

SUNDAY ASSEMBLY

England & Wales · Charity number 1162995

Details

Status Registered

Legal form Charitable company

Company number [08818905](#)

Registered 2015-08-04

Register [View on the Charity Commission register](#)

Contact

Address Conway Hall Ethical Society
Conway Hall
25 Red Lion Square
London
WC1R 4RL

Email trustees@sundayassembly.com

Website www.sundayassembly.com

Activities

Objects: TO PROVIDE OR ASSIST IN THE PROVISION OF FACILITIES IN THE INTERESTS OF SOCIAL WELFARE FOR RECREATION OR OTHER LEISURE TIME OCCUPATION FOR THE PUBLIC AT LARGE, WITH THE OBJECT OF IMPROVING THE CONDITION OF LIFE OF ALL WHO USE SUCH FACILITIES, IN PARTICULAR BUT WITHOUT LIMITATION BY PROVIDING FACILITIES FOR PEOPLE TO MEET AND ASSOCIATE ON A SUNDAY, WITHOUT DISTINCTION OF SEX, SEXUAL ORIENTATION, RACE OR OF POLITICAL, RELIGIOUS OR OTHER OPINIONS.

Activities: Sunday Assembly is a secular community-led charity celebrating life, alleviating social isolation and loneliness. We host guest speakers and poets alongside our resident band and choir. We also have a variety of social groups aligned with our motto 'Live Better. Help Often. Wonder more.' Our volunteers have opportunities to develop and grow through training, skills sharing and peer support.

Classification

- **How:** Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Arts/culture/heritage/science, Economic/community Development/employment, Recreation
- **Who:** Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£17,877	£24,730	-	-
2023-12-31	£20,130	£24,237	-	-
2022-12-31	£28,117	£39,728	-	-
2021-12-31	£36,918	£30,788	-	-
2020-12-31	£33,612	£22,589	-	-

Trustees

Name	Role	Appointed
Aaron David Fuller		2025-01-22
Christian Timothy William Keys		2023-07-17
Emily Poore		2026-03-23
Karen Elizabeth Reid		2022-10-10
Temilola Orekunrin		2026-03-28

SUNDAY ASSEMBLY

England & Wales - Charity number 1162995

Accounts



**Sunday Assembly
Annual Report and
Financial Statements
for the year ended
31 December 2022**

About Sunday Assembly

Sunday Assembly was established in 2013 as a registered charity and based in London. In 2019, its international network became community groups affiliated with the charity, which meant that the charity was no longer responsible for governing each community group. However, we all continue to bring people together through our motto to live better, help often and wonder more as well as share that one thing we have in common: 'life'.

Sunday Assembly is a volunteer-led secular community. Our volunteers are at the heart of the charity and a true representation of the work done to provide opportunities to all. To help us achieve this, we have had the support of two paid roles in 2022 - the Producer and Bookkeeper - who are part-time contractors and give so much of their time and energy. **Thank you all.**

Live better: our vision

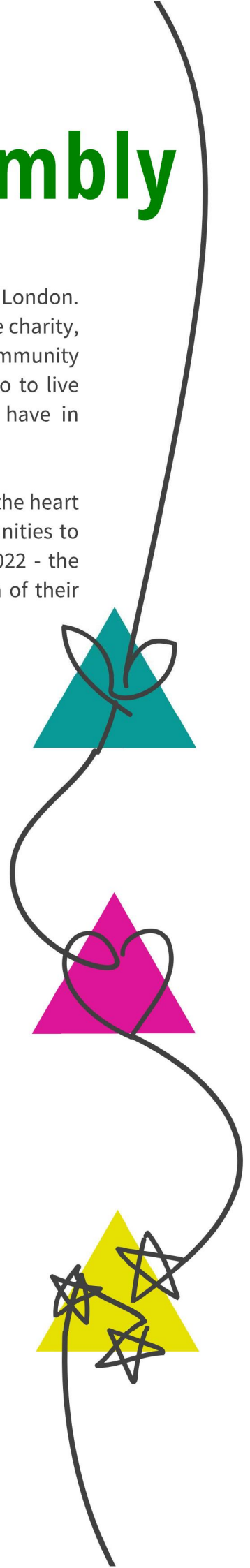
We strive for everyone to live as fully as possible. Through the events we host and the many community groups and activities - occurring in addition to our bi-monthly events - people are able to connect, build relationships, and share a sense of belonging; all of which we believe are everyone's right to have.

Help often: our mission

Beyond coming together as a community, we extend our activities to supporting other causes and raising awareness of other local movements. Above all, we try to help each other.

Wonder more: our approach

We provide a platform for inspiring expert speakers, budding poets, and musicians for our community to enjoy. Each bi-monthly event is themed and the choir and band align their performances with that. We aim to bring awareness of interesting topics that provide insight, reliable facts and figures grounded in evidence.





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Welcome from the Board

Thank you for taking the time to read our Annual Report and Accounts 2022.

Despite the challenges brought about by the pandemic, we have continued as a community, remaining committed to our mission of celebrating life, helping others and creating community.

We are proud to report that over the past year, we have held a variety of engaging and thought-provoking events, available both online and in-person, which have helped to bring our community closer together. From our bi-monthly assemblies to our smaller interest groups and social events, we have continued to provide a space for people to connect, share and grow.

Financially, we are pleased to report that we remained in a stable position, with our income and expenditure remaining balanced throughout the year due to venue costs for the year being covered by a grant. This has been made possible through the generosity of our members and supporters, as well as through careful management of our resources.

Looking ahead, we are excited to continue building on our success and expanding our community in new and meaningful ways. We remain committed to creating a welcoming and inclusive space for all, and to providing a platform for diverse voices and perspectives to be heard.

On behalf of the Board of Trustees, we would like to thank you for your continued support and involvement in Sunday Assembly. We are proud of what we have achieved over the past year, and we look forward to an even brighter future together.



2022 highlights

13 Jan - It's My Party and I'll Dry If I Want To

We celebrated Sunday Assembly's 9th birthday and the New Year with a mindful drinking-themed assembly. Laura Willoughby and Dru Jaeger, co-founders of Club Soda, spoke about making conscious decisions about alcohol consumption. Later, we tasted alcohol-free drinks at Club Soda's pop-up storefront.

20 Feb - Becoming What You Are

Sasha Gay Smith, founder and director of the London-based company I AM IN ME, shared her motivation and work to guide young people on their journeys towards self-improvement.

20 Mar - Detoxing Masculinity

In follow up to International Women's Day, we explored healing masculinity, to create a better world for all people, from violence against women and girls to shocking mental health outcomes for men. The assembly featured psychotherapist and filmmaker Jerry Hyde, who has been leading men's groups for over 20 years and we welcomed Keith Jarrett as our poet.

26 Feb - Sex on the Brain

To mark Valentine's Day, Zoe Cormier, a science communicator and author of 'Sex, Drugs, and Rock n' Roll: The Science of Hedonism and the Hedonism of Science', shared amusing anecdotes from across the animal kingdom that revealed deeper truths about human desire.

26 Mar - Thinking Like a Woman

In celebration of International Women's Day, we were joined by George Halfin, project manager at Innate Health, coach and mum of two. George reached out other women who'd overcome their own struggles and their inspiring stories motivated George to write the book 'A Life Less Serious'.

3 Apr - Mind Your Language

True language translation is more nuanced than a simple tap of a "translate" button. Keith Kahn-Harris, author of "The Babel Message: A Love Letter to Language," spoke about the beauty and diversity of language. The Sunday Assembly Band brought us together through the language of music, and we enjoyed poetry from Andrew Rea and Hanna Finn's "This Much I Know" talk.



4 Sunday Assembly's Got Talent

From stand up to a mandolin solo, community members entertained an audience filled with family, friends and fellow Sunday Assemblers at our first ever talent show! The event provided community members with the opportunity to try out material in front of a supportive audience, as well as raise funds for the charity. Host with the Most, Sanderson Jones, helped keep the evening on track and the bingo game and a raffle on point.

1 May - The Art of Protest

JStop Shopping UK shared their story and message through speech and song. The group was inspired by actor and playwright William Talen who began protesting against mass consumerism in 1998 in New York City by developing an over-the-top Billy Graham-esque character and performing in Times Square with a choir, which led to the Stop Shopping movement.

17 Apr - The Uneggspected: Tales of Lost and Found

IRina Atienza, a lecturer at Kingston School of Art, shared some 'easter egg' secret images that artists had hidden in their work in the hope that others would find and appreciate them. We also enjoyed a performance by musical comedian Harriet Braine.

15 May - Periods of Change

We heard from science communicator, educator, and comedian, Chella Quint. Chella's goal is to help people counter the negative portrayals of periods in the media, coining the term 'period positive' for her 2006 "Adventures in Menstruating" comedy show and authoring "Own Your Period" and "Be Period Positive"

25 Jun - How to Make an Apple Pie From Scratch

Particle physicist Harry Cliff led us through an exploration of the history of time starting from a fraction of a second after our universe began and using personal stories of his life in the modern world of physics. Plus we were joined by poet David Lee Morgan.

Sustaining the Future

We held two events - one in person, one online - to come together as a community to share and discuss ideas of things we can do to address the challenges to our future sustainability.

19 Jun - Queer Britain

We learned why it's so important to have a place where people can go to hear about the history of queer culture from Dan Vo, Award-winning LGBTQ+ tour coordinator, museum consultant, and marketing manager for Queer Britain Museum, the UK's first LGBTQ+ museum. We were also joined by poet Sanah Ahsan, a clinical psychologist and 2019 Outspoken Prize winner for Performance Poetry.

3 Jul - What Kind of Future do we Want?

David Wood, Chair of London Futurists, joined us to help explore how life could become significantly better in just a few short decades with fast-changing tech. David also shared his views about the future of health, the future of work, the future of communities, and the future of sustainability!

4 - 7 August - Wilderness Festival

A group of band, choir and other volunteers from the community joined Sanderson Jones to put on two shows for Wilderness Festival goers to promote and spread the word about Sunday Assembly.

Annual General Meeting

We held our AGM following our assembly on 19 June. During this meeting we shared our 2021 Annual Report with the community and the Board elected our new trustees.

17 Jul - Exceptional Individuals

One of the most positive developments of the 21st century has been the acceptance and understanding of neurodiversity. Matt Boyd, told us about how his organisation, Exceptional Individuals, helps neurodivergent people find work that suits their unique set of traits as well as assisting employers in supporting their neurodivergent staff. We were also joined by award winning performance artist Victoria Melody!

Picnic in the Park

We carried on the tradition of moving outside for the summer. The community were invited to join in at picnics on 7 and 21 August, to build connections and enjoy some time outdoors.

A photograph of a community assembly. In the foreground, the backs of several audience members' heads are visible as they sit in rows. In the middle ground, a group of people is on a wooden stage. One woman in a colorful patterned dress is speaking into a microphone. To her left, a man in a light blue polo shirt is also speaking. Behind them, other people are standing. A large screen is visible in the background, displaying some text. The lighting is warm and focused on the stage.

4 Sep - Create Communities, Not Cults

Author Matthew McNaught shared his spiritual journey which he described in his essay "Immanuel" and explored the ways in which communities that start with the best intentions are often plagued by tyranny and corruption. Poetry on the day came from guest performer Variety D.

18 Sep - This Technicoloured Life

TV chef and cookbook author Sue Kreitzman talked about her love of self-expression through colourful clothing and her involvement with the Colour Walk community - a group of people who meet up to wear colourful clothing together. This assembly also included a talk from Lizetta Lyster, a member of our community who has lived a very colourful life!

23 Sept - Swingday Assembly

We got into the swing of things in autumn with a swing dance party! We invited a few of our dance friends to show us what they've got in a short performance. This was followed by a free taster lesson of some of their smoothest moves and then a party with a DJ playing swing hits.

