

ANNUAL REPORT

ARMADILLO

FOUNDATION

2023 / 2024

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The Armadillo Foundation

The Armadillo Foundation is the philanthropic arm of Armadillo & Co Pty Ltd, the purpose-led rug brand with showrooms across Australia and the United States.

The not-for-profit organisation was founded by Jodie Fried and Sally Pottharst in 2017, with its sole mission and purpose to enhance and improve the lives of underprivileged local communities, regardless of race, religion, culture or political affiliation, through the provision of educational, health and community structures.

The Armadillo Foundation is a longstanding sponsor of the *Kantilal Vidya Mandir* (KVM) School in Uttar Pradesh, India. The co-educational institution was established in 1987 and educates many of our artisans' children in the Carpet Belt region. The school is currently attended by approximately 200 students from kindergarten to Year 5 and is overseen by a head principal, ten teachers and three ground staff. There is a healthy intake of children enrolled for the 2024/2025 school year. The scholarship program initiated in 2018 to support 3-4 outstanding girls from Yr 5 into senior school is going strong, with the first round of girls soon to complete their Yr 12 qualifications.

In 2021, the Foundation expanded its remit to support other charities that share our mission to give underprivileged children, especially girls, access to education. We provide financial and on-the-ground support to charities in four countries, each with its own unique culture but linked by our shared human interconnectedness and the Foundation's ongoing dedication to relieve the disadvantage, poverty, destitution or misfortune suffered by children.

In Australia, we continued our work with the Stars Foundation, and in the USA we supported the Los Angeles and New York City chapters of Girls Inc.

We expanded our reach to Nepal by partnering with the Sunrise Children's Association Incorporation. Nepal's geography makes it one of the most disaster-prone countries in the world, hampering its ability to mitigate the cycle of poverty. It is estimated that nearly 10 million children in Nepal live in impoverished circumstances, with many barriers to education.

We also continued our support of the Shree Mangal Dvip Boarding School, supporting disadvantaged children located from the remote Himalayan mountain region.

We believe that all children have the right to education in a safe, happy and nurturing environment. Through the Armadillo Foundation, we hope to give as many children as we can this opportunity for a brighter future.

Our Mission

‘To support education for life’.

The Armadillo Foundation is a not-for-profit organisation that supports and sustains education for life, providing children in underprivileged communities with the best start in life and giving girls opportunities for further education which they otherwise might not have.

Our Vision

The Armadillo Foundation aims to inspire and empower underprivileged communities through a sense of People, Pride and Place that will support education for life, providing self-supporting tools and infrastructure so that children can have the best start in life and girls can have an opportunity for further education.

Board Members



Jodie Fried
Chair/ Board Director

Jodie Fried is the Co-Founder and Director of Armadillo. Over more than two decades, she has nurtured both a personal and professional passion for artistry, sustainability and social change.

Prior to establishing Armadillo, Jodie completed a Bachelor of Design at Sydney's prestigious National Institute of Dramatic Art (NIDA) and spent time working on set and costume design for Bollywood films. In 2001, while Jodie was in India, the Gujarat earthquake devastated many regions of the country and left millions homeless. Deeply saddened by the crisis, Jodie joined the relief effort to help rebuild local communities. During this time she was moved by the challenges that faced local women and was inspired to build a business that would both employ and empower them.

Armadillo's very first strands were woven together with this deep connection to people and place, with real world experience, and with Jodie's enduring entrepreneurial spirit. Jodie remains incredibly passionate about India and its people, in particular about providing care and education for Indian girls through the Armadillo Foundation's scholarship program and support of the KVM School.



Sally Pottharst
Board Director

Sally Pottharst is the Co-Founder and Director of Armadillo. Sally was born in Zimbabwe, educated in South Africa and now resides in the Adelaide Hills in South Australia. Along with Co-Founder Jodie Fried, Sally has diligently woven social responsibility into the fabric of Armadillo's core. This desire to operate in a way that is both purposeful and philanthropic has built both the Armadillo business and the Armadillo Foundation into formidable forces for good.

Sally comes from a family with a long history of working with flooring and textiles. This heritage of artisanship paired with her passion for beautifully made products and traditional crafts has been a driving force behind Armadillo's creative vision. Having worked with makers and craftspeople in India for many years, Sally is deeply connected with communities of weavers and is committed to giving back.

