

Charity registration number 1136568 (England and Wales)

Company registration number 07230819

SINCE 9/11

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 SEPTEMBER 2024

SINCE 9/11

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr P G Rosengard Mr M C T Hartley Sir A F Seldon Mr C J Diamond Lady L K French Mr I Hussain Dame S A Coates Dame C R Dick Mr S A Jones	(Appointed 18 November 2024)
Secretary	Mr P C M Solon	
Charity number	1136568	
Company number	07230819	
Principal address	Botanic House 100 Hills Road Cambridge Cambridgeshire CB2 1PH	
Registered office	Botanic House 100 Hills Road Cambridge Cambridgeshire CB2 1PH	
Independent examiner	Robert Barry Perez Silver Levene (UK) Limited Chartered Certified Accountants Level 5A, Maple House London W1T 7NF	

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**TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

The trustees present their annual report and financial statements for the year ended 30 September 2024.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's governing document, the Charities Act 2011, the Companies Act 2006 and 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).

Objectives and activities

The charity is a company limited by guarantee not having a share capital and is registered as a charity.

The objects of the charity, as set out in its memorandum, are:

- To advance the education of the public, and in particular young people at primary and secondary school level, by:
 - a. the study of and enquiry into acts of terrorism, conflict, extremism and radicalisation;
 - b. promoting good citizenship and the development of young people as responsible citizens as members of their local, national and international communities.
- The perpetual care and maintenance of one or more public works of art relating to, or to honour all those who lost their lives in, the terrorist attacks on New York City on 11 September 2001.
- Promotion of such other purposes being exclusively charitable according to the law of England and Wales as the trustees may from time to time determine.

Activities

The period covered by this report, October 2023 to September 2024, was marked by a number of extremist and terrorist events, from the terrorist attacks on 7 October in Israel and the ensuing war in Gaza, to the murder of the 3 girls in Southport and the ensuing disorder on the streets of Britain.

With Prevent referrals for young people growing each year, the rise in online disinformation and increasingly extremist narratives gaining traction globally, we know that our work at SINCE 9/11 has never been more important. It is this that has driven us to ensure that we:

- Continue to offer educators free resources and guidance to enable them to deliver sessions to young people helping them to understand of the events, causes and consequences of 9/11 as well as subsequent terror events.
- Create and market more opportunities for us to support educators, through regular communications, our CPD programme and the reestablishment of student workshops in schools.
- Become a more efficient charity, utilising our limited resources and budget to achieve an even greater impact. This has included introducing new systems such as our CRM.
- On-going work with trustees to refine our Theory of Change and begin work on a 5 year strategy.
- Maintaining the 9/11 artwork, 'Since 9/11' at Queen Elizabeth Olympic Park and renewing its planning application and lease.

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2024

Achievements and performance

Significant activities and achievements against objectives

Education programme

SINCE 9/11 provides a library of free education resources aimed at teachers to teach about the events, causes and consequences of 9/11. These resources cover five subjects: Citizenship, History, RE, Art & Design and English & Drama. During the summer, the Citizenship and RE lessons were reviewed and updated. We also have a library of Key Stage 2 resources covering British values. Approximately 1,962 resources have been downloaded over the past 12 months via our website and TES resources.

In January and February 2024, we worked with the charity, Future Leaders UK to deliver 4 workshops to their young leaders in London.

"Honestly, it made me more informed about what actually happened as I was a bit unaware before, and it also helped me understand the concepts of how to prevent extremism and keep everything humble, calm, and peaceful."

Young Future Leader, North London cohort

In June 2024, SINCE 9/11 recruited and inducted a team of experienced freelance educators, who have enabled us to deliver sessions in schools and other organisations, directly to young people. Whilst we did not deliver any of these sessions within this financial year, we invested time and resources into updating the workshop offer and promoting the workshops to the education sector.

We also launched a free webinar series for teachers and educators with a session on Fundamental British Value in September.

Artwork

Throughout the reporting period, we have continued to maintain the Since 9/11 artwork, crafted from WTC steel, in Queen Elizabeth Olympic Park. We also began work on renewing the lease and planning permission, to enable the artwork to remain on site for the following 10 years. Through the funds donated we have been able to continue to support the necessary maintenance and insurance for the structure as well as disseminating leaflets within the Olympic Park to raise awareness of this commemorative piece. The site acts as a focal point for remembering the atrocities of 9/11, as well as symbolising hope for the future.

Fundraising performance

As a result of a very successful fundraising dinner hosted by our Chair in March 2023, we received donations of some £123,090 (2023: £25,500) to fund the charity's activities. We were able to also claim £18,025 in Gift Aid from HMRC. The increase in our income this year reflects our increased activity after several years of being impacted by COVID. The trustees are hugely grateful to the charity's supporters for these generous gifts.

