

**YUAF** YOUNG URBAN  
ARTS FOUNDATION

**2022**

**TRUSTEE ANNUAL  
REPORT**



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## INTRODUCTION – CEO

Since YUAF's foundation in 2009, we have kept young people safe, empowered, inspired and nurtured the creative talents of over 22,000 young people.

Our youth-focussed positive diversionary programmes and creative workshops have built young people's confidence, improved their mental wellbeing, built skills and provided work experience and employment opportunities for those living in areas of deprivation, face inequality and disadvantage.

We are committed to centering the voices of young people who are at a high risk of child exploitation, being a victim of crime, or would otherwise not have access to creative opportunities. Combined with our resilience and organisational agility post-Covid, this meant we were able to resume full programme delivery by the first quarter of 2022, engaging with over 500 young people via online courses, media workshops and one-to-one support.

After four years of fundraising, and with generous support from Arts Council England and the Clothworkers Foundation, in September 2022 we launched our state-of-the art outreach media bus. Targeting the hardest-to-reach communities, the new YUAF bus provides a mobile recording booth, spaces for DJ masterclasses, music and podcasting production, and group activities - all solar-powered, and now wheelchair accessible.

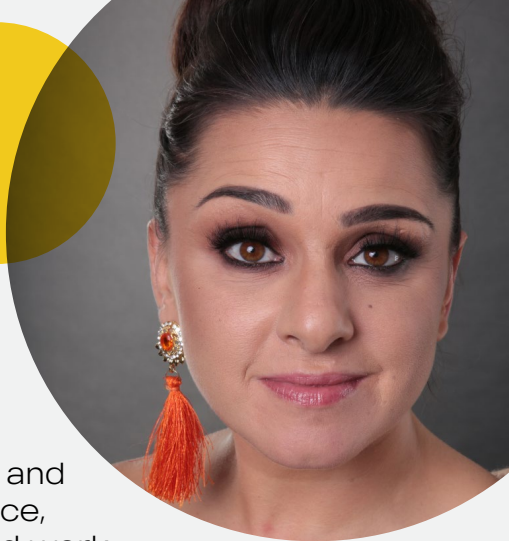
As well as providing safe spaces for young people to learn new skills, connect and express their feelings and emotions, our youth leadership programmes have forged a pathway for young professionals to kick-start careers within the creative industries, upskill in music production, creative media and the performing arts through our innovative YUAF Futures and Pathways programmes.

Approaching fourteen years since our conception, I am extremely proud of not only the consistent development and improvement of our programmes but the infrastructure development to create a more sustainable model for the coming years.

As always thank you my team, our donors, funders, sponsors, partners, trustees, facilitators and youth workers, we couldn't do this without you.

Kerry O'Brien  
Founder and CEO

**Kerry O'Brien, Founder & CEO**



## TRUSTEE FOREWORD

2022 has seen the culmination of multiple initiatives to further strengthen all areas of the YUAF operation.

Welcoming new team members and trustees has allowed for the implementation of the strategies highlighted within our full organisational review.

Making conscious effort to bring new practice and enhanced integration of the senior leadership team, the trustees have been able to make vast steps in overall governance and management.

All trustees have actively increased attendance to on-site programs; this allows for greater understanding of operational needs as well as a deeper conscious engagement with the challenges beneficiaries face in the real world. The focus this provides is extremely noticeable as plans and policy continue to be reviewed with young people squarely at the core.

Trustee recruitment and onboarding sees a focused development - with the highlighting of specific skill sets needed to compliment. Safeguarding, Legal and Governance best practice has been reviewed and bolstered with the addition of new sub committees and frameworks.

Enjoyment and peer level support is a strong and underlying tone within the current board, this allows for a wonderful sense of achievement and recognition to the continued outstanding efforts of the staff team.

The Young Urban Arts Foundation has and continues to provide one of the most inspiring environments for all involved to learn and excel in the delivery of award winning and progressive youth services.

The trustee team would like to express our thanks to all funders and partners for the continued support in helping this organisation to continue to flourish.

**Sam Nankivell, Chairman of the Board**

## OUR MISSION AND STRATEGIES

Young Urban Arts Foundation's mission is to empower the lives of young people by strengthening well-being and providing access to opportunities that celebrate creativity, culture, and belonging, ensuring they are seen, heard & celebrated.

Throughout our 14 years, we have helped over 21,000 young people and are known for delivering both empowering and creative outreach workshops in hard-to-reach areas where young people are at high-risk of child exploitation, being a victim of crime or do not have access to opportunities.

YUAF's programmes are designed around prevention and built to drive creativity within our pillars of engagement.

**Outreach** programmes include face-to-face work through our community youth work, school programmes, and multimedia bus workshops which we take into communities to provide a safe and exciting space to inspire and build young people's confidence. Young people learn creative skills (music production, song/lyric writing, vocal recording, podcasting and DJing) and in doing so, build self-confidence and soft skills while improving their overall mental wellbeing.

**Support** is available for young people who wish to access our aftercare service, Pathways. YUAF's key asset-based initiative focuses on young people's strengths and future potential. We work with each young person to improve their mental wellbeing and confidence, helping them to develop the tools they need for greater resilience and self-managing their emotions. Additionally, focused mentoring is provided for those who want more specialised support.

**Opportunities** are provided to young people who are ready and wish to access them. They include YUAF Futures which provides creative upskilling and employment opportunities for young people aged 16 - 19 years, enabling them to gain further training or work experience. YUAF Talks offers masterclasses delivered by creative industry professionals who share their stories, the challenges they faced, and how they developed resilience.

**Leadership** for young people is part of our commitment to youth voice as an integral part of our organisational development. We created a Young Leaders Programme, expanded our Youth Ambassador programme, and held youth forums for young people's feedback about the design and implementation of both existing and new programmes.



## FUNDERS & PARTNERS

AEI

Garfield  
Weston

Shanly  
Foundation

Arts  
Council

Happy  
Lizzie

Skiddle

Ashley Family  
Foundation

Skyway

Avenues  
Youth Club

ICA

Sony Social  
Justice Fund

AXA XL

International  
Academy  
Greenwich

Stoke  
Newington  
School

Backstage  
Trust

John  
Lyon's  
Charity

Subtle Radio

BBC  
Children  
in Need

JP Jacobs  
Charitable  
Trust

Sutton Young  
Carers

Betsy  
Foundation

Kensington  
Aldridge  
Academy

The Allan  
Charitable  
Trust

Big Lottery

Kiss FM

Young  
Carers  
Lambeth

Eltham Hill  
School

PRS

Young  
Greenwich

Fore Street  
For All

Resident  
Advisor

Young  
Hackney

Foundation  
for Future  
London

Shaftesbury  
Young  
People's Trust

Young  
Harrow  
Foundation

# FUNDERS & PARTNERS

The Crate

Boiler House

London &  
Quadrant  
Housing

The De  
Brye  
Charitable  
Trust

Charlton  
Athletic  
Community  
Trust

London  
Youth

The FMLY

Charlton  
Triangle  
Homes

Paradime

The  
Fore Trust

Chesterhill  
Charitable  
Trust

Paul Hamlyn  
Foundation

The Halley

Clothworkers

Peabody  
Community  
Fund

The  
Harrow  
Club W10

Community at  
Tollers

Peabody  
Housing

The National  
Lottery

Ditto  
Management

Pembury  
Community  
Centre

Timberland

DJ Mag

Pirate  
Studios

Westfield East  
Bank Creative  
Futures Fund

DnB  
Allstars

Portal  
Trust

Wickers

Doctored  
Sound

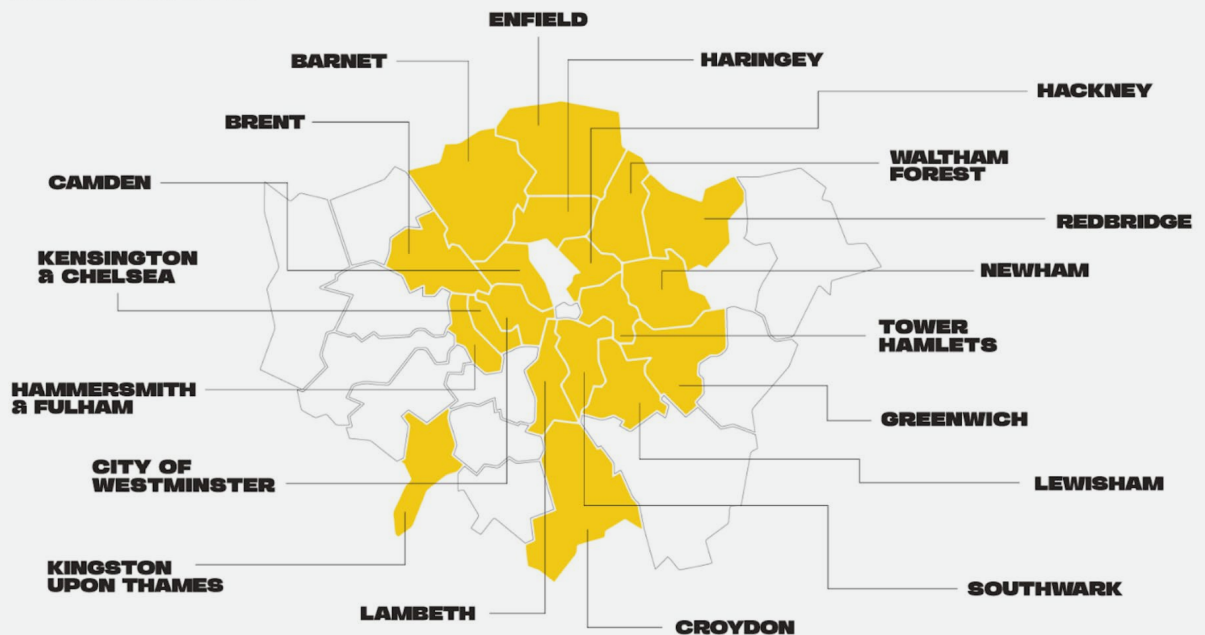
Project Zero

## BENEFICIARY OUTPUTS 2022

Our 2022 annual fundraising target was £601,667. We raised a total of £430,508. £150,000 was raised as capital for our new outreach media bus and we are under budget by £171,159 due to the competitive nature of grants and the challenges the youth sector has faced overall. Although COVID-19 restrictions continued into Q1 of 2022, we were able to resume full programme delivery in April, allowing us to engage with over 500 young people through a combination of online courses, bus workshops and one-to-one support. We also developed a new Young Leaders programme and expanded our partnerships within our YUAF Futures programme to provide a wider range of opportunities for young people.