Sally has formal qualifications as a Chartered Accountant and her financial background and logistical mind are invaluable to the Armadillo Foundation's operations.



Michael Gray
Board Director

Michael Gray is the Managing Partner of DFK Gray Perry, and has been advising businesses for over 30 years. His key strengths are taxation, structures and strategic thinking – always with a focus on the people who run the business. Michael’s people-first approach makes him sensitive to ways a business can improve its culture while still making intelligent and strategic financial decisions.

Michael passionately believes in the importance of service and community, and these two core beliefs have formed his philosophy as a businessman and an accountant. He has broad experience holding senior positions on various boards and associations, both within industry and as part of community organisations. This passion has seen his career span education, book publication, policy development and the arts as a past Board member of the Adelaide Fringe.

Michael is an active participant in FREDS VAN for the homeless and support for Ronald McDonald House. In his personal life, Michael has always been a traveller, seeking to experience unique cultures and places around the world.

He holds an Economics degree and a Diploma in Corporate Management. He is also a Chartered Accountant and a Justice of the Peace.



Mary Andrew
Board Director

Born and raised in South Australia, Mary Andrew is a legal and public affairs professional who is experienced in strategy development, communications, stakeholder engagement and advocacy to government. She has a background in providing legal and political counsel on major projects to foreign and domestic businesses and non-government organisations, both locally and in Scandinavia, India and Southeast Asia.

Living and working in developing countries has given Mary a deep appreciation for building and promoting strong cross-cultural partnerships. She is passionate about strengthening community structures and enhancing leadership, especially within the fields of education and health, to positively impact the lives of young people. Mary is proud to be supporting social and economic change through the Armadillo Foundation.

Mary completed a Bachelor of Laws and Legal Practice and a Bachelor of International Studies at Flinders University and is admitted to practice law in the Supreme Court of New South Wales.

Financials

Profit & Loss

	30 June 2024	30 June 2023
Income		
Donation from A&Co	-	-
Donations from A&Co Website	\$1,021	\$725
Donations Received	-	\$500
Membership Fees	-	-
Total Income	\$1,021	\$1,225
Gross Profit	\$1,021	\$1,225
Plus Other Income		
Interest Income	\$3,314	\$3,384
Total Interest Income	\$3,314	\$3,384
Less Operating Expenses		
Donations made AU	\$150,000	\$200,000
Donations made US	-	\$76,062
Admin Expenses		
Bank Fees	-	-
Consulting & Accounting	\$27,280	\$32,205
Insurance	\$1,611	\$1,600
Software Expenses	-	\$198
Subscriptions & Memberships	-	\$840
Training	-	\$8,449
Website	\$295	-
Total Admin Expenses	\$29,186	\$319,354
People Expenses		
ID Cards/ Sweets	-	-
Salary (Teachers & Clinics)	-	-
Sewing Expenses	-	-
Total People Expenses	\$0	\$0
Place Expenses		
Electric/ Power Bill	-	-
Furniture Expenses	-	-
Grounds Maintenance (plantation)	-	-
Mobile & Internet	-	-
Painting Expenses	-	-
Paving Expenses	-	-
Repairs & Maintenance	-	-
Total Place Expenses	\$0	\$0
Pride Expenses		
Computer Expenses	-	-
Scholarship to Secondary School	-	-
Stationery/ Office/ Travelling/ Function	-	-
Total Pride Expenses	\$0	\$0
Total Operating Expenses	\$179,186	\$319,354
Net Profit	-\$174,852	-\$314,745

Balance Sheet

	30 June 2024	30 June 2023
Assets		
Bank		
Community Solutions Cash Reserve	\$367,585	\$544,271
Community Solutions One	\$7,646	\$5,811
PayPal	\$227	\$227
Total Bank	\$375,457	\$550,310
Total Assets	\$375,457	\$550,310
Liabilities		
Loan (KVM School)	\$82,653	\$82,653
Net Assets	\$292,804	\$467,657
Equity		
Current Earnings	-\$174,852	-\$314,745
Retained Earnings	\$467,657	\$782,402
Total Equity	\$292,804	\$467,657

Armadillo & Co Foundation Limited
ABN 96 621 534 683

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