2 Oct - Something Inside So Strong

Community member Andrew Hoerlein shared the story of a life-changing moment when he fell from a mountain and was forced to put his trust in the paramedics who rescued him for his own survival. Andrew talked about how this led to him becoming a paramedic himself, what it means to hold someone else's life in your hands and the importance of making plans for our own eventual ends. We also honoured Black History Month with sing-along songs by black artists and a poetry reading on this theme by Alex Williams.

16 Oct - Knowing When to Quit

Quitting Coach Sarah Weiler is an expert in guiding people through periods in their lives when they need to make difficult decisions and taught us about the methods she uses to help people decide whether the time is right to move on or they should stay the course.

6 Nov - Dig Into the Past

Maiya Pina-Dacier, archaeologist and Head of Community at DigVentures, shared how the organisation helps ordinary people experience the excitement of going on an archaeological dig. Member of our community, Gwawr Thomas, told us about several DigVentures she had been on and we heard original poetry by Cheryl Cohen.

20 Nov - The First Rule of Mental Fight Club...

Mental Fight Club puts on exciting and inspirational creative events and projects to use social engagement to narrow the divide between the 'ill' and the 'well'. Ian McCartney, Development Director at Mental Fight Club, and Neil Coles, the Senior Project Manager talked about how the organisation has benefited countless people since its inception in 2003. The assembly also featured poetry by Norman Welch.

9 Dec - Yule Rock

Sunday Assembly London's annual seasonal sing-along made it's come back! We decked the halls and jingled our bells to raise money for the organisation and share some joy along the way.

4 Dec - The How of Happy

Comedian Ariane Sherine shared what the studies say you should do to find happiness in your relationships, your friendships, your finances, your sex life and your career. Poetry on the day came from Christopher Kraken.

18 Dec - Snow Globe: Winter Festivals From Around the World

We rounded up the end of the year with seasonal songs and tales of wonder from around the (snow) globe, all performed by members of the Sunday Assembly London community.

26 Dec - Boxing Day meetup

Hosted by community member Matt Lockwood, 15 people attended this get together to bring people together at a time of year that can feel lonely for many.

Community impact

In addition to our assemblies, Sunday Assembly provides many activities for people to come together, share their passions, and have fun. These activities also provide many volunteering opportunities across these groups and beyond.

► Live Better groups

Two Live Better groups, our peer-to-peer support groups, were run by volunteers to enable eight people each to come together and provide mutual support and encouragement towards deal with an issue or work towards a goal.

► Band and choir volunteering

The band and choir met regularly to rehearse to enable them to lead and supporting the communal singing at Assemblies.

Plus the band held two jam sessions during 2022 designed to give everyone who wanted to volunteer to be part of the band an opportunity to play with others.

► Other Interest Groups

Tea and TED

This online meetup continued monthly, hosted by community member Liz Wilson, allowing the community to come together in an inclusive and virtual space.

Facebook social group

The thriving Sunday Assembly Facebook social group enables community members to arrange and promote an array of ad hoc meet ups based on the varied interests of the group.

Lunch club and Pub group

Following each assembly, volunteers invite community members to join them at either the pub or for an alcohol free lunch to continue the conversation and community bonding.

Article Club

Led by community member Alisatir Baker, the group meet monthly to review and discuss two democratically selected articles.

Board Games Club

Led by community member Mitsky Shah, the club met after Sunday Assemblies in person to enjoy a game or two together.

The power of giving and receiving donations

We are so incredibly grateful to our supporters and particularly our individual donors, who make this community sustainable. Fundraising in 2022 was strong, with £24,367 in unrestricted personal donations, including £6,001 coming from regular monthly contributions. Given the typical level of attendance in Conway Hall, these figures also suggest that regular gifts represent a potential avenue for growth!

We also received £2,000 in grants which were generously given by Tesco, Magic Little Grants, the London Faith & Belief Community.



► Putting the “Fun” in Fundraising

Roaring back from the lockdowns, Yule Rock was a smashing success, bringing hundreds of people together for a night of song and cheer. This success contributed substantially to our annual fundraising efforts, contributing £3,779 in revenue. Even more importantly, Yule Rock was followed by a surge in attendance, providing a winter boost to our community spirit.

► How our community comes together



Attendees: The success of Sunday Assembly hinges on the active involvement of our community. In 2022 we embraced this by running two events to gather feedback from our community members to ensure their voices are not only acknowledged but also actively involved in shaping the future trajectory of Sunday Assembly for years to come.

Supporters: Financial support from our community is incredibly important to the future of Sunday Assembly and so attention to existing and new regular donors will continue to be prioritised in the future.



Volunteers: As a volunteer-led organisation, our volunteers are integral to the success of Sunday Assembly - without them we truly wouldn't be able to do what we do! Recruiting new volunteers and maintaining relationships with everyone who have been giving their time longer term has been a key consideration for the Board and Coordination Crew throughout 2022.

Principle risks and uncertainties

Community engagement identified community growth and venue consideration as two key areas for discussion in future strategy planning. Venue costs are the largest part of our budget, and as future rent is not supported by grant funding, the 2023 budget is in deficit. Both from an aesthetic point of view and financial perspective, the current attendance rates may be too low to support Sunday Assembly in Conway Hall in the long term.

Efforts in 2023 and beyond will target strategic development on these two areas. First, we will seek to identify communications strategy and other avenues for growing the size of the community both to increase the vibrancy of our assemblies and to better support costs through both regular and one-off donations. Second, we will conduct research into alternative venue possibilities as an alternative strategy if growth is not sufficient. The success of our community growth efforts as well as the availability of possible alternatives will determine the future course of Sunday Assembly London.

► The future is bright

Our community is the driving force behind the the future of Sunday Assembly. To ensure that our governance, strategies, and the shaping of the organisation truly reflects our community, we actively engage in co-creating through community-centered events. Together, we strive for resilience and strength, knowing that any necessary changes are faced together.

**Thank you to everyone who supports Sunday Assembly
Your support is truly invaluable!**

Corporate directory

► How our community comes together

Charity number	1162995
Company registration number	08818905
Date of incorporation	18 December 2013
Start of financial year	1 January 2022
End of financial year	31 December 2022
Directors at 31 December 2022	<p>Dr J Becker (appointed June 2022, appointed Chair October 2022)</p> <p>Ms K Reid (appointed October 2022, appointed Treasurer October 2022)</p> <p>Miss A Miles (appointed June 2022, appointed Secretary October 2022)</p> <p>Miss A Perez (appointed May 2019)</p> <p>Miss E Streeter (appointed Jun 2022)</p> <p>Ms J Booth (appointed Feb 2018, resigned October 2022)</p> <p>Mr A Baker (appointed April 2020, resigned October 2022)</p> <p>Ms K Glover (appointed June 2021, resigned June 2022)</p> <p>Mr A Newton (appointed June 2018, resigned June 2022)</p> <p>Mr A Scott Taggart (appointed April 2020, resigned June 2022)</p>
Governing document	Memorandum & Articles of Association Dated 18 December 2013
Objects	To provide or assist in the provision of facilities in the interests of social welfare for recreation or other leisure time occupation for the public at large, with the object of improving the condition of life of all who use such facilities, in particular but without limitation by providing facilities for people to meet and associate on a Sunday, without distinction of sex, sexual orientation, race or of political, religious or other opinions.





► Independent examiner

Oluyinka Afolayan ACA, CPFA

Independent Examiner
16 Frogley Park
Barking Riverside
Barking
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► Bankers

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Co-operative Bank

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► Secretary

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trustees@sundayassembly.com

Independent Examiner's report

Report of the Independent Examiner to the Directors of the charitable company on the accounts for the year ended 31 December 2022

I report to the Directors on my examination of the financial statements of the charitable company on pages 15 to 20 for the year ended 31 December 2022 which have been prepared in accordance with the Charities Act 2011 (the Act) and with the Financial Reporting Standard 102, (effective 1st January 2016) as modified by FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1st January 2019), (The SORP), published by the Charity Commission in England & Wales (CCEW), and under the historical cost convention and the accounting policies set out on page 16.

Respective responsibilities of the Directors and the Independent Examiner and the basis of the report

As described on page 13, you, the charitable company's Directors, who are also the Directors of the Company for the purposes of Company law, are responsible for the preparation of the financial statements in accordance with the Companies Act 2006, the Charities Act 2011 and all other applicable law and with United Kingdom Generally Accepted Accounting Practice, applicable to smaller entities, and for being satisfied that the financial statements give a true and fair view.

The Directors consider that the audit requirement of Section 144(1) of the Charities Act 2011 (the Act) does not apply, and that there is no requirement in the memorandum and articles of the charity for the conducting of an audit, and that the accounts do not require an audit in accordance with Part 16 of the Companies Act 2006 and that no member or members have requested an audit pursuant to Section 476 of the Companies Act 2006. As a consequence, the Directors have elected that the financial statements be subject to independent examination.

Having satisfied myself that the financial statements are not required to be audited under any legal provision, or otherwise, and are eligible for independent examination, it is my responsibility to:-

- a.** examine the financial statements of the charity under Section 145 of the Act;
- b.** follow the applicable procedures in the Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Basis of Independent Examiner's Statement and scope of work undertaken

I report in respect of my examination of the charity's financial statements carried out under s145 of the Act. In carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act setting out the duties of an independent examiner in relation to the conducting of an independent examination. An independent examination includes a review of the accounting records kept by the charitable company and of the accounting systems employed by the charitable company and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you, as Directors, concerning such matters. The purpose of the examination is to establish as far as possible that there have been no breaches of charity legislation and that, on a test basis of evidence relevant to the amounts and disclosures made, the financial statements comply with the SORP.

The procedures undertaken do not provide all the evidence that would be required in an audit, and information supplied by the Directors in the course of the examination is not subjected to audit tests or enquiries and does not cover all the matters that an auditor would consider in arriving at an opinion. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide.

Consequently, I do not express an audit opinion on the view given by the financial statements, and in particular, I express no opinion as to whether the financial statements give a true and fair view of the affairs of the charity, and my report is limited to the matters set out in the statement below.

I planned and performed my examination so as to satisfy myself that the objectives of the independent examination are achieved and before finalising the report I obtained written assurances from the Directors of all material matters.

Independent Examiner's Statement, Report and Opinion

Subject to the limitations upon the scope of my work as detailed above, I have completed my examination: and can confirm that:-

- The accounts of this charitable company are not required to be audited under Part 16 of the Companies Act 2006;
- This is a report in respect of an examination carried out under 145 of the Act and in accordance with Directions given by the Charity Commission under section 145(5)(b) of the Act which may be applicable;

- and that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:-
 - accounting records were not kept in respect of the charity as required by Section 386 of the Companies Act 2006 and Section 130 of The Charities Act 2011;
 - the financial statements do not accord with those records; or
 - the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair' view, which is not a matter considered as part of an independent examination;
 - have not been prepared in accordance with the methods and principles set out in the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1st January 2019), (The SORP).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Oluyinka Afolayan CPFA

This report was signed on 30 November 2023

Statement of financial activities

Statement of Financial Activities (including the Income and Expenditure Account for the year ended 31 December 2022, as required by the Companies Act 2006)

	Current year Unrestricted Funds 2022 £	Current year Restricted Funds 2022 £	Current year Total Funds 2022 £	Prior year Total Funds 2021 £
Income & endowments				
Donations & legacies	20,561	2,400	22,961	29,373
Charitable activities	3,779	-	3,779	7,275
Other trading activities	1,377	-	1,377	270
Total income	25,717	2,400	28,117	36,918
Expenditure				
Charitable activities	29,380	10,348	39,728	30,788
Total expenditure	29,380	10,348	39,728	30,788
Net funds brought forward				
Net income for the year	(3,663)	(7,948)	(11,611)	6,130
Net income after transfers	(3,663)	(7,948)	(11,611)	6,130
Net movement in funds	(3,663)	(7,948)	(11,611)	6,130
Reconciliation of funds: -				
Total funds brought forward	31,292	12,138	43,430	37,300
Total funds carried forward	27,629	4,190	31,819	43,430

Resources applied in the year ended 31 December 2022 towards fixed assets for Charity use

	2022 £	2021 £
Funds generated in the year as detailed in the SOFA	(11,611)	6,130
Net resources available to fund charitable activities	(11,611)	6,130

Movements in revenue and capital funds for the year ended 31 December 2022

Total revenue funds

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Total Funds 2021 £
Funds brought forward	31,292	12,138	43,430	37,300
Recognised gains and losses (before transfers)	(3,663)	(7,948)	(11,611)	6,130
Closing revenue funds	27,629	4,190	31,819	43,430

Breakdown of Income and Expenditure for year ending 31 December 2022

	2022 £	2021 £
Income		
Fundraised income	26,211	34,081
Gift Aid	1,906	2,837
Gross income in the year before exceptional items	28,117	36,918
Gross income in the year including exceptional items	28,117	36,918
Income		
Charitable expenditure, excluding depreciation and amortisation	39,728	30,788
Total expenditure in the year	39,278	30,788
Net income before tax	(11,611)	6,130
Net income after tax	(11,611)	6,130
Retained surplus	(11,611)	6,130

All activities derive from continuing operations.