| YUAF Programs             | Total      | Male       | Female     | Non Binary/Other | Prefer not to say |
|---------------------------|------------|------------|------------|------------------|-------------------|
| Outreach Media Bus        | 400        | 216        | 141        | 4                | 39                |
| Centre-Based Workshops    | 30         | 11         | 19         | 0                | 0                 |
| Online Creative Workshops | 83         | 28         | 48         | 0                | 7                 |
| Awesome Coaching          | 10         | 1          | 9          | 0                | 0                 |
| Mind Over Matter          | 10         | 0          | 10         | 0                | 0                 |
| <b>Total</b>              | <b>533</b> | <b>256</b> | <b>227</b> | <b>4</b>         | <b>46</b>         |

### YOUTH ENGAGEMENT



Outside of Greater London, young people attended our courses from cities all over the United Kingdom, including Birmingham, Liverpool, Brighton, Southampton and Leicester.



## MEASURING IMPACT

We use quantitative measures to assess positive changes made by our beneficiaries. Our evaluation CRM tool, Upshot, enables us to keep all data safe, and on one platform. This includes surveys, registrations, attendance records, notes from one-to-one sessions with young people, media, quotes, and feedback. This has helped us to streamline our process and be paper-light which is in line with our environmental objectives. It also strengthens our GDPR data by reducing the risk of handling physical forms containing personal data. Our qualitative data, in the form of feedback from our participants and other stakeholders, as well as case studies, 'tells the story' and illustrates the journeys of change that young people have undertaken as a result of participation in our programmes.

Our comprehensive digital **YUAF registration** form enabled us to collect much more baseline information than previously possible, including what obstacles each participant was currently facing and their hopes for their involvement in YUAF. It also provided us with rich demographic data which we analysed to identify gaps in service or in outreach. The registration information forms the initial basis of referrals into our Pathways Service using a RAG system.

Our courses are monitored with a **feedback survey**, collecting qualitative and quantitative data on beneficiaries' experience, against our hoped-for outcomes. We also monitor the impact of the online courses via **tutor observations**, which provide indicators for progression against confidence, wellbeing, relationships, empowerment and any other funder-specific outcomes. **Check-ins and Check-outs**, where participants rate or describe their mood at the start and end of a session, provide immediate feedback on a young person's wellbeing and the impact of each session.

Our Outreach programmes are monitored using **baseline** surveys, informed by HACT's social value calculator. Effective monitoring is also achieved through our commitment to youth-centred impact measurement in the form of a **Journey Webgraph**. This means that young people measure themselves against their own goals and reflections, rather than any external criteria. These surveys take place 2-6 times per programme, depending on programme length, providing ongoing feedback on the impact of the project.

As we collected both quantitative and qualitative data from young people in our sessions, we observed a change in their willingness to give personal information which is a post-Covid trend amongst many of our outreach sessions. While young people joined the bus workshops and actively participated, they were not open to disclosing information on their age, ethnicity or borough.

We have noticed, specifically post-Covid, that engaging and retaining young people has been a huge challenge not just for YUAF, but also through conversations with other youth organisations. We held focus groups with young people to ascertain ways to overcome this. It was suggested that consistent communication "so we know that you care" in between the sessions was critical. We created a new communications and retention plan which includes 2 text messages per week and also follow up calls or whatsapp communication by our youth workers to mitigate this challenge in 2023.

## ACTIVITIES

### OUTREACH

#### Outreach Media Bus

Our Outreach Media Bus travels to the hardest to reach areas across Greater London where there are high levels of deprivation, yet no services for young people to access. In our programmes, we are not only keeping young people safe while they are having fun, we are also creating a space for them to learn new skills and most importantly, we are giving them an opportunity to process their feelings and emotions through creativity. For us, that means music production, positive lyrical writing, spoken word poetry, vocal recording and singing. Our facilitators and staff aim to build connections with the young people, creating a sense of unity, friendship and common goals. Our ability to build relationships with young people and give them a sense of community has proven to be a very powerful element of the Outreach Media Bus programme.

We started 2022 with our single decker bus, and from January-August, we delivered weekly sessions at Lefevre Walk, Bow, engaging 20 young people in music production, lyric writing, community building and performance. Thanks to funding from John Lyons, we also collaborated with a brand new partner at Lancaster North Hub, delivering outreach sessions to engage young people in music production and lyric writing. The first term was impactful in building relationships with the local community, young people, and a new partnership with our Waltham Forest, Project Zero, where we also delivered an abbreviated summer programme.

After several years of fundraising efforts, in September 2022, we took ownership of a London transport double-decker bus and converted it to a state-of-the-art **Outreach Media Bus**. Our new bus provides greater resources for young people with 11 music production workstations, a soundproof recording booth, space for DJing masterclasses, podcasting and one-to-one and group activities. The bus is also equipped with 5 wheelchair accessible stations. It is ULEZ compliant and sustainable, with solar panels powering every aspect of our workshops. The bus enables us to go into those communities which have least access to resources, enabling young people to learn new skills on high-quality, industry-spec equipment, exploring and developing their creativity and wellbeing.

#### YUAF Amplify

Our double-decker bus took to the streets of London in October 2022, with the YUAF team heading to key areas in the Hackney & Walthamstow areas to deliver youth outreach, funded by Sony Social Justice Fund. Sessions covered music production, lyric writing, creative writing and podcasting, with attendees giving positive feedback about the upgraded bus and especially the vocal booth addition. Young people recorded, produced and mastered their own tracks for



the first time. Sony UK artists such as FelixThe1st, Eddy Luna, and Switch OTR featured as guest hosts on select workshops, allowing young people to learn about their experiences as artists and gain music industry insight. As the sessions progressed, young people's skills and confidence in facilitating podcasting conversations and topics also grew.

Funding from Resident Advisor enabled us to continue additional delivery in Hackney and engage even more young people and continue to build relationships.

In the Autumn, we returned to Lancaster North Hub, bringing our new double-decker bus to the local youth centre. Young people were able to expand their creative skills by utilising the new elements of the bus and in addition to lyric writing and music production, took part in vocal recording & podcasting, and were taught how to use all the equipment on the bus. Overall, there was positive feedback from both the young people and the facilitators about the pieces that were created in sessions. The Pathways Coordinator attended several sessions and participants were encouraged to engage and progress with our Pathways aftercare service for additional support and opportunities.

### **Commissioned Work**

We took part in two pieces of commissioned work, at Fore Street for All and in Pymmes Park, both in Edmonton. 23 young people participated in the bus activities, and the sessions also served as a trial for working with these community partners in the future.

On October 28th we took the bus down to Westfield Stratford City as part of their Westfield Future You campaign. The bus was parked by the main entrance with young people taking part in music production workshops and DJing classes throughout the day.

In 2022, we engaged with 400 participants.

**100%** rated their experience with YUAF 5/5

**95%** said taking part made them feel good

**86%** said the experience made them feel more confident

**100%** said their creative skills had developed

*"I never thought I would enjoy making music or be interested but just having the tutorial with Maze has changed that"* - **Participant, Amplify, Autumn 2022**

*"Really enjoyed the session and the first time using the vocal booth.. I will come back and bring some friends who also like music production and rapping. This Bus is progression!"* - **Participant, Amplify, Autumn 2022**

*"My confidence has shot through the roof after feedback from my peers."* - **Participant, Amplify, Spring 2022**

## **Centre-Based Programmes**

YUAF was also proud to deliver centre based workshops for young people in Hackney in partnership with London Youth. The projects engaged them in activities including creative writing, music production, a DJ workshop, spoken word poetry and performing their work in front of peers.

We engaged with 15 young people, aged 9 - 11, at SkyWay Charity and 15 young people, aged 8 - 13 at The Boiler House Community Space.

During the sessions, young people learned new creative skills as many had never worked with production or DJ equipment. Additionally, some do not have access to music at school so it was a new experience for them. Young people gained transferable skills through public speaking and an increase in confidence. The group also experienced peer-to-peer encouragement and collaboration through developing, writing, and producing music.

