492.



6th to 14th April 2018 | Bhutan Land of the Thunder Dragon with Adrian Hayes

Trek through this spectacular and unspoiled landscape with British adventurer and record breaker, Adrian Hayes, on his Personal Growth Programme. Steeped in ancient history and tradition, take in the temples and bustling towns, endless meadows, beautiful valleys, and majestic mountain ranges of Bhutan, on a journey to self-discovery and growth.

This event is approved by the Islamic Affairs and Charitable Activities Department, license no. 439.



13th to 25th April 2018 | Nepal The Glacial Lakes of Everest

Renjo La Pass is one of the best treks that Nepal has to offer, with beautiful views of the world's most majestic mountains and the exquisite Gokyo lakes - the highest freshwater lakes in the world. This will be our most demanding challenge yet, but promises to be a journey of a lifetime.

This event is approved by the Islamic Affairs and Charitable Activities Department, license no. 500.



13th to 20th July 2018

| Zambia

The Great Victoria Falls Bike Ride

Follow in the footsteps of some of the early explorers as we cycle from Lusaka to Livingstone, taking in the richness and culture of village life, rugged roads, and ending at the world-famous Victoria Falls. This will be our first challenge to Zambia and promises to be an adventure to remember!

This event is approved by the Islamic Affairs and Charitable Activities Department, license no. 294



21st to 29th September 2018

| Mongolia

The Wilds of Mongolia

Mongolia - one of Asia's last unspoiled destinations. Discover this magnificent mountain habitat of age-old traditions and warm hospitality. Join us for this challenging journey cycling, trekking, and horse riding across spectacular mountain passes, dramatic gorges, and sparkling lakes, immersing yourself in this hidden world.

This event is approved by the Islamic Affairs and Charitable Activities Department, license no. 501

CONDENSED FINANCIAL INFORMATION

For the 12-month period ending December 31st, 2017

	2017	2016
<u>INFLOWS:</u>		
Participant Sponsorships (inc. for challenge expenses)	1,179,105	361,209
Registration fees	219,737	156,560
Insurances receipts	5,261	3,810
Donations	188,832	122,117
Total Inflows (A)	1,592,935	643,696
<u>OUTFLOWS:</u>		
Charity payments	588,857	523,238
Challenge expenses	535,282	186,321
Office/Bank expenses	125,997	98,413
Staff expenses	292,904	278,256
Total outflows (B)	1,597,251	1,086,228
Net position (A-B)	(4,316)	(442,532)
Loan by Chairman	-	100,000
Current net position	(4,316)	(342,532)
<u>CASH SUMMARY</u>		
Opening Cash Balance - 1 Jan	171,793	514,326
Shortfall	(4,316)	(342,532)
Closing cash balance - 31 Dec	167,477	171,793

NB: Total funds raised in 2017 (sponsorships less those received for challenge expenses) are US\$236,591 (AED 868,289). Of this, 10% went to the International Humanitarian City's aid distribution efforts in exchange for our fundraising licenses. In addition, 25% of the Larchfield Fundraisers went to support the work of Gulf for Good. There are pending charitable payments to be made as installments in 2018 against progress reports.

THANK YOU FOR YOUR SUPPORT!