In accordance with the provisions of the Companies Act 2006, the headings and subheadings used in the Income and Expenditure account have been adapted to reflect the special nature of the charity's activities.

Sunday Assembly - Balance Sheet as at 31 December 2022

	Notes	2022	2021
		£	£
Current assets			
Debtors	7	886	77
Cashes at the bank and in hand		31,865	44,020
Total income		32,752	44,097
Creditors: amounts falling due within one year			
	8	(933)	(667)
The total net assets of the charity		31,819	43,430
Restricted and unrestricted funds to the charity			
Restricted revenue funds	12	-	12,138
Unrestricted funds	12	31,819	31,292
Total charity funds		31,819	43,430

The Trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

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

The charity is subject to Independent Examination under charity legislation, and the report of the Independent Examiner is from page 15 to 17.

The financial statements have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006, applicable to companies subject to the small companies regime.



Joshua Becker

Director

Approved by the Board of Trustees on 6 December 2023

The notes attached on pages 21 to 29 form an integral part of these accounts.

Notes to the Accounts for the year ended 31 December 2022

1. Accounting policies

Policies relating to the production of the accounts

Basis of preparation and accounting convention

The accounts have been prepared on the accruals basis, under the historical cost convention, and in accordance with the Financial Reporting Standard 102, (effective 1st January 2016) and 'FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1st January 2019), (The SORP), published by the Charity Commission in England & Wales (CCEW) , effective January 2016, , and in accordance with all applicable law in the charity's jurisdiction of registration, except that the charity has prepared the financial statements in accordance with the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1st January 2019), (The SORP), in preference to the previous SORP, the SORP 2005, which has been withdrawn, notwithstanding the fact that the extant statutory regulations, the Charities (Accounts and Reports) Regulations 2008 refer explicitly to the SORP 2005. This has been done to accord with current best practice.

Going concern

Preparation of the accounts is on a going concern basis. The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

Risks and future assumptions

The charity is a public benefit entity.

The directors actively review the major risks which the charity faces on a regular basis and believe that maintaining the free reserves stated combined with the annual review of the controls over key financial systems carried out on an annual basis will provide sufficient resources in the event of adverse conditions. The directors have also examined other operational and business risks which they face and confirm that they have established systems to mitigate the significant risks.

Recognition of liabilities and expenditure

A liability, and the related expenditure, is recognised when a legal or constructive obligation exists as a result of a past event, and when it is more likely than not that a transfer of economic benefits will be required in settlement, and when the amount of the obligation can be measured or reliably estimated.

Liabilities arising from future funding commitments and constructive obligations, including performance related grants, where the timing or the amount of the future expenditure required to settle the obligation are uncertain, give rise to a provision in the accounts, which is reviewed at the accounting year end. The provision is increased to reflect any increases in liabilities, and is decreased by the utilisation of any provision within the period, and reversed if any provision is no longer required. These movements are charged or credited to the respective funds and activities to which the provision relates.

Volunteers

In accordance with the SORP, and in recognition of the difficulties in placing a monetary value on the contribution from volunteers, the contribution of volunteers is not included within the income of the charity.

However, the trustees value the significant contribution made to the activities of the charity by unpaid volunteers and this is described more fully in Note 4.

Fixed assets

The Charity held no fixed assets during this or the previous financial year.

Debtors

Debtors are measured at their recoverable amounts at the balance sheet date.

Financial instruments including cash and bank balances

Cash held by the charity is included at the amount actually held and counted at the year end. Bank balances, whether in credit or overdrawn, are shown at the amounts properly reconciled to the bank statements.

Pensions - defined benefit schemes

Due to Sunday Assembly not having any employees this is not something which the charity is required to have in place.

Fund accounting

Unrestricted funds are available for use at the discretion of the Directors in furtherance of the general objectives of the charity. There are no endowment funds.

2. Liability to taxation

The charity is exempt from tax on its charitable activities.

3. Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

4. The contribution of volunteers

Sunday Assembly London continues to be a volunteer-led organisation. Its reliance on volunteers is at the heart of the charity and a true representation of the work done to provide opportunities to all. We do have two paid, part-time contractor roles: Producer and Bookkeeper. The Producer's main focus is leading the production of Sunday Assembly's core service - the assemblies on the first and third Sundays of the month.

Outside of this, the running of Sunday Assembly is managed by two volunteer teams. Firstly, the Board of Trustees, who have accountability for setting Sunday Assembly's strategic direction and ensuring it fulfils its charitable purpose and legal and compliance obligations. Secondly, the Co-ordination Crew, which is responsible for delivering Sunday Assembly's services including twice monthly Assemblies, Interest Groups, Choir, Live Better groups, Community meetings, and fundraising activities.

5. Staff costs and emoluments

Sunday Assembly has not had any employees since 2019. The charity operates with a Producer who is a contractor and paid on a monthly basis.

6. Remuneration and payments to trustees and persons connected with them

No trustees or persons connected with them received any remuneration from the charity, or any related entity. No employees received emoluments (excluding pension costs) in excess of £60,000 per annum

7. Debtors

	2022 £	2021 £
Total debtors	886	77

8. Creditors: amounts falling due within one year

	2022 £	2021 £
Total creditors	933	667

9. Income and expenditure account summary

	2022 £	2021 £
At 1 January	43,430	37,300
Surplus after tax for the year	(11,611)	6,130
At 31 December	31,819	43,430

10. No related party transactions

No payments were made to Directors or any persons connected with them during this financial period. No other transaction took place between the charity and a trustee or any person connected with them.

11. Particulars of how categories of funds are represented by assets and liabilities

	Unrestricted funds	Restricted funds	Total funds
		£	£
At 31 December 2022			
Current assets	28,561	4,190	32,752
Current liabilities	(933)	-	(933)
	27,628	4,190	31,819
At 1 January 2022			
Current assets	31,959	12,138	44,097
Current liabilities	(667)	-	(667)
	31,292	12,138	43,430

12. Change in total funds over the year

	Funds brought forward from 2021 £	Movement in funds from 2021 £	Funds carried forward to 2023 £
Unrestricted funds			
Unrestricted revenue funds	31,292	(3,664)	27,628
Restricted funds			
National Lottery Grant (improving EDI)	1,945	(255)	1,720
National Lottery Grant (2022 venue cost)	10,000	(10,000)	0
Aviva Community Fund	193	-	193
Individual regular doner (speakers)	-	777	777
Tesco Grant (Various)	-	1,000	1,000
Magic Little Grants (Live Better Mental Health training)	-	500	500
Total unrestricted funds	31,292	(3,664)	27,628
Total restricted funds	12,138	(7,948)	4,190
Total charity funds	43,430	(11,611)	31,819

13. Analysis of movements in funds during 2022

	Income 2022 £	Expenditure 2022 £	Other gains and losses 2022 £	Movement in funds 2022 £
Unrestricted funds				
Unrestricted revenue funds	25,717	-	-	
Designated unrestricted funds				
Expenditure	-	(29,380)	-	
Total unrestricted funds				(3,663)
Restricted funds				
National Lottery Grant (2022 venue cost)	-	-	-	
Aviva Community Fund	-	-	-	
National Lottery Grant (Improving EDI)	-	-	-	
Individual regular doner (speakers)	900	-	-	
Tesco Grant (Various)	1,000	-	-	
Magic Little Grants (Live Better Mental Health training)	500	-	-	
Designated restricted funds				
Grant expenditure	-	(10,348)	-	
Total restricted funds				(7,948)
Total charity funds	28,117	(39,728)	0	(3,663)

14. The purposes for which the funds are used

Unrestricted and designated funds

One of the main uses for Sunday Assembly's unrestricted income is to put events on which aim to bring people together, to connect and make lasting relationships that eliminates loneliness and social isolation. We use our motto to live better, help often and wonder more to influence, inspire and excite our audience. All events, aside from our fundraising events, rely on the generosity of our audience so that we can continue doing what we do but also continue to build and evolve this charity so that we can reach out to more people.

Restricted funds

In 2022 Sunday Assembly spent £10,000 of National Lottery grant money on venue hire for our regular assemblies and £225 of National Lottery money on completing a report on how to improve our accessibility and inclusivity.

Sunday Assembly provides an inclusive environment where people can find a supportive community. Some people have mental health needs beyond the support that our community volunteers can provide directly and mental health first aid training can help us bridge that gap. For this purpose, we received in 2022 £1,000 from Tesco and £500 from Magic Little grants; we also received an unrestricted grant of £500 in the form of a Faith and Belief Forum community Award.

We also received £900 in restricted donations towards speaker fees and expenses.

15. Ultimate controlling party

The charity is under the control of its legal members. Every member of the charity is obliged to contribute such amount as may be required not exceeding £10 to the assets of the company in the event of its being wound up while he or she is a member, or within one year after he or she ceases to be a member.

16. Donations, grants and legacies

	Current year Unrestricted Funds 2022 £	Current year Restricted Funds 2022 £	Current year Total Funds 2022 £	Prior year Total Funds 2021 £
Donations & gifts from individuals				
Individual donations (<£1,000)	11,303	-	11,303	8,154
Gift Aid	1,906	-	1,906	2,837
Regular giving	6,001	900	6,901	4,315
One-off fundraising events	-	-	-	7,260
Annual fundraiser (Yule Rock)	3,779	-	3,779	2,375
Merchandise	-	-	-	15
Other income (to support fundraising activities)	1,377	-	1,377	270
Total donations & gifts from individuals	24,367	900	25,267	25,226

Revenue grants				
National Lottery Community Fund (2022 venue cost)	-	-	-	10,000
Aviva Community Fund	-	-	-	1,692
Tesco Grant (various)	-	1,000	1,000	-
Magic Little Grants (Live Better Mental Health training)	-	500	500	-
London Faith & Belief Community Award	500	-	500	-
Total public sector revenue grants	500	1,500	2,000	11,692

17. Partnerships and philanthropy income

	Current year Unrestricted Funds 2022 £	Current year Restricted Funds 2022 £	Current year Total Funds 2022 £	Prior year Total Funds 2021 £
Bank of England (Corporate gift)	850	-	850	350
Total partnerships & philanthropy income	850	-	850	350

18. Expenditure on charitable activities

	Current year Unrestricted Funds 2022 £	Current year Restricted Funds 2022 £	Current year Total Funds 2022 £	Prior year Total Funds 2021 £
Activities & events	1,193	123	1,316	2,634
Other one-off production expenses	169	-	169	1,529
Total direct spending	1,362	123	1,485	4,163

19. Restricted grant expenditure

	Grant	Current year Restricted funds 2022 £	Current year Total funds 2021 £
Contractors restricted to grant			
Alison Austin - EDI Consultant	National Lottery Grant (EDI)	225	225
Total contractors restricted to grant		225	225
Cost restricted to grant			
Conway Hall - venue cost	National Lottery Grant (venue)	10,000	10,000
Total costs restricted to grant		10,000	10,000
Total from charitable activities		10,225	10,225

20. Support costs for charitable activities

	Current year Unrestricted funds 2022 £	Current year Total funds 2022 £	Prior year Total funds 2021 £
Volunteer costs			
Volunteer stewardship	-	-	368
Premises Expenses			
Conway Hall - venue cost	11,877	11,877	5,531
Conway Hall – storage cost	-	-	594
Supporting costs for activities			
Marketing & communications	438	438	1,011
Band rehearsal	1,364	1,364	234
Choir rehearsal	34	34	83
Front of House expenses	663	663	276
Catering expenses	86	86	-
Software licenses & platform fees	2,840	2,840	877
Liability & contents insurance	243	243	251
Sundry expenses	1,315	1,315	181
Total	18,860	18,860	9,406

21. Financial costs

	Current year Unrestricted funds 2022 £	Current year Total funds 2022 £	Prior year Total funds 2021 £
Bookkeeper contractor	813	813	2,340
Bookkeeper Expense to HMRC	-	-	25
Legal & auditing fees	95	95	-
Regulator fees	-	-	50
Total	908	908	2,415

22. Administrative overheads

The basis of allocation of costs between activities is described under accounting policies.