## **Online Workshops**

In January, we held two online workshops, Goals Setting and Singing/Songwriting, funded by Burberry. There was continued interest from young people to hone their singing and songwriting skills and the sessions were well attended. Our Goal Setting course helped young people begin 2022 with greater direction and increase their aspirations. Several young people in these workshops progressed through to Pathways and participated in YUAF Futures.

Over the last two years, Thrive & Connect online workshops were a vital part of helping young people stay connected and engaged, giving them a safe outlet to express their feelings and emotions in a creative way. At the end of 2021 and into 2022 we noticed decreases in signups and based on feedback, we learned that the primary reasons included zoom fatigue and a greater desire to have face-to-face interaction. We are listening to young people and based on their needs and interests, have created YUAF Talks. These periodical online workshops invite creative industry professionals to share their journey, offer guidance and allow young people to gain insight.



## Mind Over Matter

Mind Over Matter, designed and owned by Peaches Cadogan, delivers dynamic, fun and engaging group activities to help young people strengthen their mental wellbeing and make positive strides forward in their personal development. Each young person has the opportunity to share their thoughts with the group and gain a deeper understanding of the vulnerabilities in themselves and others. Goals are set and aspirations raised by creating shared visions, values and role models for young people to focus on, as well as challenging language abuse and exploring current affairs. Issues raised through group sessions form the basis for one-to-one mentoring for targeted individuals, where a bespoke plan for support is developed in conjunction with parents, the school and external agencies.

Mind Over Matter ran in two schools with a total of 34 female participants, aged 12 - 13 years. In the Spring term we continued the program with our ongoing partner, Eltham Hill School in Greenwich. In the summer, we partnered with a new school, Holy Family Catholic School, in Waltham Forest. Re-engaging young people with consistent face-to-face sessions provided greater feelings of connectedness and much needed support to explore their emotions.

**76%** expressed greater feelings of confidence when talking about their mental health.

**67%** had more belief in themselves as a result of the course and learned how to work towards their goals.

**56%** felt more connected to others.

**45%** learned tools to help them feel better when life is hard.

### What did you learn which you'll apply to your everyday life?

*I have learnt to speak up more and use my voice and the three things that have stuck with me are self confidence, responsibility and matureness.*

*I have learnt that being confident, being mature and speaking to my parents about my day/ school are important.*

*These sessions help with confidence and self esteem. They encourage us to speak to people when you need help.*

*Writing down my feelings on paper to help me cope.*

*We shouldn't let others impact how we view ourselves.*

**What has now become possible for you?**

*I can express myself.*

*I feel less isolated.*

*I can talk more openly with people.*

*Confidence to discuss problems.*

In 2023, we will alter the delivery model to engage young people in our new Outreach Media Bus through YUAF Empowers. We will continue our focus on mental health and personal development for young people. The Sound of the Next Generation report by Youth Music and Ipsos MORI shows that music has a positive impact on wellbeing, enabling young people to connect with their peers, their community, their family and their roots. Integrating music and creativity to our programme will enhance our support for young people, further allowing them to identify coping mechanisms and tools for resilience, finding a trusted adult to confide in, and speaking out about difficulties.

## SUPPORT

### Pathways

YUAF Pathways became a key area of YUAF's work throughout the years of the pandemic, empowering young people to take a lead on shaping their lives and realise opportunities that can further their own personal development and improve their wellbeing. First established in 2020, the unique programme works with young people aged 14-19 in London.

Tailored to the specific needs of each young person, Pathways aims to provide progression and exit routes for them to explore education and training opportunities, creativity and creative careers, as well as access support for their physical and mental health. The programme helps young people explore their needs and challenges to help them into opportunities within YUAF's own projects as well as through external partners. These include brands and companies in the creative industries and other organisations in the different communities that YUAF works.

Key objectives include helping young people strengthen their mental well-being, develop confidence, build new skills, raise aspirations, increase self-worth, and build resilience and positive relationships to help them into opportunities. A RAG system (Red-Amber-Green) was designed to accommodate the different levels of need amongst the caseload, and tailoring intensity of support in response. This specific formula of support produced significant benefits for young people who were able to engage fully with the service.

*"This was the most eye-opening experience for me, I am so positive about the future now! I know I can make my dreams a reality." - JS*

Pathways delivered at least 494 one-to-one calls/zooms, emails or WhatsApp check-ins, to support YP with goal-setting, sharing opportunities and wellbeing resources, as well as celebrating ongoing achievements.

*"Pathways was really insightful; showed me different opportunities that I wouldn't have got to know without Pathways, so it's just opened my eyes to things I wouldn't have otherwise known and goes to show that there are things going on in the industry (for young people)." - Beneficiary*

# 7.2

Of the young people who participated in Pathways:

**49%**

**Improved wellbeing**

**60%**

**Increased confidence**

**69%**

**Increased access to opportunities**

As a result of Pathways support:

**64%**

**Improved their networks and made industry contacts**

**62%**

**Feel positivity about the future**

**56%**

**Feel part of a creative community**

**51%**

**Improved their professional profile**

**51%**

**Developed communication & work skills**

**49%**

**Developed creative skills**

"I found my experience with YUAF extremely eye opening and motivating. I have wanted to get into the radio scene for quite some time now though I have lacked the confidence, after working on some demos with the mentors at YUAF I find myself with newfound confidence. I was also given extremely helpful tips in regards to how to speak clearly, writing links and how to get my foot in the door, all of which I will be carrying with me as I venture into the world of radio." - **CM**

(CM now has a slot on Croydon FM.)





Approximately 218 young people had access to the Pathways Business WhatsApp and 262 unique opportunities were shared via status. Opportunities were varied, ranging from YUAF's Futures, to partner organisation training courses (ie Mode Moquette Young Volunteer Project), workshops (ie TikTok script writing), open mics, casting calls, festivals, access to The Halley recording space, music workshops, free tickets to concerts, and talks (ie V&A and Financial Times).

"I've learned so much at my experience with YUAF. I got the opportunity to record and edit a podcast for the first time in a professional studio, which will be helpful for my career in the future. I am also more aware of the opportunities available to me and my confidence to apply and reach out has improved from this experience. I would recommend it to everyone!" - **CS**

"It was wonderful. I got to work and learn so many new things, I've never thought I'll do. It was 10/10. I didn't even know I had the desire to learn, so I discovered a new desire." - **AV**

"[Pathways was] very amazing, I feel like I learned a lot since joining the course. My upskilling has expanded, not limited like before. Feel like I made very good connections, and we've been able to not limit our creativity, and bring them together to explore further." - **LN**

While Pathways continues to be a strong programme with positive impacts, we have observed that the ways young people engaged during and immediately post-Covid have now changed. That, along with a change of staff and inductions meant handling caseloads was more challenging. In 2023, we will work with young people to identify the best ways to address these challenges and move forward with a more up-to-date youth-centred approach.



## Awesome Coaching

Our wellbeing programme, You Are Awesome, aims to provide more focused one-to-one mentoring to particularly vulnerable young people. Each participant is mentored over 6 structured sessions that respond to their specific needs. Within each session the mentors ensure a confidential safe space is maintained for the young people to feel comfortable about expressing themselves. The mentors encourage participants to open up about difficulties, take a lead on what they want from the sessions, and have agency over their experience in the programme. Including both hands-on creative activity and discussion, the solution-based learning programme focuses on the participant's current strengths rather than looking at their past.



In our second year, we continued to see positive outcomes from young people who participated in the programme. Of the young people who received Awesome Coaching,

**100%**

**Improved wellbeing**

**88%**

**Developed deeper understanding of topics which affect them**

**88%**

**Engaged in a positive activity**

**75%**

**Felt empowered through using their voice**

**63%**

**Gained improved access to opportunities**

**63%**

**Set goals**

**50%**

**Increased confidence**

**50%**

**Developed positive relationships with peers and role models**



Progressing into 2023, we will offer Awesome Coaching on an as-needed basis for young people who require specialised one-to-one support.

*"I was able to speak safely without judgement." IME*

IME's mentor was able to help her find better ways of coping with emotions and stress. Her relationship with her parents and friends improved and she had an overall improvement in wellbeing.



*"People think I am more confident than I am." - AI*

AI's mentor helped him build confidence. He had an increase in positive peer relationships and was supported to be empowered to use his voice by speaking at events.

*"I put a lot of pressure on myself; I need support with anxiety because of family issues." - HH*

HH's mentor helped support her with sharing with her mother about how she feels. HH had improved confidence and overall wellbeing.



## OPPORTUNITIES

### YUAF Futures

YUAF Futures was specifically created for young people aged 16-19 years from marginalised communities (Global Majority, LGBTQI, disabled youth and those living in poverty) to provide them with opportunities to progress into desirable workplaces/employment and/or help them gain a qualification, skill, or training that leads to improved possibilities and increases diversity and inclusion in workplaces. Funded by Westfield East Bank Creative Futures fund in partnership with Foundation for Future London and The Betsy Foundation, this programme enables young people to explore their chosen career choices, and through the experience and training, discover more about the reality of those fields. This enables them to make more informed choices about their future based on experiential learning.

We identify suitable participants through our outreach engagement programmes, in schools and community/youth centres and our online workshops. Through the registration and assessment processes we are able to identify those ready for upskilling and employability opportunities. Their first point of contact is with our Pathways Coordination team who engage with young people and then refer them into YUAF Futures, support them through their application process, and ensure they are ready for the programme and set up for success.

