

Convocation of Annual General Meeting of HUG Associates  
and  
HUG Association of Saint Francis College  
Annual Report  
2016/17

There will be an Annual HUG Assembly meeting on Wed 7 June at 8:15am in the Auditorium at the Saint Francis College Pinheiros Campus.

The objectives of the meeting are to:

1. Review the 2016/17 Year
2. Approve the 2016/17 accounts of the Association
3. Approve the 2017/18 budgets for the Association
4. Approve a change of Article 13.1 of the constitution from “..um Presidente, eleito pela Assembleia Geral entre os pais, ...” to “..um Presidente, eleito pelos membros do Comitê Executivo, ...”
5. Elect 3 new members of the Executive Committee
6. Approve a value of R\$120 / year for Associates
7. Deliberate over any other matters of interest of the Association

All parents, teachers and alumni that have been active or have expressed an interest in participating in HUG are welcome to attend.

Committee Nomination and voting instructions, accounts, budgets and a report on the HUG Association for the 2016/17 year are attached.

## HUG Executive Committee Report

On 10 May 2017 HUG formally completed its first year as a formal, independent Association of Parents, Teachers, Students, Alumni and Friends of St Francis. And what a year!

Financially HUG has far exceeded expectations, raising R\$88,915 through projects and contributing R\$8,996 to College Programmes. With R\$79,561 in its account (R\$26,400 provisioned for committed Programmes) on 31 April 2017, HUG has the finances to comfortably repeat, and substantially enhance its support to the Saint Francis College and College Community programmes in the coming year.

HUG had mixed success with the programmes that it resolved to undertake at the beginning of our existence.

Programmes such as the College Plays and the Young Entrepreneurs saw considerable collaboration between the College and HUG, with HUG parents, children and college members working side by side in the planning and execution of their initiatives. The cooperation resulted in excellent delivery of the programmes themselves and indeed in the generation of surplus funds for future programmes.

In other programmes, including College Sports and Lectures and Workshops; trust, commitment, understanding and confidence have been building between the college and HUG. In these programmes research is being undertaken with parents in order to develop joint objectives on which future cooperation and delivery will be based. The seeds of a College Alumni program are being sown and our first social function is scheduled for later in June.

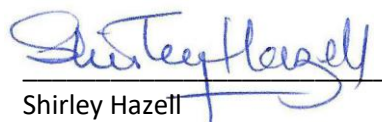
Although HUG looked to support the college yearbook and the co-branding initiative, HUG was unable to find ways to work side-by-side on the yearbook project - and indeed - as a non-profit organisation, is not permitted to financially support the yearbook – seen as a communications vehicle of the College. The college yearbook and co-branding initiatives will be outside of HUG's objectives in future years.

With the merging of the College campuses, HUG's support for College infrastructure projects has been postponed.

Significant advancements have been made in the structure of HUG itself. HUG's mission has been defined, we now have clear financial processes and an external accountant has been hired. Committees have been established and are executing our key programmes, and approval processes and support mechanisms are in place. We have built our communications team as well as our confidence and trust. HUG now has a firm understanding and platform to execute on our mission: *We Help Us Grow: Students, Parents, College, Community*



Marco Kerkmeester  
Parent  
HUG President



Shirley Hazell  
College Principal  
HUG Vice President



## HUG Financials

The finances of HUG have been administered by parent Denise Coopman, who has done an outstanding job in ensuring received and expended funds have been accounted for, and that HUG is meeting its Fiducial Responsibilities. HUG is working with EP Consultoria Empresarial as our Contador.

During the year HUG has been established as a *pessoa juridica* and has developed and implemented processes for budgeting and the receipt and expenditure of funds. All programmes are approved by the HUG Executive Committee and all purchases are approved by HUG Programme managers before payment.