	Current year Unrestricted Funds 2022 £	Current year Total Funds 2022 £	Prior year Total Funds 2021 £
Producer contract	8,250	8,250	8,250
Total	8,250	8,250	8,250

23. Total charitable expenditure

	Current year Unrestricted Funds 2022 £	Current year Restricted Funds 2022 £	Current year Total Funds 2022 £	Prior year Total Funds 2021 £
Total expenditure				
Total direct spending	9,621	123	9,735	12,413
Grant expenditure	-	10,225	10,225	6,554
Total support costs	19,768	-	19,768	11,821
Total charitable expenditure	29,380	10,348	39,728	30,788

	Prior year Unrestricted Funds 2021 £	Prior year Restricted Funds 2021 £	Prior year Total Funds 2021 £
Total expenditure			
Total direct spending	12,413	-	12,413
Grant expenditure	-	6,554	6,554
Total support costs	11,821	-	11,821
Total charitable expenditure	24,234	6,554	30,788



Thank you

This year has been full of wonderment, and Sunday Assembly is able to live better thanks to its incredible supporters.

We are grateful to Conway Hall for providing a beautiful home for us to fill with song and joy. We would like to thank the Coordination Crew and the many other Volunteers whose hard work and creativity fills our lives with wonderment.

Last, but certainly not least, a huge thank you to those who donate to Sunday Assembly; the people who keep us afloat and believe in our mission. It's with thanks to you that we can support people to live better, help often and wonder more - thank you!

www.sundayassembly.com

The
Faith
& Belief
Forum



Stronger
Starts.

In partnership with



MAGIC
LITTLE GRANTS



SUNDAY ASSEMBLY

England & Wales - Charity number 1162995

Accounts



2021

SUNDAY
ASSEMBLY
LONDON

**Sunday Assembly Annual Report and
Financial Statements for the year
ended 31st December 2021**

A Company Limited by Guarantee | CHARITY REGISTRATION
NUMBER 1162995 | COMPANY REGISTRATION NUMBER 08818905

About Sunday Assembly

Sunday Assembly was established in 2013 as a registered charity and based in London. In 2019, its international network became community groups affiliated with the charity, which meant that the charity was no longer responsible for governing each community group. However, we all continue to bring people together through our motto to live better, help often and wonder more as well as share that one thing we have in common: 'life'.

Sunday Assembly is a volunteer-led secular community. Our volunteers are at the heart of the charity and a true representation of the work done to provide opportunities to all. To help us achieve this, we also have had the support of two paid roles in 2021 - the Producer and Bookkeeper - who are part-time contractors and give so much of their time and energy. **Thank you all.**



Live better: our vision

We strive for everyone to live as fully as possible. Through the events we host and the many community groups and activities - occurring in addition to our bi-monthly events - people are able to connect, build relationships, and share a sense of belonging; all of which we believe are everyone's right to have.

Help often: our mission

Beyond coming together as a community, we extend our activities to supporting other causes and raising awareness of other local movements. Above all, we try to help each other. Covid-19 has meant going above and beyond for our community.

Wonder more: our approach

We provide a platform for inspiring expert speakers, budding poets, and musicians for our community to enjoy. Each bi-monthly event is themed and the choir and band align their performances with that. We aim to bring awareness of interesting topics that provide insight, reliable facts and figures grounded in evidence.



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Welcome from the Board

Thanks for taking the time to read our 2021 Annual Report.

Similar to 2020, 2021 was a challenging year due to Covid restrictions. We're proud that the volunteers and community stuck together and our assemblies kept going online, at a time when people were much in need of connection.

Being able to see each other in person during summer picnics and coming back to Conway Hall in September was a real joy. We're now able to reach even more people through our hybrid assemblies, using technology alongside in-person interaction at Conway Hall, whilst saving recordings of assemblies online so that no-one misses out.

The Board and Coordination Crew worked together throughout the year, creating a volunteer structure and handbook and developing policies to strengthen our governance. We motivated ourselves through the challenging pandemic lockdown days to produce a more comprehensive and engaging annual report (for 2020) and held our first open AGM in June 2021.

Success in securing significant grants, along with our fundraising events, Wilderness festival attendance, and move towards more user-friendly channels for donations have been key in sustaining our Charity. We are in a strong position from which to continue our 2020 growth strategy and look forward to celebrating ten years of Sunday Assembly in 2023.



2021 highlights

10 Jan - Improv your year: Happy new year, and happy 8th birthday to Sunday Assembly! At our first assembly of the year, which was held online via the Zoom meeting platform, we welcomed back our co-founder Pippa Evans as the main speaker. Based on her book “Improv Your Life”, Pippa’s talk explained how the tools used in improv performing can be used to help us interact with others in our daily lives. Sanderson Jones hosted, and it was wonderful for the community to see our two founders together again.



24 Jan -The Words That Move Us: In honour of Burns Night, we celebrated poetry with internationally renowned poet Nick Makoha as our main speaker, and special guests Dd Regalo and poet and community member Robin Lamboll.

7 Feb - The Truth about Mindreading: Performer and scientist Stuart Nolan debunked some of the myths about mindreading, but also revealed some surprising facts about this field of study, including some modern uses.

21 Feb - A Place to Call Home: Rachel Hamilton, who runs the ‘Home From Home’ program at C4WS Homeless Project, finds temporary placements for homeless people who are waiting for permanent housing. We donated half of the money we raised at this assembly to C4WS in an effort to live up to our “Help Often” mission.

21 Mar - We’ve Come A Long, Long Way Together: After the success of the UK-wide mega-assembly we hosted in September 2020, Sunday Assembly Manchester decided to host another one. It was a great opportunity to connect with Assemblers from far and wide and learn what we all have in common.

7 Mar - When Women Move Mountains: In celebration of International Women’s Day, Lee Webster, a women’s rights activist and director at ActionAid, spoke about how real change only happens when women work together to hold governments accountable for protecting their rights.

4 Apr - A Year to Reflect: We commemorated the anniversary of the UK's first lockdown by inviting Leonora Nicholson of Unheard Poetry to take us through one of her "Take a Break" workshops, giving us the time and space to write and reflect on what the past year had been like for each of us, and to think about what community means to us.

2 May - A Helping Hand: Our main speaker was Rich Walker, a member of the Tottenham community who realised he could make a difference by organising the collection and donation of fruit and veg boxes to people in need.

16 May - Leave Better: Jane Morgan, funeral celebrant and director of the Good Funeral Guide, and Sandra Greenyer, end-of-life doula and Death Cafe host, came together in 2019 to launch London's first Coffin Club. They taught us how to confront our fears about death and make practical plans for our own eventual ends.

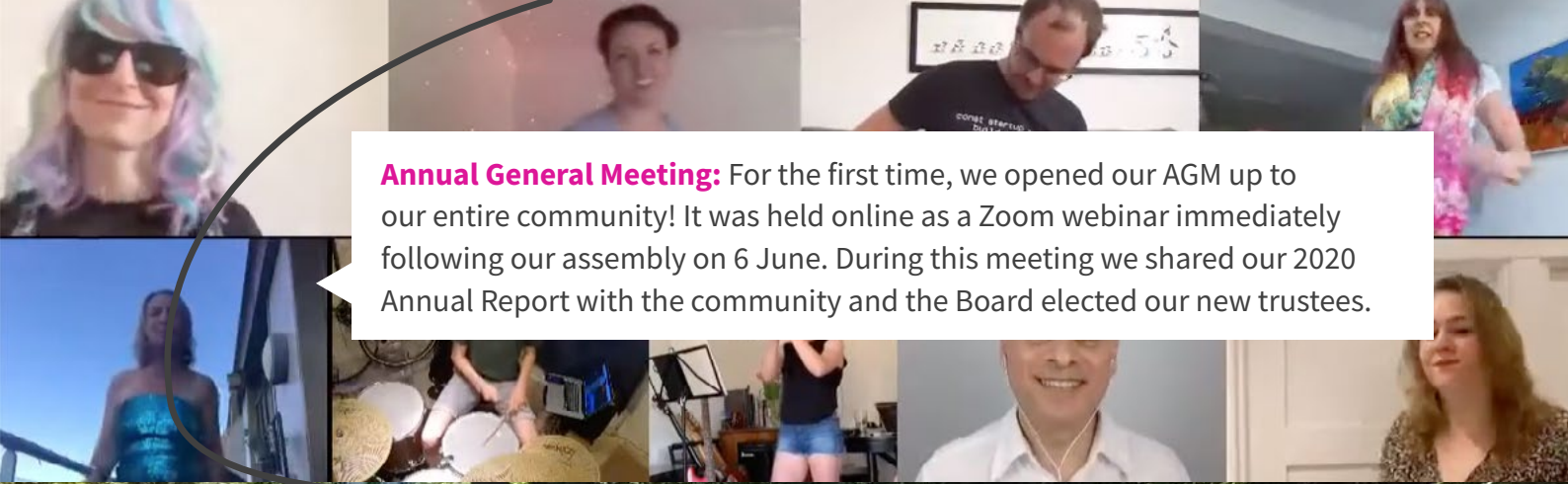
20 Jun - Letting Loose: With restrictions set to loosen in the summer, we decided that this would be our last virtual assembly, knowing that people were excited to finally meet face to face. Our main speaker was Danni Emery from The Insecurity Guards, a lively group of people who go to festivals to help others release their insecurities by writing them down and burning them.

18 Apr - Is There Life on Mars?: In celebration of the NASA rover Perseverance landing on Mars, we invited science rapper Jon Chase to speak and rap about space exploration. Our choir made a lovely music video of the song "Satellite of Love" for this assembly.



30 Apr - 3 May: We participated in the "Captain Tom 100" national fundraising campaign which was launched by the London Marathon and inspired by the fundraising efforts of Captain Tom Moore, who was a true inspiration during the pandemic, raising much-needed funds for the NHS. We hosted 3 events to raise money for Sunday Assembly: a 100-minute dance party featuring DJ Ian Joliet, a 100-mile walk/run, and a 100-minute sing-along led by our choir director Tanya Davies.

6 Jun - Your Opinion Matters: Alastair Lichten, the head of education at the National Secular Society and a member of our community, spoke about why opinion polls are useful but warned about their misuse and suggested ways to improve them. The theme for this assembly was designed to coincide with the opinion-gathering we did at our Annual General Meeting.