Most recently, an effective evaluation framework was designed and developed by an external evaluator. Young people are also consulted throughout their time in Futures, starting on the enrollment day, to make sure they are all working as a team during their journey from peer support to celebration. On the first day, young people complete an assessment and set goals, expectations, and working

Participants in the programme are challenged by inequality in the following ways:

**77%**    **6%**    **4%**

**Global Majority**

**SEN**

**LGBTQ**





Of the young people who participated in YUAF Futures,

**76%** were put into work experience placements

**44%** Got into paid employment through the Futures programme

**75%** Gained new opportunities in creative and professional skills training

*"Really impressive programme and crew over all. Everyone supported each other and has ambition and drive well beyond their years! I'm looking forward to seeing where they take things over the coming weeks, months and years!" - Pete Simmons (Head of A&R, Universal Publishing)*

*"Programmes like YUAF Futures are important to give young people new opportunities in an otherwise closed industry and to inspire them to know that they can achieve whatever they put their minds to!" (Susan Warwicked, Disney)*

*"The work done by Futures is extremely important. It's skill building. It prepares young people for their chosen careers and actually gives them the necessary tools to turn their dreams of working within the creative industries into reality. They seem to grow in confidence and self belief throughout the program, the biggest evidence of the importance of their work is seeing the effect the program has on their young people." - Elana Lacroix, Studio Engineer at The Halley*

*"I can't lie, but I didn't think I'd be able to be a presenter and now, because of Futures, I think it's actually possible. Also, KISS FM have invited me back and want to continue to work with me, which is a dream come true!"*  
TS, Participant

*"I found YUAF Futures useful because these kinds of jobs don't come easy, but when you know it's not impossible, it makes you want to go for it more! Futures broke that barrier for me. I now believe I can achieve what I want to achieve."* WA, Participant



## YUAF Talks and Masterclasses

We partnered with Columbia Records, Sony Music UK and Resident Advisor to deliver our Online Masterclass Series with reputable artists and behind-the-scenes industry professionals. 40 young people, most of whom were aged 16 - 20 years and from the Global Majority, participated in 6 Masterclasses that provided in-depth knowledge, invaluable insights, and pathways for the young creatives. Partners included Ellie Prohan, Joy Crookes, Callum Hay, Big Zuu, Columbia Records Marketing Team, and Afrorack.

*"I learnt about maintaining principles, trusting your gut instincts as an artist, and focusing on your vision." -NR, participant*

*"Being able to have Joy answer my questions and hearing her story was important to me and really helpful." - FS, participant*

*"Big Zuu often stressed that is important to be who you are and I think that is very important." - JW, participant*

## EMPLOYMENT OPPORTUNITIES

### Fully Focussed

In June 2022, funded by the Sony Music Social Justice Fund (SMSJF), YUAF hired Fully Focussed Production (UK's leading, youth-driven production company supporting the next generation of filmmakers and underrepresented talent) to create the YUAF x Sony Amplified content for us over the summer and autumn.

Over the 6 months, Funded by SMSJF, YUAF worked with Fully Focussed team; Ikram, Roo and Amara to build storyboards, themes, interviews for the content to correctly represented YUAF's work and partnership with Sony Music Justice Fund.

They visited each location within August, September, October and November to film, interview and capture the essence of our young people and how we impact their lives.

YUAF employed editor Amara from Fully Focussed in January 2023 to complete a short term project; to create a Corporate Showreel using archive YouTube footage. Amara was given a brief to create a 90 second piece for YUAF to advertise its team building services to businesses.



This showreel has been used to advertise YUAF Corporate services on LinkedIn (Advert and shared by Trustees & Team) as well as to YUAF's corporate database.

## **Paid and voluntary opportunities**

We continue to work both internally and with our partners to provide young people with both paid and voluntary opportunities.

# 21

young people were paid freelance rates for Youth Consultation Focus Groups and for Trainee roles on our outreach projects. (14 female / 5 male)

# 13

young people were given paid opportunities with our partners (11 female / 2 male)

# 8

young people were given unpaid work experience with our partners (6 female / 2 male)

# 6

young people were given unpaid work experience (3 female/ 3 male)

## **Young Assistants on Projects**

As part of our long-term vision, our aim is to create enough resources so we can upskill, train and employ young people (16+) who have been through the YUAF programmes to become young leaders and trained facilitators. We are aware of the complexity required to ensure that we are setting young people up to win, in order to do this we have started to pilot this with three young people, with one consistent young man.

*"As an artist and a youth worker YUAF is the perfect place to showcase my talents that not only help be raise the ability of the young people that roll through but myself as well and I think that's incredible thing to have access to and to do. Plus being only 19 and being treated as a colleague and not a tokenistic young person of the team is refreshing and appreciated!" - Sol*

The resources required to increase this model will be significant to provide regular training, supervisions and a safe space to provide developmental opportunities within the organisation. This is part of our 3-year business plan, we aim to increase this by two young people in 2023.

## LEADERSHIP

### Youth Leadership

The Young Leaders' Programme was created as a leadership development programme for young people to improve their community leadership skills. The programme includes:

- Professional development and training
- Confidence building
- Work experience and Employment opportunities
- Education on presentation styles
- Careers support
- Wellbeing support

As representatives for their peers, they also contribute to YUAF's future direction and strategy, helping us to identify and support the needs, interests and progression of all our beneficiaries.





## YOUTH AMBASSADORS

Youth Ambassadors are 18+ years and are the face of our charity. Each Ambassador has experienced the holistic YUAF model so are able to represent the ethos and values organically. They have lived experience of YUAF, are powerful role models, and all want to 'give back' due to the benefits they received as beneficiaries.

### Eve (Afrodite)

Eve, or going by her show name, Afrodite, has had a special year with YUAF. She recorded her original track 'The Sound' which was written, recorded and produced for our EP, 'Fresh From London' in partnership with Universal Music. She is now establishing herself as an artist, performing at the MRI software event with 6 other young artists. However, the stand out was at the London Youth awards where she performed her track after we won the 'Being There' award. Truly a special moment. She also actively takes part in YUAF events, for example attending our youth voice consultation.

*"YUAF have helped me so much, guiding me through the creative industry and realising my potential through all the skills I have learnt at their workshops and programmes. YUAF has great partnerships with creative spaces, which really helped me flourish and develop my musical skills alongside great mentors."*

### Solana

Solana took part in our Futures programme last year where they said they gained valuable skills such as organisation, time management and networking. They also had a work placement at BestSeller where they designed clothes for ASOS.

### Gifty

Gifty has embraced being a YUAF Ambassador with open arms. She appeared on BBC Sounds with Eddie Nestor, speaking confidently about her journey with YUAF and what the charity can offer other young people who were in her position.

*"Being a YUAF Ambassador and drawing people to coming to YUAF, I'm here to really help and bring and drive young people into what they want to do, whether its Music or being a creative, it's (YUAF) there to help young people just push themselves and be able to break into the industry."* - **Gifty on BBC London**

### Isabella

Isabella attended the bus launch in Hackney, speaking and interacting with other young people and spending time checking out the new equipment with them. She also attended the PRS workshop with music industry professionals.

### Malik

Malik produced social content for YUAF's Instagram, sharing details of his musical journey in 2022 and why he was grateful for YUAF's positive impact on his life. He also performed at the Halley with other YUAF Futures participants, showcasing some of the music that was created during his time in YUAF sessions.

### Marleigh

Marleigh attended the summer bus launch along with several of the other Ambassadors. He also attended the PRS panel session that was held, where he was given valuable insights into the music industry from their experts. He expressed his thoughts and feelings about the value of the panel sessions which were shared on YUAF socials.

### Matthew

Matthew attended the bus launch and performed at the Halley with Malik and other Futures participants. He also took part in the Skiddle panel session, where he and 2 other young people shared their experiences both with YUAF and in their life in a packed conference room. He spoke to approximately 30 people at the AEI summit about YUAF Futures and the impact it has on young people.

*"Matthew did an incredible job at representing the charity and made some important connections that will hopefully continue to excel his journey into creative industries."* - **Laurie Charlesworth**



## YOUTH VOICE

In 2022 our Youth Voice and Leadership consultation began as a way for young people who had previously attended our programmes to provide feedback about our services and help shape the future of YUAF. Young people gave their opinion on our programmes, how we advertised them, and their social media preferences. Their insight prompted us to move forward using Instagram to advertise our programmes and content on TikTok. Young people were also prompted to discuss topics such as what leadership meant to them and what their ideal outreach and leadership programmes would include. Feedback included:

- Teaching basic music production to artists
- Understanding the different strands of leadership
- Teaching hard to reach genre classes like Jazz and Classical
- Contacting pupil referral unit schools for more inclusivity

Participants also completed a survey which helped us shape a future potential programme. Their thoughts and feedback will shape YUAF's current and future programmes. More information on our Youth Consultation Focus Groups can be found [here](#).

*"Developing different strands of leadership, not everyone has the confidence to present or be the face of something. Understanding how to support someone doing the main part of leadership, being a leader can be tiring and a big part is delegating and sharing that responsibility."*

- (Youth consultation participant)

*"Laurie calling me before the sessions and emailing/texting me, made me want to do the programme. That made me feel like they wanted me. Making sure I knew this programme would help me, it locked me in."*

- (Youth consultation participant)

*"There should be more genre specific programmes, jazz and classical music is often inaccessible to disadvantaged young people, if you're interested in it then there's barriers to the industry. I couldn't access lessons and equipment till I was 16 and could pay for my own lessons, and looking back it really upset me that I didn't have the chance to do it earlier."*

- (Youth consultation participant)

## CASE STUDY

### About MS

19 years old, White British, comes from a low-income family and a young man with high-functioning Autism.

