



MJFFC

ANNUAL REPORT 2012

This document will be completed and ready for official publication in January 2013

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1. OVERVIEW

Again we would first like to thank all of those who donated this year, you know who you all are and we really couldn't have done all of this without your ongoing support, and we thank you for that from the bottom of our heart.

As we formed late in 2011, we have decided to make our first Annual Report to encompass 2011 AND 2012.

This all started as a dream, and over time we have turned it into reality. It wasn't easy, there have been various hiccups along the way and they will continue to crop up as we proceed, but we will always get there, we are THAT determined. We believe in our work in Michael Jackson's memory more than ever before. He gave us so much, we will continue to give to others through his memory and will continue to help with thousands of other fans globally in his mission to heal the world. In time MJFFC will be the main organisation where fans can donate monthly to charity. In time we will have enough monthly donors in order to be able to donate money to areas of great importance, instantly, and really make a difference.

2. OUR WORK

We are involved with many things at MJFFC, here is a summary for this year.

2.1. MJ Fans For Charity (MJFFC)

MJFFC is the charity name for all of the things we do. It is currently run entirely by volunteering Michael Jackson fans that "got Michael's message". 100% of the money made through our ideas goes to charity. We already have full-time jobs, so have no need for an additional income. So far we are the only MJ fan made organisation that gives 100% of the money donated, to charity. We spend hours and hours looking for the cheapest donation processing systems, which results in ZERO fees to process your donations. This has been achievable through the UK charity organisation, Charity Giving. They only charge 3.99% on gift aid donations (the ability for UK qualifying taxpayers to add an extra 25% to the donation, at no cost to themselves). So if you are donating from outside the UK, or don't qualify for gift aid, there are ZERO transaction fees.

We are looking into becoming a fully fledged registered charity in the UK. We have a registered UK Bank Account and have had feedback from HMRC in regards to our application to be recognised for tax purposes. Our initial application was declined because of the wording in the charitable objectives. We have now submitted our application again and await feedback from HMRC. Becoming recognised

by HMRC opens the door for many of our ideas that we are having to hold back, details of all of these ideas will be published on our website once we are recognised.

Once we are raising over £5,000 per year (or around 400 monthly donors), we will be able to register with the UK Charity Commission. Once we are registered with the charity commission, we will be restructuring the charity to accommodate the extra work load involved. Something we currently cannot cover in our volunteered time. Rest-assured that MJFFC will always be a charity based on the 100% model, where 100% of the money you donate is spent on or given to charitable causes or other charities directly. If there are enough donors on board and enough Gift Aid coming through in the future, this will give us the ability to start thinking about working on MJFFC more often, and cutting down our regular working hours in our current jobs. Only money obtained from tax relief on donations, will be spent on further fundraising, this means that if you give £10, £10 will always be going to a registered charity.

DETAILS: <http://www.mjffc.org.uk>

2.2. The ‘1 Million For Michael’ Project (1MFMP)

The 1MFMP is where we gather donations and is what MJFFC processes when it comes to Gift Aid (when applicable) and other charity related admin. It can be quite complicated to process Gift Aid on UK donations due to the global reach of our work, but now that we use our new donation processors Charity Giving (www.charitygiving.co.uk) it makes it so much easier and means we can spend more time on our ideas rather than admin. From our extensive investigations, we found that Charity Giving was the only organisation to be offering this kind of low transaction fee rate and service. The only processing fees that are applicable come from the Gift Aid itself. It is also possible for fans to donate through Charity Giving with PayPal, ironically doing it this way means the donations go even further than they did when we were using PayPal directly.

All money donated through the 1MFMP is donated to the winning registered charity, voted by those who have donated for that month. As mentioned previously, the only fees charged by Charity Giving on your donations is 3.99%, and ONLY when it is a donation that qualifies for Gift Aid. The majority of donations to MJFFC have ZERO fees, either because the donor is not based in the UK or is not applicable for Gift Aid for other reasons. We have already found that moving to this more cost effective donation model means that we have been able to make the donations go even further, and as a direct result, in December 2012 we starting our first child sponsorship with SOS Children’s Villages (more details on our website).

DETAILS: <http://www.mjffc.org.uk/1MFMP>

2.3. Michael Jackson Text Giving (MJTG)

A way UK fans can donate directly to various charities, simply by texting.

This is really taking off in the UK thanks to the relatively young Text Santa campaign on ITV1 and Vodafone's Just Text Giving service. In a nutshell it means you can text a simple SMS such as "MJTG50 1" to 70070, which donates £1 to charity, in this case, Save The Children, check out our site for more text codes to other charities. Remember that donations made through these services are direct to each charity, but also gets added to our Global Total, more details below. We are constantly growing the list of charities for MJTG and hopefully we cover your favourite UK based charities, enabling you to fundraise or create birthday wishes, by asking friends and family to donate directly to charity via text message. There really is no easier way to make a donation to charity in Michael's memory!