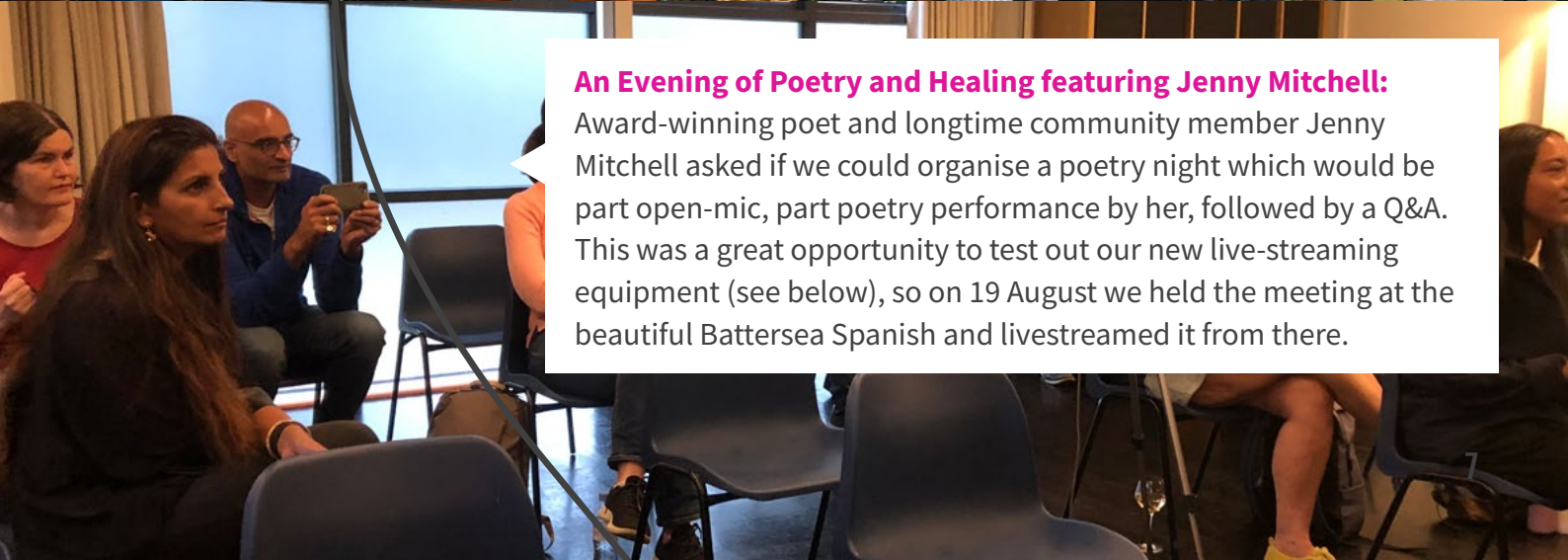
Annual General Meeting: For the first time, we opened our AGM up to our entire community! It was held online as a Zoom webinar immediately following our assembly on 6 June. During this meeting we shared our 2020 Annual Report with the community and the Board elected our new trustees.



From 27 June to 15 August, we organised a series of community picnics that took place every couple of weeks at Lincoln's Inn Fields, a park near our home, Conway Hall. We took precautions by inviting people to scan our QR check-in code on arrival and recommending everyone give space to each other. But aside from that, it felt like our normal pre-pandemic gatherings. These events helped us rekindle our friendships and connections, and get ready for returning to indoor activities.



Wilderness Festival: Six years after our last appearance, we were invited to return to Wilderness Festival from 5-8 August in Oxfordshire! Co-founder of Sunday Assembly Sanderson Jones led two assemblies in the Forum tent and then our band and singers joined him on the Atrium stage for "The Mother of All Weddings" to celebrate all the couples at Wilderness whose wedding plans had been scuppered by the pandemic. Our photographer, Lesley Burdett, took some truly outstanding photos of our events there.



An Evening of Poetry and Healing featuring Jenny Mitchell: Award-winning poet and longtime community member Jenny Mitchell asked if we could organise a poetry night which would be part open-mic, part poetry performance by her, followed by a Q&A. This was a great opportunity to test out our new live-streaming equipment (see below), so on 19 August we held the meeting at the beautiful Battersea Spanish and livestreamed it from there.

► Return to Conway Hall

In anticipation of our return to in-person assemblies at Conway Hall, we brought together a small team consisting of trustees and Coordination Crew members to make plans for our return. This included a marketing and advertising campaign online and at Wilderness.

We also realised that if we wanted our in-person assemblies to be truly inclusive, we would need to find a way to enable the participation of all the community members we have welcomed to our virtual assemblies who are unable to attend in person, either due to distance or disability. Using our National Lottery Community Fund grant, we purchased the equipment we would need to be able to livestream our events.

For the Sunday events we stream directly to YouTube, allowing online viewers to interact using their live chat feature. Following the events we host “Post-Assembly Zoom Chats” which are moderated; participants have the chance to chat, connect and even discuss their experience, just as we do with our in-person tea time.



Click here to watch the 7 assemblies we live-streamed in 2021

5 Sep - We're Back!: We welcomed everyone back to Conway Hall with our annual Pride-themed assembly, featuring comedian and spokesperson for the LGBTQ+ community Rosie Wilby. She talked about her new book “The Breakup Monologues”, which was based on her podcast of the same name.

3 Oct - Why Your Memories Are Wrong: Cognitive psychologist Professor Kimberley Wade taught us about the phenomenon of ‘false memories’, explaining how it happens and why it’s sometimes good for us.

19 Sep - We're All Valued Equally: Our main speaker, Bernice Hardie, founded WAVE for Change as a way to bring together differently abled people in friendship and community. Her talk was deeply heartfelt and relevant to the work we do. The assembly also included a signed poetry performance (with audience participation!) by poet Abe Gibson and Bernice’s daughter, Jess.



Keeping it Reel: A Sunday Assembly London

Ceilidh: For our first in-person fundraising event of the year, we felt we should have a proper knees-up! On the night of 8 October, over 80 people filled the dance floor at Conway Hall as the brilliant Reeling Icenis played and called the ceilidh dances. It was a blast and everyone enjoyed being back together again.

17 Oct - The Rhythm of Life is a Powerful Beat:

Ollie Tunmer, percussionist and founder of Beat Goes On gave us a demonstration of one of his workshops. Everyone loved participating in learning about our innate sense of rhythm.

7 Nov - Breaking Free: Debbie Sadler of the charity Unlock explained how difficult it is for people with criminal records to get jobs and find housing, among other roadblocks, due to flawed laws and discrimination. We donated 50% of the funds we raised at this assembly to Unlock.

21 Nov - The Beauty of Struggle:

Author and productivity coach Grace Marshall spoke about the good that can come from struggles, and how it can be leveraged to create opportunities. We also had a member of the community sharing her experience living with disability and how struggles have brought her opportunities.

5 Dec - Open Your Mind: This assembly was curated by our guest host, Mags Houston, who is the event producer for The Psychedelic Society. She invited Tarsilo Onuluk, managing director of the Conservative Drug Policy Reform Group, to talk about the mental and physical health benefits of psychedelic substances such as psilocybin.

...and then COVID reared its ugly head again.

► **Omicron and on and on**

Just when we thought we were finally out of the woods, December gifted us a new, highly contagious variant of the virus. As volunteers fell ill it became clear that we would need to cancel our last two events of the year: our second assembly of the month, and Yule Rock - a Christmas pop music sing-along concert which is our biggest annual fundraiser.

All of our volunteers felt so proud of what they had accomplished by transitioning out of the pandemic during 2021, but it took an enormous amount of effort. In the end, we accepted that Omicron had actually granted us a much-needed break to recharge our batteries for 2022.

Community impact

► Community meetings

From January to April we held four monthly “Chat, Check in, and Catch up” meetings on Zoom, where we discussed Sunday Assembly’s plans for the future and got feedback from the community. It was also a space for people to casually meet and chat. As the world began to open up in the spring, we decided to end the online meetings to make room for our in-person picnics.

Trustee and Fundraising Hub Lead Annie Perez led a community meeting on 16 July to bring people together to discuss fundraising and co-create a new strategy that would help increase fundraising efforts within the community itself.

► Band and choir volunteering

Our choir met online weekly from the start of the year through mid-June. This was a great way for community members to stay connected and have fun. They had a break over the summer to make the transition to our in-person assemblies. From the end of August, they had a combination of in-person and online rehearsals.

The band continued to make music videos for our virtual assemblies during the first half of the year, but these were extremely labour-intensive and time-consuming, so they were overjoyed to be able to return to the rehearsal studios to learn songs together and play them live from September onward.

► Other Interest Groups

Tea and TED: When community member Liz Wilson came up with the idea in May to run a monthly online meetup called “Tea and TED” the timing couldn’t have been better. We had recently ended our monthly online meetings, but worried that some people might miss it. At Tea and TED meetings, community members watch a TED talk together and then discuss it afterwards. The first meeting was held in June and continued to run monthly for the rest of the year, for a total of 7 meetings.

Article Club: Led by trustee Alistair Baker, the Article Club agrees in advance which two articles they’ll read and then discusses them at the meeting. They met online 6 times between January and August and had 1 in-person meeting in October.

Board Games Club: Led by community member Mitsky Shah, this club met online 17 times and in person 8 times, not including the times they brought board games to the community picnics!

Walking Group: Led by community members Julia Galliers and Carole Maddern, this group did 3 walks in 2021: London Loop Section 2, London Loop Section 1, and Wimbledon Common.

Paving the way forward

We have recognised for some time the need to diversify our audience and how we operate to be more inclusive and accessible. In doing so, we applied for a grant to train volunteers, implement best practice, and improve our website. In November 2020, we were awarded £7,000 to put this plan into action in 2021.

We successfully recruited three consultants and had our first planning meeting with Alison Austin (digital specialist), Amy McAllister (diversity specialist), and Jenni Elbourne (accessibility specialist) in February 2021. Amy and Jenni ran a “Diversity, Inclusion, and Access” workshop on 29 April for the Board and Coordination Crew to learn what we already do well and how we can improve our events. In May, Jenni delivered three key documents alongside training materials. She audited how accessible Sunday Assembly is, created a training module called “Access at Sunday Assembly” and provided our Front of House team with a much needed Guide.



Also in May, Amy updated the Volunteer Handbook we hand out to new volunteers so it would be compliant with the rest of the work the EDI Team has produced.

In November, Alison ran a workshop with the Website Team to show us all the ways we can easily update our website to make it more accessible and user-friendly. Alison conducted a thorough audit of our website and provided a guidance document “Creating Accessible Content” which the website team has gone on to use in their plan to update the website. Furthermore, we now have a revamped accessibility statement.

► Two teams, one vision

In an effort to align the processes of the Board of Trustees and the Coordination Crew, we decided at the end of 2020 to meet quarterly to discuss plans and flag potential or existing problems. In 2021 we had 3 meetings in March, May, and July. We were unable to hold one at the end of the year due to schedule conflicts, but made plans to schedule all of our 2022 meetings at the start of the year to prevent this problem from coming up again.

► Growing our community

It has been tough to grow the community and we expect to be leading a piece in 2022 which bridges the strategy implemented pre-covid with one that reflects a new world and environment. It is without doubt that Covid-19 has stifled our plans to grow, however, the community has grown in other ways which are of equal importance.

The talent across our community has surfaced and connected people in so many ways during what has been an exceptional year; a year of loneliness, isolation and disconnection. Nevertheless, with the hard work of our community, our motto to live better, help often and wonder more has shone through. From people sharing new ideas of how to keep our activities lively to people reaching out to fellow community members who were alone... there have been so many wonderful ways this charity has come together and grown in spirit.