### Entry into YUAF

MS found YUAF on Instagram and applied online to participate in a partnership project with Universal Productions Music (UPM) and Undeniable Studios (created by a former YUAF beneficiary, Koder). The larger aim of this EP project was to have their music commissioned by the TV, Film and the gaming industry (Sync). MS was successful in his application, with his supporting statement saying that he wanted to make money from his music so he could financially support his family. Two of his tracks have since been selected for purchase and placed on two international TV programmes: Noon News (China)

### Pathways

MS was referred to the YUAF's Pathways Service and upon induction, it was identified that he lacked social skills and confidence. He was fast-tracked into YUAF Futures after he expressed that participating in UPM helped him see his potential and motivated him into pursuing a career in music. He also wanted to grow his confidence and social skills. All of this combined was for the achievement of his ultimate goal: to support his family financially.



### YUAF Futures

Throughout the YUAF Futures programme he excelled in music production sessions, improving his technical abilities. He also participated in activities within a space where he mixed with the other young people in a professional environment to improve his social and communication skills. MS commented on how being in the building made him feel like part of a creative community, something that was new to him. "YUAF Futures grew my confidence as a producer especially. With modern technology it's easy to be isolated, but at The Halley, it grew my social confidence." During a masterclass with Jacob Manson, a British multi platinum-selling music producer, DJ and songwriter session, it was obvious that his confidence was improving as he showed keen interest and asked lots of questions. He said that was one of the best things he's done, he found it fun, and informative.



In September, YUAF ran a Synth workshop in conjunction with Resident Advisor and Chicago based youth audio arts foundation; Afrorack. This workshop opened up the creativity of young producers and what is possible in making music.

Universal Production Music funded the YUAF: Fresh From London EP in October. The program offered 10 music producers to learn about making a living from Synch and selecting 6 tracks to feature on the EP to earn royalties within the world of Synch. YUAF ambassador; Koder partnered by mentoring and nurturing each music producer in the music making process, at his Undeniable studios as well as creating a 3 part documentary on the process.

As a result 4 young artists had their music selected and placed in Songs of Praise, Home of the Olympics - Hall of Fame Tokyo 2020 - Eurosport, Noon News - China - VIU TV, Plateau sport, Guild Sport and Saints Row the Third for now.

Community youth partners who supported and promoted the Fresh from WLondon program included; Midi Music, Tileyard Impact, UK Youth, The Avenues, Youth Music & Girls of Grime.

Pirate Studios enrolled YUAF onto their Social Justice initiative. Offering YUAF music producers & DJ's free studio space from November 2021.



## Employability Skills & Paid Work

MS participated in a one-to-one CV and cover letter writing workshop with YUAF's corporate partner, AXA XL, which he said was incredibly helpful to improving his professional skills. His interest in radio production led him to a placement for work experience at Kiss FM.

We witnessed MS develop immensely from not being able to speak in a room of a few people, to being paid to play the cello live (for the first time) in front of 40 people and where he confidently spoke about the origins of classical music's links with Grime. "It built on my current skills and allowed me to gain new skills. I'd never done a live gig before, so having the opportunity to do that at The Halley was amazing." As a result of his time at The Halley and making a great impression on the staff, he is now a paid writer for their blog.

## The Journey Continues

Through our partnership with Sony Music Entertainment, MS was successful in his application for an internship, which was one of his dream goals. He was also accepted for a bursary for music tuition through another YUAF partner, The Blackheath Conservatoire. He is delighted to have been selected to be a YUAF Youth Ambassador, supporting other young people and representing our organisation.



## BRAND SUPPORT AND RECOGNITION

Within the first quarter of 2022, we held four YUAF Talks sessions on Zoom. Presenters and artists (Ellie Prohan, Joy Crookes, Callum Hay from DITTO Music and Big Zuu) held a space for YUAF's young artists to discuss topics and receive advice on how to get ahead as music artists.

Our relationship with The Halley progressed and as a result, we were able to provide a spotlight for 5 YUAF beneficiaries to perform at the 'Live Sessions at the Halley' in April.

Continuing with our commitment to enable young artists to be seen and heard, we received support from Universal Production Music on the "YUAF Fresh from London EP" release. They promoted the EP to their publishing database resulting in numerous tracks being used for TV shows across the globe, generating revenue for the featured artists and teaching them how to adapt their talents in music publishing.

Skiddle (event guide & ticketing company) offered an opportunity to help young creatives tell their stories about music and culture. With their support, we were able to upskill 6 young creatives in content creation and held a screening of their short stories at The Halley. Skiddle promoted these pieces across their social platforms as well as highlighting the great work in a press outreach campaign.

In the Summer, Timberland supported a 6-week programme to empower and upskill 5 young creatives via a series of workshops. Each week was tailored to the interests of the cohort and hosted by relevant facilitators from the creative industry. It helped each participant upskill, build a portfolio, and gain work experience within Hospital Records, DITTO MGMT, KISS FM, and The FMLY (creative agency).

YUAF Amplify Summer & Autumn with Sony Music UK ran between August and November, allowing concentrated time with our new outreach double-decker bus in Walthamstow and Hackney. Sony artists such as FelixThe1st, Eddy Luna, and Switch OTR featured as guest hosts on select workshops. We built a new relationship with Fully Focussed, the UK's leading, youth-driven production company. We employed 3 of their talented young filmmakers to create content around these workshops.

YUAF x Resident Advisor Sessions held in November focussed on young Hackney residents, giving them a safe and creative space to spend their Monday nights.

In November, YUAF was proud to be awarded with the "Being There" Award from London Youth. The ceremony included a performance from YUAF Youth Ambassador, afroditetoolively, giving her the chance to build up performance skills.

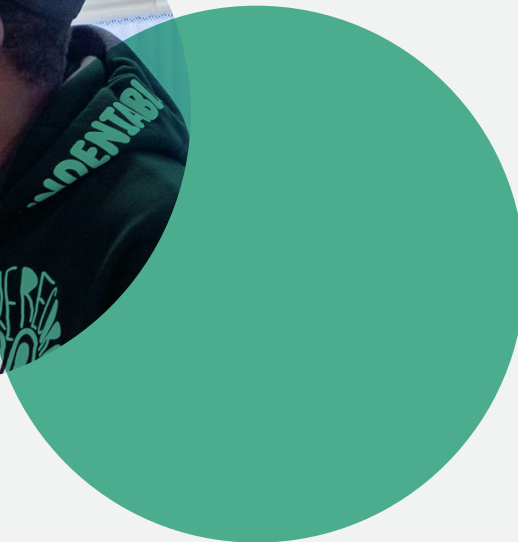
## PRESS & MEDIA

Eddie Nestor interview with Westfield East Bank Creative Futures Fund beneficiary, Gifty, on her journey with YUAF

[CLICK HERE](#)

London Youth Being There Award 2022

[CLICK HERE](#)





# STRATEGY 2023 & ORGANISATIONAL DEVELOPMENT

Following the implementation of a new board, creation of a 3-year business plan and a new double-decker outreach media bus which increases our capacity to engage with young people, we have established strategic objectives that fall within three themes: Sustainability, The Journey and Celebrating Impact.

## Key Strategic Objectives for Q1 & Q2

### Sustainability

- Finance Management:
  - Develop lead for operational financial management day-to-day
  - Implement new financial management systems
- Risk Management:
  - Finalise Risk Register and add to Board Meeting and Senior Management Team Meetings agendas

### The Journey

- Bus and Outreach Programmes
  - Aim for the Bus to deliver workshops 3 days per week during term time (existing model or/ and youth-led model)
  - Develop a school-based program to incorporate an empowerment program or Young Leaders Programme on the bus
- Measuring Long-term Impact
  - Develop a framework to measuring long-term impact

### Celebrating Impact

- Expanding Youth Voice in Leadership
  - #Work with young people to develop a 'Youth-led' strategy
- HR Progression and Retention
  - #Review policies to assess review and improve staff retention via support, training and improved benefits

## Key Strategic Objectives for Q3 & Q4

### Sustainability

- Finance Management
  - Examine time expenditure for income generating activities to measure ROI
- Board and Governance Development
  - Begin recruitment process 2 - 3 young trustees

- Collaborate with Young Leaders to develop a process for young trustees to attend board meetings

### **The Journey**

- Bus and Outreach Programmes
  - Roll out new YUAF-owned wellbeing schools programme
- High Needs Locations
  - Deliver centre and/or bus programmes with at least 2 community partners in Newham

### **Celebrating Impact**

- Expanding Youth Voice in Leadership
  - Deliver three Young Leaders' Programmes
- Evaluation Needs and Impact
  - Build impact measurement skills of the team (to ensure YUAF is a learning organisation) and clear processes for learning from reviews
- HR Progression and Retention
  - Develop core staff succession plans

### **Partnership Development**

Our aim for 2023 is to develop more strategic community partnerships, enabling us to be more embedded into specific boroughs as per our business plans objectives. We will also work towards creating a more resilient design for Pathways to support young people and develop stronger fundraising models within our partnerships to increase the chances of success and ongoing sustainability.