The 2016/17 accounts and proposed budgets for the 2017/18 are below (in Brazilian reais):

Receipt of Funds:	Year to 30/4/2017	2017/18 Planned
Opening Funds:	0	79,561
Programs:	12,850	12,850
Drama Ticket Sales*	0	30,000
Hawkshop:	3,000	3,000
CoBranding Activities	28,000	0
Donations	45,020	108,000
Associates Fundraising	0	20,000
Interest Received:	45	200
*Drama ticket sales were not recorded by HUG in 206/17		
<b>Total Receipt of Funds:</b>	<b>88,915</b>	<b>253,611</b>

Use of Funds:	Year to 30/4/2017	2017/18 Planned
<b>Payment of Previous Year's Provisions</b>		
Yearbook Suppliers 2016/17	0	22,700
Provision for Contador 2016/17	0	3,700
<b>Total Provisions</b>		<b>26,400</b>
<b>Programmes</b>		
Primary School Play:	0	30,000
Secondary School Play:	7,646	7,646
Young Entrepreneurs	0	10,000
Yearbook	0	0
Bazaar Charity:	1,350	1,350
Sports	0	20,000
Alumni Social Seeding	0	10,000
Workshop / Lectures	0	60,000
<b>Total Programmes</b>	<b>8996</b>	<b>138,996</b>
<b>HUG Operations:</b>		
Accountant	358	5,684
Miscellaneous Expenses*	0	10,000
Digital Certificate	0	514
Marketing	0	3,000
*Initial costs for the establishment of HUG were personally donated by Mrs Hazell		
<b>Total Operations</b>	<b>358</b>	<b>19,198</b>
<b>Total Expenditures:</b>	<b>9,354</b>	<b>174,080</b>
<b>Cash at End of Year</b>	<b>R\$79,561</b>	<b>R\$79,531</b>

## HUG Programmes

### Primary Play

Led by Luciana Belli, and with Carolina Giannetto as College Peer, the HUG Primary Play Committee obtained significant results, and is an example of how HUG would like to work with the College on mutual programs. Joined by many parents and staff, the HUG Play committee were relentless in the



support of the primary play Bugsy Malone, in the raising of funds through school bazaars, cake and ticket sales and in the support of the young actors in behind the scenes roles.

### Secondary School Play

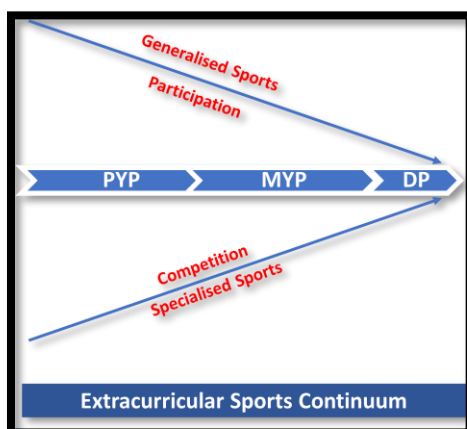
The HUG Play committee were also active in Romeo and Juliet in ticket and cake sales and in behind-the-scenes roles. It is hoped in coming years that the HUG team will be able to work more closely with the college in the planning stages to ensure an even greater participation.

Congratulations to Luci, and the Drama Committee for your tireless work, oftentimes until late into the evenings.

### Sports

With an early focus on improving sports infrastructure and the changes in college campuses, the HUG Sports Committee, led by Valeria Henriques, together with 23 registered parental supporters, got off to a difficult start.

In the realm of sports, enthusiasm is not lacking, interests and ideas are wide and personal interests are strong. To focus limited resources on mutually agreed priorities with the College has proved challenging. HUG has to be mindful of the curriculum that needs to be delivered within the college, and of the limited resources and time that HUG, the College and our children have.



HUG, together with the College, has identified that the focus on sports needs to be a continuum from high participation in a wide range of sports in the early years, through to more competitiveness and a focus on few sports in later years. The HUG Sports Committee together with the college, is currently undertaking a broad-minded questionnaire to identify how better to address this continuum in line with the HUG Community interests, the College curriculum and limited resources. The results of this survey will help identify how to improve participation in early years through to which sports to focus on to ensure winning teams in later years. This study will result in action in the coming year.

## College Yearbook

HUG members have continued in the outstanding support of the College Year Book through co-branding initiatives. This year Co-branding continued to be undertaken by Christina Karam of the college, raising R\$28,000 in funds, and thus ensuring that every college child receives a free year book.