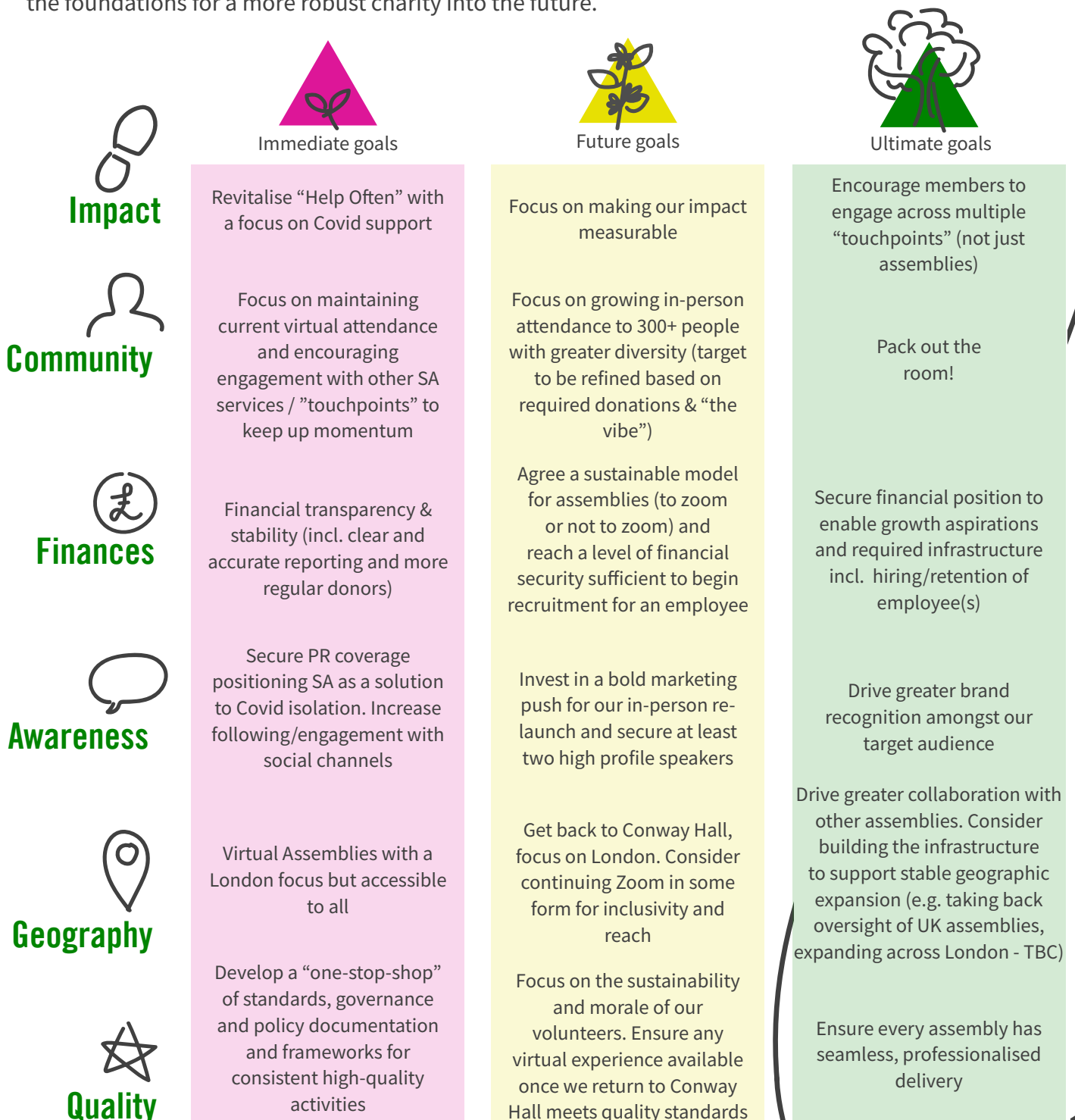


► Our objectives

The global pandemic left no organisation unaffected by how unpredictable the virus was. For Sunday Assembly, we knew working close with our community, volunteers and close partners would give us the best possible chance, but we still foresaw struggles ahead in being able to fulfil our objectives outlined in our 2020 3-year strategy.

Nevertheless, our community's energy and attitude continues to support this charity and together we have lifted morale. Despite the strategy not progressing in the way we had hoped, we continue to be determined to find ways to sustain our future.

The lessons we continue to learn have contributed to deeper conversations with the community about our identity, purpose and goals. All of which strengthen people's affinity to Sunday Assembly and lay the foundations for a more robust charity into the future.



The power of giving and receiving donations

Sunday Assembly relies heavily on the generosity of its community members whereby in-person events bring us the most successful fundraising opportunities. We had to find ways to continue the purpose of the charity and save it. This meant alleviating the community from the financial pressures and instead reaching out to grant providers and Corporate Social Responsibility initiatives. This section of 2021's Annual Report will share with you how we achieved that, living by our own values to Live Better, Help Often, Wonder More.

Fundraised income from our community and events have been the lowest we've ever raised. Therefore, we needed to focus on harnessing Sunday Assembly's energy and values to secure, and best utilise, significant grant funding from the National Lottery Community Fund. In addition to last year's £7,000 to become a more accessible community, this year we successfully received £10,000 to cover our venue costs for 2022 to safeguard our events for next year. We are also proud to say that Sunday Assembly received the London Faith and Community Award for making a difference in local communities in response to Covid-19 alongside a £500 gift. This is a testament to the incredible work of our volunteers as well as our community who continue to give Sunday Assembly meaning and purpose. Thank you.

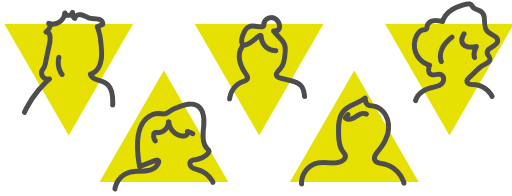
We leveraged the time we had during 2021 to look deeper into the needs of our community and continued to focus on strengthening our infrastructure so that we could actively learn from our mistakes and support the charity to become more sustainable. We did this by creating a more robust volunteer infrastructure using the £1,692 that we generated through the Aviva Community Fund as well as spending the £7,000 awarded to us in November 2020 by the National Lottery Community Fund to centre diversity, inclusion, and equality in the ways we work and come together.

Understandably, people's confidence to attend in-person events proved challenging and this impacted our ability to fundraise effectively. However, our community did what they could to support us as did sponsors, like Culture Trip, and highly dedicated community members who absorbed costs to further protect our charity. This meant that when we got involved in the Captain Tom 100 Challenge - which led our community to get active during May; walking for miles, singing their hearts out, and dancing! - we raised £479.49. In October, when we took a leap of faith and did an in-person Ceilidh event we raised over £440 and experienced attendees embracing the moment which filled us with huge joy! And even though our signature event Yule Rock was swept from beneath us at the end of the year, our community stood behind us. With so few claiming their refund, it actually meant that we secured £2,315. Of course, their tickets will be honoured for a ticketed event next year - but what an amazing community!

► How our community comes together

Supporters: Financial support from our community was once so lucrative that we could confidently depend on it for all Sunday Assembly activities. However, we're simply not seeing the same level of support and Covid has made that even harder. This year, our community's support fell by another 60% in comparison to 2020.





Attendees: Our audience is integral to the success of Sunday Assembly and we have come to recognise that adopting a hybrid approach to our events and activities will help Sunday Assembly to sustain itself. This has influenced the way we gather feedback and hold community meetings. We are adopting approaches that don't only centre our audiences but equally ensure their voices are heard and co-create how Sunday Assembly evolves for years to come.



Partnerships and sponsors: We have worked closely with our Trustees to leverage their connections and networks to best support Sunday Assembly and sustain the community. In doing so, Sunday Assembly has not needed to absorb costs and the community's donations have been spent more on the charity delivering its work than on administration and marketing costs.

► The future can be brighter

A brighter future is most certainly on the horizon and our main challenges are:

- staying focused, determined yet realistic
- sustaining our volunteers' interest
- increasing income and volunteer capacity

It is only our community that determines how bright our future can be, which is why we go to great lengths to ensure that our governance, strategies and shaping our future are co-created through community-centred workshops. In working together, we hope that whatever change is necessary we'll be more resilient and stronger for having done it together.

Due to our recent successes in being awarded grants, in addition to our community believing Sunday Assembly makes a difference to their lives, grant providers are equally recognising the impact we have on the community. During another year of hardship, we continue to successfully diversify how we generate our income to continue our purpose and we're truly humbled by this.

Thank you to everyone who supports Sunday Assembly - it makes all the difference!

Funders: Our financial stability has mostly been secured by the generosity of funders who are going to extraordinary lengths to ensure charities, particularly those that are community based, are supported through these hard times.



Volunteers: Volunteers play a critical role in our work and activities at Sunday Assembly - without them we wouldn't be able to do what we do. Investing in their learning, development and growth is key and our way of

valuing their contribution. We have achieved this by involving them in Board Meetings, Quarterly Meetings and wider strategic meetings which span across governance, policy development and best practice.

Leaders of volunteer groups are now equipped with documents to support volunteers to make our charity more accessible, diverse and inclusive. We have also invested in innovative technology and programmes so volunteers were equipped to pioneer our hybrid events.

Corporate directory

► Legal and administrative information

Charity number	1162995
Company registration number	08818905
Date of incorporation	18 December 2013
Start of financial year	1 January 2021
End of financial year	31 December 2021
Directors at 31 December 2021	Ms J Booth (appointed Feb 2018, appointed Chair June 2020) Mr A Baker (Treasurer, appointed April 2020) Ms A Perez (Secretary, appointed May 2019) Ms K Glover (appointed June 2021) Mr A Newton (appointed June 2018) Mr A Scott Taggart (appointed April 2020) Mr J Herbert (appointed June 2019, resigned May 2021) Ms F Tulley (appointed June 2019, resigned June 2021) Ms L Chisholm (appointed June 2020, resigned May 2021) Ms C Townsend (appointed June 2021, resigned December 2021)
Governing document	Memorandum & Articles of Association Dated 18 December 2013
Objects	To provide or assist in the provision of facilities in the interests of social welfare for recreation or other leisure time occupation for the public at large, with the object of improving the condition of life of all who use such facilities, in particular but without limitation by providing facilities for people to meet and associate on a Sunday, without distinction of sex, sexual orientation, race or of political, religious or other opinions.



► Independent examiner

Oluyinka Afolayan CPFA

Independent Examiner
22 Redpoll Way
Erith
Kent
DA18 4BY

► Bankers

Metro Bank

One Southampton Row
London
WC1B 5HA

Co-operative Bank

1 Islington High Street
London
N1 9TR

► Secretary

Annette Perez

Conway Hall
Red Lion Square
London
WC1R 4RL

Email: trustees@sundayassembly.com

Independent Examiner's report

Report of the Independent Examiner to the Directors of the charitable company on the accounts for the year ended 31 December 2021

I report to the Directors on my examination of the financial statements of the charitable company on pages 18 to 23 for the year ended 31 December 2021 which have been prepared in accordance with the Charities Act 2011 (the Act) and with the Financial Reporting Standard 102, (effective 1st January 2016) as modified by FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1st January 2019), (The SORP), published by the Charity Commission in England & Wales (CCEW), and under the historical cost convention and the accounting policies set out on page 19.

Respective responsibilities of the Directors and the Independent Examiner and the basis of the report

As described on page 16, you, the charitable company's Directors, who are also the Directors of the Company for the purposes of Company law, are responsible for the preparation of the financial statements in accordance with the Companies Act 2006, the Charities Act 2011 and all other applicable law and with United Kingdom Generally Accepted Accounting Practice, applicable to smaller entities, and for being satisfied that the financial statements give a true and fair view.