### **Corporate Engagement**

Through networking and a focus on business development, we grew the number of potential corporate partners for both funding and partnership opportunities. YUAF Futures continues to enable us to be more visible to more companies and brands who want to offer services, time, and resources to developing young people and as a result, opened further opportunities for the charity to explore more partnerships.

As we enter 2023, we are finalising a corporate offer that will incorporate YUAF's new double-decker bus with a variety of activities aimed at the corporate sector, that will both encourage employee engagement and benefit young people.

## **Marketing & Youth Outreach**

We will continue our marketing efforts to increase our visibility and reach youth audiences by:

- Delivering paid Instagram & Facebook promoted to reach a wider audience for sign ups to programmes/ workshops
- Developing relationships with street-based and detached teams in targeted boroughs to advertise opportunities for young people in their boroughs
- Continuing to work in partnership with local community organisations and schools using flyers and posters encouraging young people to attend face-to-face workshops
- Creating new programmes for young creatives to up-skill and have their work seen and celebrated with new partners (e.g. Halley Showcase)
- Continuing to build and grow the corporate, staff, and youth newsletters adding new sign ups to our database, as well as add new clients & community partners

YUAF's Instagram account, @YUAFofficial, has 4,433 followers, 55% are aged 13-34. YUAF's Newsletter has 835 subscribers who are aged between 13 - 21.

## **Annual Fundraising Target**

In order to achieve our plan for 2023 is £517, 576.

## Statement of Financial Activities for the year ended 31 December 2022

|   | Notes | Unrestricted<br>funds<br>2022<br>£ | Restricted<br>funds<br>2022<br>£ | Total funds<br>2022<br>£ | Total funds<br>2021<br>£ |
|---|-------|------------------------------------|----------------------------------|--------------------------|--------------------------|
| <b>Income and endowments from:</b>            |       |                                    |                                  |                          |                          |
| Donations and legacies                        | 4     | 145,017                            | 249,880                          | 394,897                  | 366,769                  |
| Charitable activities                         | 5     | 23,373                             | -                                | 23,373                   | 48,715                   |
| Investments                                   | 6     | 112                                | -                                | 112                      | 306                      |
| Other   | 7     | 12,126                             | -                                | 12,126                   | 10,321                   |
|   |       | <u>180,628</u>                     | <u>249,880</u>                   | <u>430,508</u>           | <u>426,111</u>           |
| <b>Total</b>                                  |       |                                    |                                  |                          |                          |
| <b>Expenditure on:</b>                        |       |                                    |                                  |                          |                          |
| Raising funds                                 | 8     | 13,007                             | -                                | 13,007                   | 15,168                   |
| Charitable activities                         | 9     | 108,415                            | 193,334                          | 301,749                  | 274,197                  |
| Other   | 10    | 59,281                             | -                                | 59,281                   | 75,083                   |
|   |       | <u>180,703</u>                     | <u>193,334</u>                   | <u>374,037</u>           | <u>364,448</u>           |
| <b>Total</b>                                  |       |                                    |                                  |                          |                          |
| Net gains on investments                      |       |                                    |                                  |                          |                          |
| <b>Net income</b>                             | 11    | (75)                               | 56,546                           | 56,471                   | 61,663                   |
| Transfers between funds                       |       | 138,502                            | (138,502)                        |                          |                          |
| <b>Net income before other gains/(losses)</b> |       | <u>138,427</u>                     | <u>(81,956)</u>                  | <u>56,471</u>            | <u>61,663</u>            |
| <b>Other gains and losses</b>                 |       |                                    |                                  |                          |                          |
| <b>Net movement in funds</b>                  |       | <u>138,427</u>                     | <u>(81,956)</u>                  | <u>56,471</u>            | <u>61,663</u>            |
| <b>Reconciliation of funds:</b>               |       |                                    |                                  |                          |                          |
| Total funds brought forward                   |       | 126,435                            | 110,489                          | 236,924                  | 175,261                  |
| <b>Total funds carried forward</b>            |       | <u>264,862</u>                     | <u>28,533</u>                    | <u>293,395</u>           | <u>236,924</u>           |



## Summary Income and Expenditure Account for the year ended 31 December 2022

|  | 2022<br>£      | 2021<br>£      |
|--|----------------|----------------|
| Income   | 430,396        | 425,805        |
| Interest and investment income                             | 112            | 306            |
| <b>Gross income for the year</b>                           | <u>430,508</u> | <u>426,111</u> |
| Expenditure  | 361,930        | 360,687        |
| Interest payable   | 1,101          | 1,244          |
| Depreciation and charges for<br>impairment of fixed assets | 11,006         | 2,517          |
| <b>Total expenditure for the year</b>                      | <u>374,037</u> | <u>364,448</u> |
| Net income before tax for the year                         | 56,471         | 61,663         |
| <b>Net income for the year</b>                             | <u>56,471</u>  | <u>61,663</u>  |

## Balance Sheet for the year ended 31 December 2022

| Company No. 06658860   |    | 2022           | 2021           |
|--|----|----------------|----------------|
|  |    | £              | £              |
| <b>Fixed assets</b>  |    |                |                |
| Tangible assets  | 13 | 147,640        | 2,974          |
|  |    | <u>147,640</u> | <u>2,974</u>   |
| <b>Currents assets</b>   |    |                |                |
| Debtors  | 14 | 7,560          | 15,970         |
| Cash at bank and in hand                                       |    | 193,316        | 271,027        |
|  |    | <u>200,876</u> | <u>286,997</u> |
| <b>Creditors:</b> Amount falling due within one year           | 15 | (17,547)       | (10,182)       |
| <b>Net current assets</b>                                      |    | <u>183,329</u> | <u>276,815</u> |
| <b>Total assets less current liabilities</b>                   |    | 330,969        | 279,789        |
| <b>Creditors:</b> Amounts falling due after more than one year | 16 | (37,574)       | (42,865)       |
| <b>Net assets excluding pension assets or liability</b>        |    | <u>293,395</u> | <u>236,924</u> |
| <b>Total net assets</b>  |    | <u>293,395</u> | <u>236,924</u> |
| <b>The funds of the charity:</b>                               |    |                |                |
| <b>Restricted funds</b>  |    |                |                |
| Restricted income funds  | 17 | 28,533         | 110,489        |
|  |    | <u>28,533</u>  | <u>110,489</u> |
| <b>Unrestricted funds</b>                                      |    |                |                |
| General funds  | 17 | 264,862        | 126,435        |
|  |    | <u>264,862</u> | <u>126,435</u> |
| <b>Reserves</b>  | 17 |                |                |
| <b>Total funds</b>   |    | <u>293,395</u> | <u>236,924</u> |

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. For the year ended 31 December 2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board on 13 September 2023

And signed on its behalf by:

*Sam Nankivell*

**S.P. Nankivell** - Trustee  
13 September 2023

## Statement of Cash flows for the year ended 31 December 2022

|   | 2022             | 2021            |
|---|------------------|-----------------|
|   | £                | £               |
| <b>Cash flows from operating activities</b>                   |                  |                 |
| Net income per Statement of Financial Activities              | 56,471           | 61,662          |
| <b>Adjustments for:</b>                                       |                  |                 |
| Depreciation of property, plant and equipment                 | 11,006           | 2,517           |
| Dividends, interest and rents from investments                | <u>(12,238)</u>  | <u>(10,627)</u> |
| Decrease in trade and other receivables                       | 8,410            | 99              |
| Increase/(Decrease) in trade and other payables               | <u>7,325</u>     | <u>43</u>       |
| <b>Net cash provided by operating activities</b>              | 70,974           | 53,694          |
| <b>Cash flows from investing activities</b>                   |                  |                 |
| Payments for property, plant and equipment                    | (155,672)        | (1,318)         |
| Dividends, interest and rents from investments                | <u>12,238</u>    | <u>10,627</u>   |
| <b>Net cash (used in)/from financing activities</b>           | <u>(143,434)</u> | <u>9,309</u>    |
| <b>Cash flows from financing activities</b>                   |                  |                 |
| Repayment of borrowings                                       | (5,251)          | (4,924)         |
| <b>Net cash in financing activities</b>                       | <u>(5,251)</u>   | <u>(4,924)</u>  |
| <b>Net (decrease)/increase in cash and cash equivalents</b>   | (77,711)         | 58,079          |
| <b>Cash and cash equivalents at the beginning of the year</b> | 271,027          | 212,948         |
| <b>Cash and cash equivalents at the end of the year</b>       | <u>193,316</u>   | <u>271,027</u>  |
| <b>Components of cash and cash equivalents</b>                |                  |                 |
| Cash and bank balances  | 193,316          | 271,027         |
|   | <u>193,316</u>   | <u>271,027</u>  |

## Notes to the Accounts for the year ended 31 December 2022

### 1. Accounting policies

#### Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities:

Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

#### Change in basis of accounting or to previous accounts.

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

#### Fund accounting

|                    |  |
|--------------------|--|
| Unrestricted funds | These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.                        |
| Designated funds   | These are unrestricted funds earmarked by the trustees for particular purposes.  |
| Revaluation funds  | These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values. |
| Restricted funds   | These are available for use subject to restrictions imposed by the donor or through terms of an appeal.                                    |

#### Income

|   |   |
|---|---|
| Recognition of income                         | Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability. |
| Income with related expenditure               | Where income has related expenditure the income and related expenditure is reported gross in the SoFA.  |
| Donations and legacies                        | Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.  |
| Tax reclaims on donations and gifts           | Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.   |
| Donated services and facilities               | These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.  |
| Volunteer help                                | The value of any volunteer help received is not included in the accounts  |
| Investment income                             | This is included in the accounts when receivable.   |
| Gains/(losses) on revaluation of fixed assets | This includes any gain or loss resulting from revaluing investments to market value at the end of the year.   |
| Gains/(losses) on investment assets           | This includes any gain or loss on the sale of investments.  |



## Notes to the Accounts

### 1. Accounting policies

#### Expenditure

|                                      |   |
|--------------------------------------|---|
| Recognition of expenditure           | Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.   |
| Expenditure on raising funds         | These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.  |
| Expenditure on charitable activities | These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.   |
| Grants payable                       | All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.  |
| Governance costs                     | These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs. |
| Other expenditure                    | These are support costs not allocated to a particular activity.   |

#### Taxation

The charity is exempt from corporation tax on its charitable activities.