As co-branding is related to sale of the college brand, the College itself must recognise these revenues. In addition, under the HUG statute, HUG may not be involved in the operations of the college. Officially the College yearbook is deemed a formal communication of the college and HUG, as a non-profit organisation, may not be involved in the development of the yearbook, nor in providing funds for its development. As a result, the HUG Association is no longer able to financially or operationally contribute to the College yearbook.

## Young Entrepreneurs and Hawkshop

The young entrepreneurship programme, led by parent and entrepreneur Craig Bell and St Francis College Member Veronica Kang-Portillo, serves to empower young entrepreneurs to plan and execute their own startup venture on a foundation of entrepreneurship theory and case studies. The team is looking to leverage a wide community of parental support and international curriculums. The first Young Entrepreneur group of 32 students have almost completed their first business plans and are moving into a funding and approvals phase.



The Young Entrepreneurs ECA is complemented by the College Hawkshop, which allows students to perform hands on management of an actual business, including such functions as sales, marketing, operations, human resource management and accounting.

## Parent Workshops

Alumni and Parents Workshops have been headed by Oliver Hudson who is assisting considerably in the structure of HUG and in serving the Social and Educational interests of HUG's Parental and Alumni Associates.

Processes have been developed for planning, agreeing and implementing lectures and workshops for parents, students and Alumni. A questionnaire has recently been sent to all parents to align interests and appropriate timings. Workshops and lectures are now being planned based on the 85 responses that we have received.

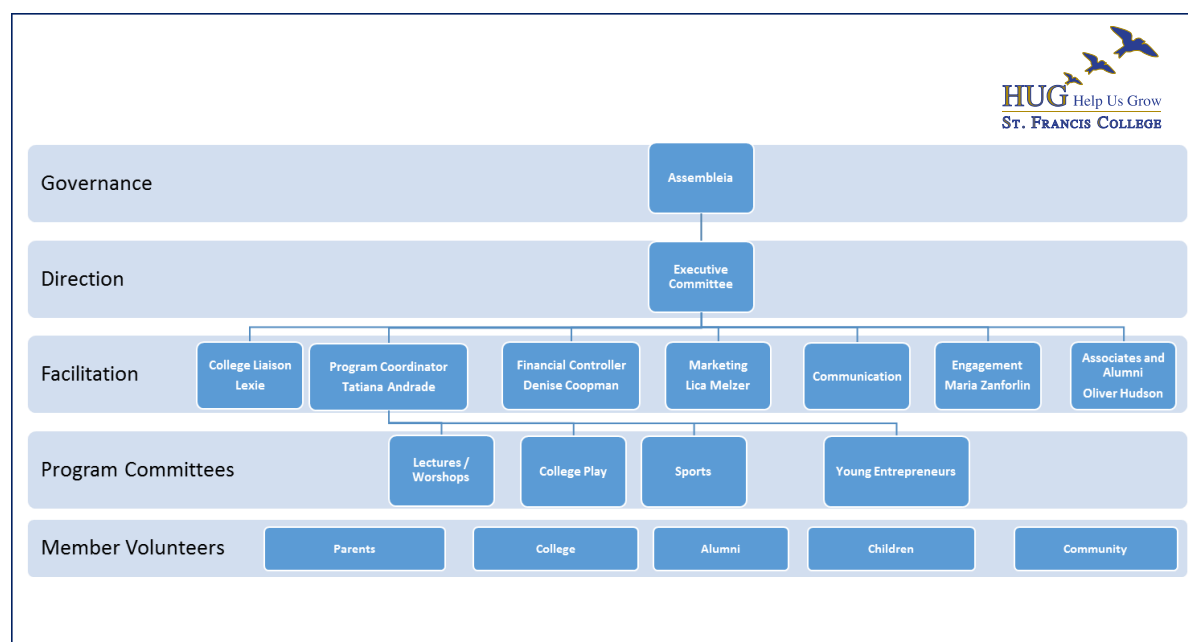
Funds have been raised in support of this high priority programme.