These funds have enabled us to plan ahead and to invest – both internally in our systems and in the support and development of our education offer (including resources, workshops, CPD) to the education sector. We expect to be able to reap the results of this investment in the coming financial year.

We have also continued to seek funding from grant making organisations and foundations, submitting 7 applications during the 23/24 financial year. 6 of these were unsuccessful, and one was successful with VAT reimbursement on installing and maintaining our artwork made in October 2024 (to appear in 24/25 accounts). We will continue to seek funding through trusts and foundations but are aware of the increasingly competitive grant funding environment.

Financial review

The funds balance at 30 September 2024 is £112,142 (2023: £93,664).

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2024

Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure, which is estimated to be £30K. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

Major risks

The trustees have a risk management strategy which comprises:

- An annual review of the principal risks and uncertainties that the charity faces;
- The establishment of policies, systems and procedures to mitigate those risks identified in the annual review; and
- The implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise.

This work has identified that financial sustainability is the major risk for the charity, particularly in the current economic environment.

Plans for future periods

Alongside the promotion of our Education Programme of resources focusing on the events, causes and consequences of 9/11, the charity will further develop our offer to schools and other learning organisations, to address wider, contemporary issues connected to radicalisation and extremism. In the coming year we will focus on young people within the secondary age range, as this is where the greatest concerns lie. We plan to develop and deliver a range of workshops for young people, CPD opportunities for educators and to increase our library of lessons and guidance to support educators to deliver these challenging topics.

Structure, governance and management

The trustees, who are also the directors for the purpose of company law, and who served during the year (or who were appointed after the year end) were:

Mr P G Rosengard
Mr M C T Hartley
Sir A F Seldon
Mr C J Diamond
Lady L K French
Mr I Hussain
Dame S A Coates
Dame C R Dick
Mr S A Jones

(Appointed 18 November 2024)

Recruitment and appointment of trustees

The trustees confirm that they have had regard to the Charity Commission's published guidance on public benefit.

In April 2024, Charlotte Agran left the charity, and a new full time charity director was recruited. Yvonne Richards started employment as Charity Director with SINCE 9/11 on 7 May 2024. During the reporting period, the charity also employed one part-time (15%) staff member and, between 11 March and 30 September 2024, a part time (60%) intern.

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**TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

The trustees' report was approved by the Board of Trustees.

Mr M C T Hartley
Trustee

13 March 2025

SINCE 9/11

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SINCE 9/11

I report on the financial statements of the charity for the year ended 30 September 2024, which are set out on pages 6 to 12.

Respective responsibilities of trustees and examiner

The charity's trustees, who are also the directors of SINCE 9/11 for the purposes of company law, are responsible for the preparation of the financial statements. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- (i) examine the financial statements under section 145 of the 2011 Act;
- (ii) to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- (iii) to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the next statement.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (a) which gives me reasonable cause to believe that in any material respect the requirements:
 - (i) to keep accounting records in accordance with section 386 of the Companies Act 2006; and
 - (ii) to prepare financial statements which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities;have not been met or
- (b) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.

Robert Barry Perez
Silver Levene (UK) Limited

Chartered Certified Accountants
Level 5A, Maple House
149 Tottenham Court Road
London
W1T 7NF

Dated: 14 March 2025

SINCE 9/11

**STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT**

FOR THE YEAR ENDED 30 SEPTEMBER 2024

	Notes	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Income from:			
Donations and legacies	2	141,115	25,500
Investments	3	48	28
		<u>141,163</u>	<u>25,528</u>
Total income		<u>141,163</u>	<u>25,528</u>
Expenditure on:			
Raising funds	4	10,789	-
Charitable activities	5	111,896	106,801
		<u>122,685</u>	<u>106,801</u>
Total expenditure		<u>122,685</u>	<u>106,801</u>
Net income/(expenditure) and movement in funds		18,478	(81,273)
Reconciliation of funds:			
Fund balances at 1 October 2023		93,664	174,937
Fund balances at 30 September 2024		<u>112,142</u>	<u>93,664</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

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BALANCE SHEET

AS AT 30 SEPTEMBER 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Cash at bank and in hand		114,842		95,944	
Creditors: amounts falling due within one year	11	(2,700)		(2,280)	
		<u> </u>		<u> </u>	
Net current assets			112,142		93,664
			<u> </u>		<u> </u>
The funds of the charity					
Unrestricted funds	12		112,142		93,664
			<u> </u>		<u> </u>
			112,142		93,664
			<u> </u>		<u> </u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 September 2024.

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

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on 13 March 2025

Mr M C T Hartley
Trustee

Company registration number 07230819 (England and Wales)

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**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

1 Accounting policies

Charity information

SINCE 9/11 is a private company limited by guarantee incorporated in England and Wales. The registered office is Botanic House, 100 Hills Road, Cambridge, Cambridgeshire, CB2 1PH.