#### Tangible fixed assets and depreciation

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

|                  |                   |
|------------------|-------------------|
| Other            | 20% Straight line |
| Motor vehicles   | 10% Straight line |
| Office Equipment | 33% Straight line |

#### Freehold investment property

Investment properties are measured initially at cost and subsequently at fair value at each balance sheet date and are not depreciated. All gains or losses are taken to the Statement of Financial Activities as they arise.

#### Stocks

Stock is included at the lower of cost or net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

#### Trade and other debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

#### Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown

## Notes to the Accounts

within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

### Trade and other creditors

Short term creditors are measured at the transaction price. Other creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### Research and development

Expenditure on research and development is written off in the year in which it is incurred.

### Foreign currencies

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period. Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred. All exchange differences are taken into account in arriving at net income/expenditure.

### Leased assets

Where the charity enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease. Leases which do not transfer substantially all the risks and rewards of ownership to charity are classified as operating leases.

Assets held under finance leases are initially recognised as assets of the charity at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation. Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the charity's policy on borrowing costs.

Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term. In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

### Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

### Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

## Notes to the Accounts

### 2. Company status

The company is a private company limited by guarantee and consequently does not have share capital.

### 3. Statement of Financial Activities – prior year

|   | Unrestricted<br>funds<br>2021<br>£ | Restricted<br>funds<br>2021<br>£ | Total<br>funds<br>2021<br>£ |
|---|------------------------------------|----------------------------------|-----------------------------|
| Income and endowments from:                   |                                    |                                  |                             |
| Donations and legacies                        | 45,067                             | 321,702                          | 366,769                     |
| Charitable activities                         | 18,715                             | 30,000                           | 48,715                      |
| Investments                                   | 306                                | -                                | 306                         |
| Other   | 10,321                             | -                                | 10,321                      |
| <b>Total</b>                                  | <b>74,409</b>                      | <b>351,702</b>                   | <b>426,111</b>              |
| Expenditure on:                               |                                    |                                  |                             |
| Raising funds                                 | 15,168                             | -                                | 15,168                      |
| Charitable activities                         | 55,214                             | 218,983                          | 274,197                     |
| Other   | 18,994                             | 56,089                           | 75,083                      |
| <b>Total</b>                                  | <b>89,376</b>                      | <b>275,072</b>                   | <b>364,448</b>              |
| <b>Net income</b>                             | <b>(14,967)</b>                    | <b>76,630</b>                    | <b>61,663</b>               |
| <b>Net income before other gains/(losses)</b> | <b>(14,967)</b>                    | <b>76,630</b>                    | <b>61,663</b>               |
| Other gains and losses                        |                                    |                                  |                             |
| <b>Net movement in funds</b>                  | <b>(14,967)</b>                    | <b>76,630</b>                    | <b>61,663</b>               |
| Reconciliation of funds:                      |                                    |                                  |                             |
| Total funds brought forward                   | 141,402                            | 33,859                           | 175,261                     |
| <b>Total funds carried forward</b>            | <b>126,435</b>                     | <b>110,489</b>                   | <b>236,924</b>              |

### 4. Income from donations and legacies

|                     | Unrestricted<br>£ | Restricted<br>£ | Total<br>2022<br>£ | Total<br>2021<br>£ |
|---------------------|-------------------|-----------------|--------------------|--------------------|
| Gifts and Donations | 70,056            | -               | 70,056             | 28,978             |
| Grants              | 74,961            | 249,880         | 324,841            | 337,791            |
|                     | <u>145,017</u>    | <u>249,880</u>  | <u>394,897</u>     | <u>366,769</u>     |

## Notes to the Accounts

### 5 Income from charitable activities

|                                   | Unrestricted  | Total<br>2022 | Total<br>2021 |
|-----------------------------------|---------------|---------------|---------------|
|                                   | £             | £             | £             |
| Charitable activities carried out | 23,373        | 23,373        | 48,715        |
|                                   | <u>23,373</u> | <u>23,373</u> | <u>48,715</u> |

### 6 Income from investments

|                 | Unrestricted | Total<br>2022 | Total<br>2021 |
|-----------------|--------------|---------------|---------------|
|                 | £            | £             | £             |
| Interest income | 112          | 112           | 306           |
|                 | <u>112</u>   | <u>112</u>    | <u>306</u>    |

### 7 Other income

|                                 | Unrestricted  | Total<br>2022 | Total<br>2021 |
|---------------------------------|---------------|---------------|---------------|
|                                 | £             | £             | £             |
| Coronavirus Job Retention Grant | -             | -             | 521           |
| Corporate Partnerships income   | 12,126        | 12,126        | 9,800         |
|                                 | <u>12,126</u> | <u>12,126</u> | <u>10,321</u> |

### 8 Expenditure on raising funds

|                                  | Unrestricted  | Total<br>2022 | Total<br>2021 |
|----------------------------------|---------------|---------------|---------------|
|                                  | £             | £             | £             |
| <i>Fundraising trading costs</i> | 13,007        | 13,007        | 15,168        |
|                                  | <u>13,007</u> | <u>13,007</u> | <u>15,168</u> |

### 8 Expenditure on charitable activities

| <i>Expenditure on charitable activities</i> | Unrestricted   | Restricted     | Total<br>2022  | Total<br>2021  |
|---|----------------|----------------|----------------|----------------|
|   | £              | £              | £              | £              |
| Charitable activities carried out           | 99,278         | 190,268        | 289,546        | 264,331        |
| <i>Governance costs</i>                     | 9,137          | 3,066          | 12,203         | 9,866          |
|   | <u>108,415</u> | <u>193,334</u> | <u>301,749</u> | <u>274,197</u> |



## Notes to the Accounts

### 10. Other expenditure

|   | Unrestricted  | Total<br>2022 | Total<br>2021 |
|---|---------------|---------------|---------------|
|   | £             | £             | £             |
| Support costs   | 37,884        | 37,884        | 61,653        |
| Bank loan and overdraft<br>interest payable   | 1,101         | 1,101         | 1,244         |
| Employee costs  | 9,290         | 9,290         | 9,669         |
| Amortisation, depreciation,<br>impairment, profit/loss on<br>disposal of fixed assets | 11,006        | 11,006        | 2,517         |
|   | <u>59,281</u> | <u>59,281</u> | <u>75,083</u> |

### 11. Net income before transfers

| This is stated after charging:     | 2022   | 2021  |
|------------------------------------|--------|-------|
|                                    | £      | £     |
| Depreciation of owned fixed assets | 11,006 | 2,517 |

### 12. Staff costs

|                       | 2022         | 2021         |
|-----------------------|--------------|--------------|
|                       | £            | £            |
| Social security costs | 7,862        | 7,847        |
| Pension costs         | 1,428        | 1,822        |
|                       | <u>9,290</u> | <u>9,669</u> |

No employee received emoluments in excess of £60,000.

### 13. Tangible fixed assets

|  | Other | Motor<br>vehicles | Office<br>Equipment | Total          |
|--|-------|-------------------|---------------------|----------------|
|  | £     | £                 | £                   | £              |
| <b>Cost or revaluation</b>             |       |                   |                     |                |
| At 1 January 2022                      | -     | 10,000            | 6,873               | 16,873         |
| Additions                              | -     | 137,273           | 18,399              | 155,672        |
| At 31 December 2022                    | -     | <u>147,273</u>    | <u>25,272</u>       | <u>172,545</u> |
| <b>Depreciation and<br/>impairment</b> |       |                   |                     |                |
| At 1 January 2022                      | -     | 10,000            | 3,899               | 13,899         |
| Depreciation charge for the<br>year    | -     | 8,177             | 2,829               | 11,006         |
| At 31 December 2022                    | -     | <u>18,177</u>     | <u>10,000</u>       | <u>24,905</u>  |
| <b>Net book values</b>                 |       |                   |                     |                |
| At 31 December 2022                    | -     | <u>129,096</u>    | <u>18,544</u>       | <u>147,640</u> |
| At 31 December 2021                    | -     | -                 | 2,974               | 2,974          |

## Notes to the Accounts

### 14. Debtors

|               | 2022         | 2021          |
|---------------|--------------|---------------|
|               | £            | £             |
| Trade debtors | 2,350        | 6,800         |
| Other debtors | 5,210        | 9,170         |
|               | <u>7,560</u> | <u>15,970</u> |