DETAILS: <http://www.mjffc.org.uk/MJTG>

2.4. Global Total

The global total started from the beginning with just its own Facebook page. Now it is a featured page on our main website.

The list features all of the known charities and initiatives raising money in memory of Michael. It's a difficult list to maintain and we rely on your help to keep up to date. The list and global total is updated 3 times a year and it has seen some amazing increases and work being done by MJ fans around the world. The global total is a flagship of our work as it really helps fans see what Michael meant to a lot of people at a glance. We also have a "Global Scale" feature for this total, which shows how far and wide all of the donations stretch across the globe via an embedded Google Earth interactive feature. We will be improving this area in 2013 to make it easier to use and update.

DETAILS: <http://www.mjffc.org.uk/global>

2.5. One-Off Donations

From the beginning we also have had a Cause for one-off donations on causes.com

We are pleased to inform you that the amount donated directly to the cause by Michael Jackson fans up until the end of 2011 was approximately £570 / \$900 / €680 and now stands at around \$1,000. Causes have since changed their site and model, so Causes.com is now used to spread more

awareness on what MJFFC does and aims to get more monthly donors on board. Fundraising directly on Causes.com has now finished.

Thank you to all of those that donated!

DETAILS: <http://www.mjffc.org.uk/donate>, <http://www.causes.com/mjfans>

2.6. Child Sponsorship

When we suggested the idea to our members, they were very excited, so now we sponsor a child from monthly donations

As of December 2012 we started sponsoring a child from Liberia. Her name is “Deon”, she is 7 years old and we will be keeping members updated on her progress! A MASSIVE, MASSIVE thank you to the donors, it is because of your monthly commitments that we have been able to sponsor a child AND still give over £100 to charity each month. Just imagine this is what is being done with just 30 donors on board, imagine what we could do with 3,000 donors on board!

DETAILS: <http://www.mjffc.org.uk/childsponsorship>

3. Other notes of interest.

3.1. MJFFC’s founder purchased a number of tickets to the ‘This Is It’ tour at great expense. These tickets were originally going to be sold **at face value** to MJ fan friends that couldn't get hold of tickets. As the concerts never went ahead, these are now being used for various charitable activities and to gather more support for the 1MFMP.

3.2. A ticket and programme was donated to the Heal The World For Children charity, who used it to raise funds for their 2012 Sierra Leone Africa visit, of which they were very grateful.

DETAILS:

<http://www.healtheworldforchildren.org/support-for-our-sierra-leone-humanitarian-trip/#more>

3.3. A ticket and programme was given to Anne D, pledger #17 in the “1 Million For Michael” Project for a promotion to get other pledgers on board with the project.

DETAILS: <http://www.mjffc.org.uk/raceto50>

3.4. We held a competition for likers of our Facebook page and one lucky liker won a ticket and

program and we can confirm that Donna-Marie T received it and is very happy. These simple things make us smile so much. This is what it is all about.

DETAILS: <http://www.mjffc.org.uk/prizes>

3.5. We are attending and contributing a ticket and programme to the MJ Fan Tributes group at their Camp Jackson 2013 MJ fan get together in August. More details will be on our website/Facebook page.

DETAILS: <http://www.campjackson.co.uk/>

4. OUR FINANCIALS

4.1. FINANCIAL REPORT 2011

Below is a full breakdown of the donations processed by MJFFC in 2011

https://docs.google.com/spreadsheet/ccc?key=0ArV_JJCyy0ScdDlxVlp5Z0VtdU9NQnhMOGExYINWT0E#gid=0

4.2. FINANCIAL REPORT 2012

Below is a full breakdown of the donations processed by MJFFC in 2012

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4. DIRECTOR SUMMARY

Well generally it has been a great year for the World and for MJ fans!

We are not talking just about our own activities, as another thing to note this year was the 10,000+ roses delivered to Forest Lawn on the 3rd anniversary of Michael's passing donated by the "One Rose for Michael J. Jackson" Campaign organised by some fans.

- More fan initiatives are shown on www.mjffc.org.uk/global

If you have any feedback for us, WE LISTEN! You can provide feedback here:

<http://www.mjffc.org.uk/contact>

Thank you all again.

ALL you need is LOVE and all we need is your continued support. ;-)

Thank you.

A handwritten signature in black ink that reads "Steven" followed by a small asterisk or flourish.

Steven Hodges
Founder/Director
MJ Fans For Charity (MJFFC)



www.mjffc.org.uk