1.1 Accounting convention

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's governing document, the Charities Act 2011, the Companies Act 2006 and 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)" (as amended for accounting periods commencing from 1 January 2016).

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the accounts, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus, the trustees continue to adopt the going concern basis of accounting in preparing the accounts.

1.3 Charitable funds

Unrestricted funds are those available for use at the discretion of the trustees in furtherance of the charitable objects, unless the funds have been restricted.

Designated funds comprise funds which have been set aside at the discretion of the trustees for specific purposes. This includes any amounts that the trustees consider should be set aside to spend on specific charitable activities.

Restricted funds comprise amounts which have been restricted in some way when receivable for specific purposes. The purposes and uses of the restricted funds are set out in the notes to the accounts.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income

Voluntary income comprises donations and the gift aid reclaimed in relation to donations. Donations are credited to the Statement of Financial Activities on a receipts basis.

Turnover is measured at the fair value of the consideration received or receivable and represents amounts receivable for goods and services provided in the normal course of business, net of discounts, VAT and other sales related taxes.

1.5 Expenditure

Expenses are included in the Statement of Financial Activities on an accrual basis. Liabilities are recognised as resources are expended as soon as there is a legal or constructive obligation. Expenditure includes any VAT which cannot be recovered, and is reported as part of the expenditure to which it relates.

Where directly incurred, resources expended are allocated to either cost of generating funds, charitable activities or to governance costs. Indirect costs are classified as support costs and are apportioned to the various activities based on the estimated time spent by staff on the relevant activities.

Governance costs are those costs incurred in complying with legal and statutory obligations.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2024

1 Accounting policies

(Continued)

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.7 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

2 Income from donations and legacies

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and gifts	141,115	25,500

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2024

3 Income from investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Interest receivable	48	28

4 Expenditure on raising funds

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising and publicity		
Fundraising events costs	3,200	-
Other fundraising costs	1,060	-
Staff costs	6,529	-
	<u>10,789</u>	<u>-</u>

5 Expenditure on charitable activities

	Charitable activities 2024 £	Support costs 2024 £	Total 2024 £	Charitable activities 2023 £	Support costs 2023 £	Total 2023 £
Direct costs						
Staff costs	32,644	49,183	81,827	-	54,796	54,796
Education workshops	2,939	-	2,939	11,626	-	11,626
Artwork and similar costs	8,561	-	8,561	6,919	-	6,919
	<u>44,144</u>	<u>49,183</u>	<u>93,327</u>	<u>18,545</u>	<u>54,796</u>	<u>73,341</u>
Share of support and governance costs (see note 6)						
Support	15,629	-	15,629	31,060	-	31,060
Governance	2,940	-	2,940	2,400	-	2,400
	<u>62,713</u>	<u>49,183</u>	<u>111,896</u>	<u>52,005</u>	<u>54,796</u>	<u>106,801</u>
Analysis by fund						
Unrestricted funds	<u>62,713</u>	<u>49,183</u>	<u>111,896</u>	<u>52,005</u>	<u>54,796</u>	<u>106,801</u>

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2024

6 Support costs allocated to activities

	2024	2023
	£	£
Office costs	15,629	31,060
Governance costs	2,940	2,400
	<u>18,569</u>	<u>33,460</u>
Analysed between:		
Charitable activities	<u>18,569</u>	<u>33,460</u>

7 Net movement in funds

	2024	2023
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	<u>2,700</u>	<u>-</u>

8 Trustees

None of the trustees received any remuneration or benefits from the charity during the year.

9 Employees

The average monthly number of employees during the year was: 3 (2023: 1).

	2024	2023
	Number	Number
	<u>3</u>	<u>1</u>

	2024	2023
	£	£
Employment costs		
Wages and salaries	<u>88,356</u>	<u>54,796</u>

There were no employees whose annual remuneration was more than £60,000.

10 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

11 Creditors: amounts falling due within one year

	2024	2023
	£	£
Accruals and deferred income	<u>2,700</u>	<u>2,280</u>

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2024

12 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 October 2023	Incoming resources	Resources expended	Transfers	At 30 September 2024
	£	£	£	£	£
Designated funds	63,664	-	-	18,478	82,142
General funds	30,000	141,163	(122,685)	(18,478)	30,000
	<u>93,664</u>	<u>141,163</u>	<u>(122,685)</u>	<u>-</u>	<u>112,142</u>
Previous year:	At 1 October 2022	Incoming resources	Resources expended	Transfers	At 30 September 2023
	£	£	£	£	£
Designated funds	-	-	-	63,664	63,664
General funds	174,937	25,528	(106,801)	(63,664)	30,000
	<u>174,937</u>	<u>25,528</u>	<u>(106,801)</u>	<u>-</u>	<u>93,664</u>

13 Related party transactions

During the year the charity received donations from trustees of £21,750 (2023 - £25,500).

14 Analysis of changes in net funds

The charity had no material debt during the year.