The Directors consider that the audit requirement of Section 144(1) of the Charities Act 2011 (the Act) does not apply, and that there is no requirement in the memorandum and articles of the charity for the conducting of an audit, and that the accounts do not require an audit in accordance with Part 16 of the Companies Act 2006 and that no member or members have requested an audit pursuant to Section 476 of the Companies Act 2006. As a consequence, the Directors have elected that the financial statements be subject to independent examination.

Having satisfied myself that the financial statements are not required to be audited under any legal provision, or otherwise, and are eligible for independent examination, it is my responsibility to:

- a.** examine the financial statements of the charity under Section 145 of the Act;
- b.** follow the applicable procedures in the Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Basis of Independent Examiner's Statement and scope of work undertaken

I report in respect of my examination of the charity's financial statements carried out under s145 of the Act. In carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act setting out the duties of an independent examiner in relation to the conducting of an independent examination. An independent examination includes a review of the accounting records kept by the charitable company and of the accounting systems employed by the charitable company and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you, as Directors, concerning such matters. The purpose of the examination is to establish as far as possible that there have been no breaches of charity legislation and that, on a test basis of evidence relevant to the amounts and disclosures made, the financial statements comply with the SORP.

The procedures undertaken do not provide all the evidence that would be required in an audit, and information supplied by the Directors in the course of the examination is not subjected to audit tests or enquiries and does not cover all the matters that an auditor would consider in arriving at an opinion. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide.

Consequently, I do not express an audit opinion on the view given by the financial statements, and in particular, I express no opinion as to whether the financial statements give a true and fair view of the affairs of the charity, and my report is limited to the matters set out in the statement below.

I planned and performed my examination so as to satisfy myself that the objectives of the independent examination are achieved and before finalising the report I obtained written assurances from the Directors of all material matters.

Independent Examiner's Statement, Report and Opinion

Subject to the limitations upon the scope of my work as detailed above, I have completed my examination and can confirm that:

- ▶ The accounts of this charitable company are not required to be audited under Part 16 of the Companies Act 2006;
- ▶ This is a report in respect of an examination carried out under Section 145 of the Act and in accordance with directions given by the Charity Commission under Section 145(5)(b) of the Act which may be applicable; and that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:
 - ▶ accounting records were not kept in respect of the charity as required by

Section 386 of the Companies Act 2006 and Section 130 of The Charities Act 2011;

- ▶ the financial statements do not accord with those records; or
- ▶ the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in Section 396 of the Companies Act 2006 other than any requirement that the accounts give a ‘true and fair’ view, which is not a matter considered as part of an independent examination;
- ▶ have not been prepared in accordance with the methods and principles set out in the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Oluyinka Afolayan CPFA

This report was signed on 10 October 2022

Statement of financial activities

Statement of Financial Activities (including the Income and Expenditure Account for the year ended 31 December 2021, as required by the Companies Act 2006)

	Current year Unrestricted Funds 2021 £	Current year Restricted Funds 2021 £	Current year Total Funds 2021 £	Prior year Total Funds 2020 £
Income & endowments				
Donations & legacies	17,681	11,692	29,373	32,168
Charitable activities	7,275	-	7,275	1,444
Other trading activities	270	-	270	-
Total income	25,226	11,692	36,918	33,612
Expenditure				
Charitable activities	24,234	6,554	30,788	22,589
Total expenditure	24,234	6,554	30,788	22,589
Net funds brought forward				
Net income for the year	992	5,138	6,130	11,023
Net income after transfers	992	5,138	6,130	11,023
Net movement in funds	992	5,138	6,130	11,023
Reconciliation of funds:-				
Total funds brought forward	30,300	7,000	37,300	26,277
Total funds carried forward	31,292	12,138	43,430	37,300

Resources applied in the year ended 31 December 2021 towards fixed assets for Charity use

	2021 £	2020 £
Funds generated in the year as detailed in the SOFA	6,130	11,023
Net resources available to fund charitable activities	6,130	11,023

Movements in revenue and capital funds for the year ended 31 December 2021

Total revenue funds

	Unrestricted Funds 2021	Restricted Funds 2021	Total Funds 2021	Last year Total Funds 2020
	£	£	£	£
Funds brought forward	30,300	7,000	37,300	26,277
Recognised gains and losses (before transfers)	992	5,138	6,130	11,023
Closing revenue funds	31,292	12,138	43,430	37,300

Breakdown of Income and Expenditure for year ending 31 December 2021

	2021	2020
	£	£
Income		
Fundraised income	34,081	30,527
Gift Aid	2,837	3,085
Gross income in the year before exceptional items	36,918	33,612
Gross income in the year including exceptional items	36,918	33,612
Expenditure		
Charitable expenditure, excluding depreciation and amortisation	30,788	22,589
Total expenditure in the year	30,788	22,589
Net income before tax	6,130	11,023
Net income after tax	6,130	11,023
Retained surplus	6,130	11,023

All activities derive from continuing operations.

In accordance with the provisions of the Companies Act 2006, the headings and subheadings used in the Income and Expenditure account have been adapted to reflect the special nature of the charity's activities.

Sunday Assembly - Balance Sheet as at 31 December 2021

	Notes	2021 £	2020 £
Current assets			
Debtors	7	77	997
Cash at bank and in hand		44,020	37,367
Total current assets		44,097	38,364
Creditors: amounts falling due within one year	8	(667)	(1,064)
The total net assets of the charity		43,430	37,300
Restricted and unrestricted funds to the charity			
Restricted revenue funds	12	12,138	7,000
Unrestricted revenue funds	12	31,292	30,300
Total charity funds		43,430	37,300

The Trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

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

The charity is subject to Independent Examination under charity legislation, and the report of the Independent Examiner is from page 21 to 23.

The financial statements have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006, applicable to companies subject to the small companies regime.



Jessica Booth

Director

Approved by the Board of Trustees on 10 October 2022

The notes attached on pages 24 to 33 form an integral part of these accounts.

Notes to the Accounts for the year ended 31 December 2021

1. Accounting policies

Policies relating to the production of the accounts

Basis of preparation and accounting convention

The accounts have been prepared on the accruals basis, under the historical cost convention, and in accordance with the Financial Reporting Standard 102, (effective 1 January 2016) and FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP), published by the Charity Commission in England & Wales (CCEW), effective January 2016, and in accordance with all applicable law in the charity's jurisdiction of registration, except that the charity has prepared the financial statements in accordance with the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP), in preference to the previous SORP, the SORP 2005, which has been withdrawn, notwithstanding the fact that the extant statutory regulations, the Charities (Accounts and Reports) Regulations 2008 refer explicitly to the SORP 2005. This has been done to accord with current best practice.

Going concern

Preparation of the accounts is on a going concern basis. The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

Risks and future assumptions

The charity is a public benefit entity.

The Directors actively review the major risks which the charity faces on a regular basis and believe that maintaining the free reserves stated combined with the annual review of the controls over key financial systems carried out on an annual basis will provide sufficient resources in the event of adverse conditions. The Directors have also examined other operational and business risks which they face and confirm that they have established systems to mitigate the significant risks.

Recognition of liabilities and expenditure

A liability, and the related expenditure, is recognised when a legal or constructive obligation exists as a result of a past event, and when it is more likely than not that a transfer of economic benefits will be

required in settlement, and when the amount of the obligation can be measured or reliably estimated.

Liabilities arising from future funding commitments and constructive obligations, including performance related grants, where the timing or the amount of the future expenditure required to settle the obligation are uncertain, give rise to a provision in the accounts, which is reviewed at the accounting year end. The provision is increased to reflect any increases in liabilities, and is decreased by the utilisation of any provision within the period, and reversed if any provision is no longer required. These movements are charged or credited to the respective funds and activities to which the provision relates.

Volunteers

In accordance with the SORP, and in recognition of the difficulties in placing a monetary value on the contribution from volunteers, the contribution of volunteers is not included within the income of the charity.

However, the Trustees value the significant contribution made to the activities of the charity by unpaid volunteers and this is described more fully in Note 4.

Fixed assets

The Charity held no fixed assets during this or the previous financial year.

Debtors

Debtors are measured at their recoverable amounts at the balance sheet date.

Financial instruments including cash and bank balances

Cash held by the charity is included at the amount actually held and counted at the year end. Bank balances, whether in credit or overdrawn, are shown at the amounts properly reconciled to the bank statements.

Pensions - defined benefit schemes

Due to Sunday Assembly not having any employees this is not something which the charity is required to have in place.

Fund accounting

Unrestricted funds are available for use at the discretion of the Directors in furtherance of the general objectives of the charity. There are no endowment funds.

2. Liability to taxation

The charity is exempt from tax on its charitable activities.

3. Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

4. The contribution of volunteers

Sunday Assembly London continues to be a volunteer-led organisation. Its reliance on volunteers is at the heart of the charity and a true representation of the work done to fulfill its mission and provide opportunities for all. Outside of this, the running of Sunday Assembly is managed by two volunteer teams:

- ▶ **Board of Trustees (Directors)** - who have accountability for setting Sunday Assembly's strategic direction and ensuring it fulfils its charitable purpose and legal and compliance obligations.
- ▶ **Co-ordination Crew** - a team of dedicated volunteers who lead volunteer teams and hold great insight into what's happening to support Sunday Assembly. These teams include Front of House, Communications, Production, Fundraising, Interest Groups, Band and Choir plus many more. The Coordination Crew meet twice a month to discuss past and upcoming events.

The two volunteer teams work independently of each other but they also come together on a regular basis. For Board Meetings, the Producer and Coordination Crew Lead attend meetings and have a standing agenda item. Furthermore, there are quarterly meetings where Board Members and the Coordination Crew Members come together to discuss, co-create and agree plans as appropriate.

5. Staff costs and emoluments

Sunday Assembly has not had staff members since 2019. The charity operates with a Producer who is a contractor and paid on a monthly basis. In 2021, we ended our contract with our Bookkeeper and sought the skills via REACH Volunteering which has enabled us to now have a Bookkeeper on a pro-bono basis.

6. Remuneration and payments to trustees and persons connected with them

Neither the trustees nor any persons connected with Sunday Assembly have received any remuneration from the charity or any related entity, either in the current or prior year. Equally, as there are no employees, no one received emoluments (excluding pension costs) in excess of £60,000 per annum.

7. Debtors

	2021	2020
	£	£
Total debtors	77	997

8. Creditors: amounts falling due within one year

	2021	2020
	£	£
Total creditors	667	1,064

9. Income and expenditure account summary

	2021	2020
	£	£
At 1 January	37,300	26,277
Surplus after tax for the year	6,130	11,023
At 31 December	43,430	37,300

10. No related party transactions

No payments were made to Trustees or any persons connected with them during this financial period. No other transaction took place between the charity and a trustee or any person connected with them.

11. Particulars of how categories of funds are represented by assets and liabilities

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
At 31 December 2021			
Current assets	31,959	12,138	44,097
Current liabilities	(667)	-	(667)
	31,292	12,138	43,430
At 1 January 2021			
Current assets	31,364	7,000	38,364
Current liabilities	(1,064)	-	(1,064)
	30,300	7,000	37,300

12. Change in total funds over the year

	Funds brought forward from 2020	Movement in funds in 2021	Funds carried forward to 2022
	£	£	£
Unrestricted funds			
Unrestricted revenue funds	30,300	992	31,292
Restricted funds			
National Lottery Grant (<i>improving EDI</i>)	7,000	(5,055)	1,945
National Lottery Grant (<i>2022 venue cost</i>)		10,000	10,000
Aviva Community Fund	-	1,692	193
Total unrestricted funds			31,292
Total restricted funds			12,138
Total charity funds			43,430

13. Analysis of movements in funds during 2021

	Income 2021	Expenditure 2021	Other gains and losses 2021	Movement in funds 2021
	£	£	£	£
Unrestricted funds				
Unrestricted revenue funds	25,226		-	
Designated unrestricted funds				
Expenditure		(24,234)		
Total unrestricted funds				992
Restricted funds				
National Lottery Grant (<i>2022 venue cost</i>)	10,000			
Aviva Community Fund	1,692			
Designated restricted funds				
Grant expenditure		(6,554)		
Total restricted funds				5,138
Total charity funds	36,918	(30,788)		6,130

14. The purposes for which the funds are used

Unrestricted and designated funds

One of the main uses for Sunday Assembly's unrestricted income is to put events on which aim to bring people together, to connect and make lasting relationships that eliminates loneliness and social isolation. We use our motto to live better, help often and wonder more to influence, inspire and excite our audience. All events, aside from our fundraising events, rely on the generosity of our audience so

that we can continue doing what we do but also continue to build and evolve this charity so that we can reach out to more people.