### 15. Creditors:

amounts falling due within one year

|                                 | 2022          | 2021          |
|---------------------------------|---------------|---------------|
|                                 | £             | £             |
| Bank loans and overdrafts       | 5,251         | 5,211         |
| Trade creditors                 | 10,191        | 807           |
| Other taxes and social security | 1,366         | 3,823         |
| Other creditors                 | 739           | 341           |
|                                 | <u>17,547</u> | <u>10,182</u> |

### 16. Creditors:

amounts falling due after more than one year

|                           | 2022          | 2021          |
|---------------------------|---------------|---------------|
|                           | £             | £             |
| Bank loans and overdrafts | 37,574        | 42,865        |
|                           | <u>37,574</u> | <u>42,865</u> |

### 17. Movement in funds

|                          | At 1<br>January | Incoming<br>resources<br>(including<br>other<br>gains/losses) | Resources<br>expended | Gross<br>transfers | At 31<br>December<br>2022 |
|--------------------------|-----------------|---|-----------------------|--------------------|---------------------------|
|                          | £               | £   | £                     | £                  | £                         |
| Restricted funds:        |                 |   |                       |                    |                           |
| Restricted income funds: | 110,489         | 249,880   | (193,334)             | (138,502)          | 28,533                    |
| Total                    | <u>110,489</u>  | <u>249,880</u>  | <u>(193,334)</u>      | <u>(138,502)</u>   | <u>28,533</u>             |
| Unrestricted funds:      |                 |   |                       |                    |                           |
| General funds            | 126,435         | 180,628   | (180,703)             | 138,502            | 264,862                   |
| Total funds              | <u>236,924</u>  | <u>430,508</u>  | <u>(374,037)</u>      | <u>-</u>           | <u>293,395</u>            |

## Notes to the Accounts

### 18. Analysis of net assets between funds

|  | Unrestricted<br>funds<br>£ | Restricted<br>funds<br>£ | Total<br>£     |
|--|----------------------------|--------------------------|----------------|
| Fixed assets                                       | 147,640                    | -                        | 147,640        |
| Net current assets                                 | 154,796                    | 28,533                   | 183,329        |
| Creditors due in more than one year and provisions | (37,574)                   | -                        | (37,574)       |
|  | <u>264,862</u>             | <u>28,533</u>            | <u>293,395</u> |

### 19. Reconciliation of net debt

|                           | At 1 January<br>2022<br>£ | Cash flows<br>£ | At 31<br>December<br>2022<br>£ |
|---------------------------|---------------------------|-----------------|--------------------------------|
| Cash and cash equivalents | <u>271,027</u>            | <u>(77,711)</u> | <u>193,316</u>                 |
|                           | <u>271,027</u>            | <u>(77,711)</u> | <u>193,316</u>                 |
| Borrowings                |                           |                 |                                |
| Bank loans                | <u>(48,076)</u>           | <u>5,251</u>    | <u>(42,825)</u>                |
|                           | <u>(48,076)</u>           | <u>5,251</u>    | <u>(42,825)</u>                |
| Net debt                  | <u>222,951</u>            | <u>(72,460)</u> | <u>150,491</u>                 |

### 20. Commitments

#### *Operating lease commitments*

Annual commitments under non-cancellable operating leases are as follows:

None.

|                            | 2022<br>£    | 2021<br>£    |
|----------------------------|--------------|--------------|
| <i>Pension commitments</i> |              |              |
|                            | <u>1,428</u> | <u>1,822</u> |

The pension cost charge to the company amounted to:

## **Notes to the Accounts**

### **21. Related party disclosures**

#### *Controlling party*

The company is limited by guarantee and has no share capital; thus no single party controls the company.



## Detailed Statement of Financial Activities for the year ended 31 December 2022

|  | Unrestricted<br>funds<br>2022<br>£ | Restricted<br>funds<br>2022<br>£ | Total funds<br>2022<br>£ | Total funds<br>2021<br>£ |
|--|------------------------------------|----------------------------------|--------------------------|--------------------------|
| <b>Income and endowments<br/>from:</b>                   |                                    |                                  |                          |                          |
| Donations and legacies                                   |                                    |                                  |                          |                          |
| Gifts and Donations                                      | 70,056                             | -                                | 70,056                   | 28,978                   |
| Grants   | 74,961                             | 249,880                          | 324,841                  | 337,791                  |
|  | <u>145,017</u>                     | <u>249,880</u>                   | <u>394,897</u>           | <u>366,769</u>           |
| Charitable activities                                    |                                    |                                  |                          |                          |
| Charitable activities carried out                        | 23,373                             | -                                | 23,373                   | 48,715                   |
|  | <u>23,373</u>                      | <u>-</u>                         | <u>23,373</u>            | <u>48,715</u>            |
| Investments  |                                    |                                  |                          |                          |
| Interest income  | 112                                | -                                | 112                      | 306                      |
|  | <u>112</u>                         | <u>-</u>                         | <u>112</u>               | <u>306</u>               |
| Other  |                                    |                                  |                          |                          |
| Rental Income  |                                    |                                  |                          |                          |
| Coronavirus Job Retention Grant                          | -                                  | -                                | -                        | 521                      |
| Corporate Partnerships Income                            | 12,126                             | -                                | 12,126                   | 9,800                    |
|  | <u>12,126</u>                      | <u>-</u>                         | <u>12,126</u>            | <u>10,321</u>            |
| <b>Total income and endowments</b>                       | <b>180,628</b>                     | <b>249,880</b>                   | <b>430,508</b>           | <b>426,111</b>           |
| <b>Expenditure on:</b>                                   |                                    |                                  |                          |                          |
| Costs of other trading activities                        |                                    |                                  |                          |                          |
|  | 13,007                             | -                                | 13,007                   | 15,168                   |
|  | <u>13,007</u>                      | <u>-</u>                         | <u>13,007</u>            | <u>15,168</u>            |
| <b>Total of expenditure on raising<br/>funds</b>         | <b>13,007</b>                      | <b>-</b>                         | <b>13,007</b>            | <b>15,168</b>            |
| Charitable activities                                    |                                    |                                  |                          |                          |
| Charitable activities carried out                        | 99,278                             | 190,268                          | 289,546                  | 264,331                  |
|  | <u>99,278</u>                      | <u>190,268</u>                   | <u>289,546</u>           | <u>264,331</u>           |
| Governance costs   |                                    |                                  |                          |                          |
|  | 9,137                              | 3,066                            | 12,203                   | 9,866                    |
|  | <u>9,137</u>                       | <u>3,066</u>                     | <u>12,203</u>            | <u>9,866</u>             |
| <b>Total of expenditure on charitable<br/>activities</b> | <b>108,415</b>                     | <b>193,334</b>                   | <b>301,749</b>           | <b>274,197</b>           |
| Other expenditure  |                                    |                                  |                          |                          |
| Support Costs  | 37,884                             | -                                | 37,884                   | 61,653                   |
| Bank loan and overdraft interest<br>payable              | 1,101                              | -                                | 1,101                    | 1,244                    |
|  | <u>38,985</u>                      | <u>-</u>                         | <u>38,985</u>            | <u>62,897</u>            |
| Employee costs   |                                    |                                  |                          |                          |
| Employer's NIC   | 7,862                              | -                                | 7,862                    | 7,847                    |
| Pension costs  | 1,428                              | -                                | 1,428                    | 1,822                    |
|  | <u>9,290</u>                       | <u>-</u>                         | <u>9,290</u>             | <u>9,669</u>             |

## Detailed Statement of Financial Activities

General administrative costs,  
including depreciation and  
amortisation

|   |                |                 |                |                |
|---|----------------|-----------------|----------------|----------------|
| Depreciation of Other                         | -              | -               | -              | -              |
| Depreciation of Motor vehicles                | 8,177          | -               | 8,177          | -              |
| Depreciation of Office Equipment              | 2,829          | -               | 2,829          | 2,517          |
|   | <u>11,006</u>  | <u>-</u>        | <u>11,006</u>  | <u>2,517</u>   |
| <b>Total of expenditure of other costs</b>    | <u>59,281</u>  | <u>-</u>        | <u>59,281</u>  | <u>75,083</u>  |
| <b>Total expenditure</b>                      | 180,703        | 193,334         | 374,037        | 364,448        |
| Net gains on investments                      | -              | -               | -              | -              |
|   | <u>(75)</u>    | <u>56,546</u>   | <u>56,471</u>  | <u>61,663</u>  |
| <b>Net Income</b>                             | 138,502        | (138,502)       | -              | -              |
| Transfers between funds                       |                |                 |                |                |
| <b>Net income before other gains/(losses)</b> | 138,427        | (81,956)        | 56,471         | 61,663         |
| Other Gains                                   | -              | -               | -              | -              |
|   | <u>138,427</u> | <u>(81,956)</u> | <u>56,471</u>  | <u>61,663</u>  |
| <b>Net movement in funds</b>                  | <u>138,427</u> | <u>(81,956)</u> | <u>56,471</u>  | <u>61,663</u>  |
| <b>Reconciliation of funds:</b>               |                |                 |                |                |
| Total funds brought forward                   | 126,435        | 110,489         | 236,924        | 175,261        |
|   | <u>264,862</u> | <u>28,533</u>   | <u>293,395</u> | <u>236,924</u> |
| <b>Total funds carried forward</b>            | <u>264,862</u> | <u>28,533</u>   | <u>293,395</u> | <u>236,924</u> |