## Alumni

Developing a parent and Alumni programme, including parents, ex- students, ex-parents and ex-teachers of Saint Francis is one of HUG's priorities. Whilst we have plans to develop this programme, HUG has had difficulties in establishing a database of parents and alumni and has been unable to enrol an individual to assist in the communication of HUG happenings and develop a network with this community. The development of this database and network will be the focus of the Alumni programme in the coming year.

## HUG Facilitation

For the efficient execution of HUG's programmes, HUG has Finance, Marketing, Communications, Enrolment and Programme Leads governed by the HUG Executive Committee.



## Marketing

Led by Lica Melzer, HUG has developed marketing, communications and recognition plans that are slowly being implemented through HUG's Programme, Project and Communications teams. The marketing team has targeted high impact, high return initiatives, and we are focusing our efforts in these areas: Drama, Sports, Young Entrepreneurs and Workshops. As HUG grows in size and competence, the number of initiatives and the initiatives themselves will expand.



## Engagement

There has been considerable interest from parents to be involved in the HUG project. Unfortunately, whilst HUG has been developing our processes and priorities, we have not had the bandwidth to absorb and leverage this tremendous support or to implement the many ideas that have been forwarded. Maria Zanforlin, as engagement lead, has done outstanding work on identifying and engaging parents and teachers who have been willing to be active contributors to the HUG project.

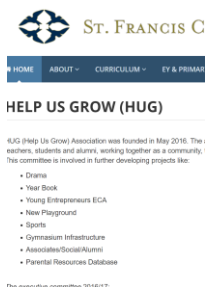
HUG recognises the value of advice from parents and teachers, welcomes feedback and will conduct surveys to identify where and how we should expend our efforts for the interests of the greater majority whilst being consistent with the HUG and College missions.



Many parents have also offered specific help to HUG. These people, approximately 50 parents and some 7 key college supporters have been the force behind HUG's progress this year, and their contribution is greatly recognised and appreciated.

## Communications

Whilst we have been active in communications, we want to be much more effective. Developing a communications plan, learning how to communicate and developing a HUG communications team have been our early priorities. We now have five parents that have assumed a responsibility for gathering and managing information, producing content and putting that content out on the channels. We believe that we are now in a position to do a much better job in understanding what it is we should do and communicating what it is that we are trying to do; what it is that we are doing, and what it is that we have done.



## Executive Committee

Elected by the General Assembly, the Executive Committee is the executive and administrative body of HUG and meets monthly to agree initiatives and execute its functions as approved by the HUG Assembly.

The Executive Committee is composed of a minimum of two and a maximum of five members who are elected for a period of two years. The Executive Committee was elected in a meeting of the HUG assembly on 28 April 2016 with Marco Kerkmeester, parent, as President; Shirley Hazell, College Principal as Vice President; and Lica Melzer and Jose Carlos Doherty, both parents, as members.

During the year Mr Doherty resigned from the Executive Committee, and due to work commitments, Mr Kerkmeester will hand over his responsibilities at the next HUG General Assembly.

In order to have a full complement of members, the Executive Committee proposes the election of three new members onto the executive at the next assembly meeting. Nominations are called from amongst associates for new active members. If you are interested in supporting HUG on the Committee, a nomination form is included at the end of this email, and nominations are to be forwarded to the college by Friday 26 May 2017.

Voting will occur at the next Assembly meeting. The Executive Committee strongly supports the nominations of the following candidates of the HUG management team and who have been extremely active and successful in HUG initiatives throughout the year:

- Mr Oliver Hudson, HUG Associates, Alumni, and Parent Workshops
- Mrs Denise Coopman, HUG Finance and Administration
- Mrs Maria Zanforlin HUG Engagement

### Election of HUG President

The HUG statute provides for the election of the President by the General Assembly. In order to maintain continuity and a harmonious Executive, it is proposed that this be amended such that the President be elected by the Executive Committee instead of the full Assembly. This proposal will be tabled at the next General Assembly.



# Contact Information and HUG Management Team

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Below are the key members of the HUG Management team. Please feel free to contact us if you want further information or to support our initiatives:



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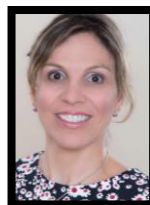
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