Restricted funds

Sunday Assembly has been awarded two grants from the National Lottery Community Fund to support the charity on two key projects. Firstly, £7,000 to provide accessible, hybrid events for all people to participate in and engraining equality, diversity, and inclusion principles throughout the charity's work to support its long-term goals to welcome all audiences. Consultants were contracted to establish best practices of accessibility, diversity, and inclusion which the Coordination Crew would implement into its working practice and induct volunteers to imbibe. Second, in 2021, Sunday Assembly secured a grant from the National Lottery Community Fund of £10,000 to ensure that the charity's venue costs post-Covid were mostly covered and alleviate the community and volunteers from the pressure to find the funds. There was an additional fundraising initiative through the Aviva Community Fund which was restricted to work on establishing the Volunteering Infrastructure Strategy which a contractor was appointed to do. This contractor was also responsible for Inducting the Coordination Crew in its implementation so that the work could be carried forward and actioned on an on-going basis.

15. Ultimate controlling party

The charity is under the control of its legal members. Every member of the charity is obliged to contribute such amount as may be required not exceeding £10 to the assets of the company in the event of its being wound up while he or she is a member, or within one year after he or she ceases to be a member.

16. Donations, grants and legacies

	Current year Unrestricted Funds 2021	Current year Restricted Funds 2021	Current year Total Funds 2021	Prior year Total Funds 2020
	£	£	£	£
Donations and gifts from individuals				
Individual donations (< £1,000)	8,154	-	8,154	17,363
Gift Aid	2,837	-	2,837	3,085
Regular giving	4,315	-	4,315	4,720
One-off fundraising events	7,260	-	7,260	7,034
Lates events	-	-	-	1,404
Annual fundraiser (Yule Rock)	2,375	-	2,375	6
Merchandise	15	-	15	35
Other income (to support fundraising activities)	270	-	270	-
Total donations and gifts from individuals	25,226	-	25,226	33,612
Revenue grants				
National Lottery Community Fund (2022 venue cost)	-	10,000	10,000	-
National Lottery Community Fund (improving EDI)	-	-	-	7,000
Aviva Community Fund	-	1,692	1,692	-
Total public sector revenue grants	-	11,692	11,692	7,000

17. Partnerships and philanthropy income

	Notes	Current year Unrestricted Funds 2021	Current year Restricted Funds 2021	Current year Total Funds 2021	Prior year Total Funds 2020
		£	£	£	£
Bank of England	Corporate Gift	350	-	350	-
Corporate Donation	Restricted to Aviva Community Fund	-	150	150	-
Culture Trip	Restricted to Ceilidh event	-	200	200	-
Total partnership and philanthropy income		350	350	700	-

For the first time, Sunday Assembly has gained support from businesses and Corporate Social Responsibility (CSR) schemes. It is really exciting to see the amount of money raised here and we hope to grow interest from more businesses, especially local ones, to support our events and our work.

18. Expenditure on charitable activities

	Current year Unrestricted Funds 2021	Current year Restricted Funds 2021	Current year Total Funds 2021	Prior year Total Funds 2020
	£	£	£	£
Activities and events	2,634	-	2,634	227
Other one-off production expenses	1,529	-	1,529	-
Total direct spending	4,163	-	4,163	227

19. Restricted grant expenditure

		Current year Restricted Funds 2021	Current year Total Funds 2021
		£	£
	Grant		
Contractors restricted to grant			
Anj Caims - Infrastructure	<i>Aviva Community Fund</i>	750	750
Catja Hamilton - Captioning	<i>National Lottery Grant (EDI)</i>	625	625
Jenni Elbome - EDI Consultant	<i>National Lottery Grant (EDI)</i>	750	750
Amy McAllister - EDI Consultant	<i>National Lottery Grant (EDI)</i>	750	750
Alison Austin - EDI Consultant	<i>National Lottery Grant (EDI)</i>	525	525
Total contractors restricted to grant		3,400	3,400
Costs restricted to grant			
Restricted technology costs #1	<i>National Lottery Grant (EDI)</i>	2,405	2,405
Restricted technology costs #2	<i>Aviva Community Fund</i>	749	749
Total costs restricted to grant		3,154	3,154
Total from charitable activities		6,554	6,554

20. Support costs for charitable activities

	Current year Unrestricted Funds 2021 £	Current year Total Funds 2021 £	Prior year Total Funds 2020 £
Volunteer costs			
Volunteer stewardship	368	368	-
Premises expenses			
Conway Hall - venue cost	5,531	5,531	5,919
Conway Hall - storage cost	594	594	-
Supporting costs for activities			
Marketing and communications	1,011	1,011	2,525
Band rehearsal	234	234	-
Choir rehearsal	83	83	-
Front of House expenses	276	276	480
Equipment expenses	-	-	399
Software licenses and platform fees	877	877	-
Liability and contents insurance	251	251	241
Sundry expenses	181	181	844
Total	9,406	9,406	10,408

21. Financial costs

	Current year Unrestricted Funds 2021 £	Current year Total Funds 2021 £	Prior year Total Funds 2020 £
Bookkeeper Contractor	2,340	2,340	3,015
Bookkeeper Expense to HMRC	25	25	-
Legal and auditing fees	-	-	-
Regulator fees	50	50	50
Financial costs			
Bank charges	-	-	639
Total	2,415	2,415	3,704

22. Administrative overheads

The basis of allocation of costs between activities is described under accounting policies.

	Current year Unrestricted Funds 2021	Current year Restricted Funds 2021	Current year Total Funds 2021	Prior year Total Funds 2020
	£	£	£	£
Producer Contractor	8,250	-	8,250	8,250
Total	8,250		8,250	8,250

23. Total charitable expenditure

	Current year Unrestricted Funds 2021	Current year Restricted Funds 2021	Current year Total Funds 2021	Prior year Total Funds 2020
	£	£	£	£
Total expenditure				
Total direct spending	12,413	-	12,413	11,002
Grant expenditure		6,554	6,554	-
Total support costs	11,821	-	11,821	11,587
Total charitable expenditure	24,234	6,554	30,788	22,589

All the expenditure in the prior year was unrestricted.

	Prior year Unrestricted Funds 2020	Prior year Restricted Funds 2020	Prior year Total Funds 2020
	£	£	£
Prior year			
Total direct spending	11,002	-	11,002
Total support costs	11,587	-	11,587
Total charitable expenditure	22,589	-	22,589



Thank you

This year has proven to be yet another challenging year, but Sunday Assembly London has pulled through yet again highlighting the extraordinary lengths taken to keep this community going.

The generosity of our donors, Conway Hall (our venue), Aviva Community Fund and the National Lottery Community Fund have enabled this community to rebuild itself following Covid. As such, we have had the pleasure to work with incredible consultants to propel us forwards and advance our ways of working, particularly in equality, diversity, and inclusion.

Our volunteers continue to be glorious as are our donors. Their combined efforts have undoubtedly helped this charity to survive Covid and make the show go on! Every ounce of energy and pound given goes towards supporting people to live better, help often and wonder more.

www.sundayassembly.com



SUNDAY ASSEMBLY

England & Wales - Charity number 1162995

Accounts



**SUNDAY
ASSEMBLY**

LONDON

Sunday Assembly 2020

**Sunday Assembly Annual Report and Financial Statements
for the year ended 31st December 2020**

A Company Limited by Guarantee | CHARITY REGISTRATION NUMBER 1162995 | COMPANY REGISTRATION NUMBER 08818905

About Sunday Assembly

Sunday Assembly was established in 2013 as a registered charity and based in London. In 2019, its international network became community groups affiliated with the charity, which meant that the charity was no longer responsible for governing each community group. However, we all continue to bring people together through our motto to live better, help often and wonder more as well as share that one thing we have in common: 'life'.

Sunday Assembly is a volunteer-led secular community. Our volunteers are at the heart of the charity and a true representation of the work done to provide opportunities to all. To help us achieve this, we also have the support of two paid roles - the Producer and Bookkeeper - who are part-time contractors and give so much of their time and energy. **Thank you all.**



Live better: our vision

We strive for everyone to live as fully as possible. Through the events we host and the many community groups and activities - occurring in addition to our bi-monthly events - people are able to connect, build relationships, and share a sense of belonging; all of which we believe are everyone's right to have.

Help often: our mission

Beyond coming together as a community, we extend our activities to supporting other causes and raising awareness of other local movements. Above all, we try to help each other. Covid-19 has meant going above and beyond for our community, including volunteers creating a virtual Christmas Day to alleviate social isolation and loneliness at a time when many more people would have been alone.

Wonder more: our approach

We provide a platform for inspiring expert speakers, budding poets, and musicians for our community to enjoy. Each bi-monthly event is themed and the choir and band align their performances with that. We aim to bring awareness of interesting topics that provide insight, reliable facts and figures grounded in evidence.



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Welcome from the Board

Firstly, on behalf of the Board, thank you for taking an interest in reading this report. It represents an extraordinary year for Sunday Assembly and highlights accomplishments which we are proud to present.

With the arrival of the Covid-19 pandemic and the UK being put into lockdown in March 2020, our Organising Team worked tirelessly to transition over to fully virtual assemblies that commenced from 5 April, with 17 more held by the end of 2020.

In a year where community and connection were more critical than ever, we turned what could have been a devastating crisis for a small charity into an opportunity that expanded our reach, explored new mediums, and ultimately connected us with a greater number of people.

Sunday Assembly saw a reduction in expenditure and impressive fundraising efforts which led to the charity being able to strengthen its core functions. The focus of the Board has been on building strong foundations from which to look to the future. Six factors drive the charity's new three-year strategy, these are:



Impact. Have a greater positive impact for our community and the world



Quality. Continually enhance the quality of our services, delivering brilliant community experiences, compliantly and consistently



Community. Optimise the size, diversity and engagement of our community to reach more people, increase the proportion returning again and again for the long term and look after our volunteers



Geography. Consider the right geographic scope of the Sunday Assembly charity



Awareness. Build brand recognition for Sunday Assembly with our target audience



Finances. Grow donations and other income and optimise our costs to ensure a sustainable long-term future and reinvest to make our charity bigger and better

2020 highlights

January

5 Jan - Happy new year, and happy seventh birthday to us!

19 Jan - How community spaces should be redesigned to help integrate the elderly into our daily lives in 'Designed To Care'.

March

1 Mar - Gulwali Passarlay shared his inspiring story with us in our assembly called 'Paying it Forward': he was a child refugee from Afghanistan who made it to the UK against all odds, and now as an adult helps other child refugees.

15 Mar - Our last assembly at Conway Hall during 2020. Daniel Zoran of DeepMind spoke about machine learning and debunked some myths for us.

February

2 Feb - 'Misunderstood Mammals' featuring Michelle Lindson, known as @hyenalady, who explained her love for hyenas.

16 Feb - Margot De Broglie demonstrated that we can communicate with each other in more ways than just words, 'Ways We Connect'. Naturally, as the founder of Secret Sunrise London, she got the whole room up and dancing together.



...and then we went into lockdown.

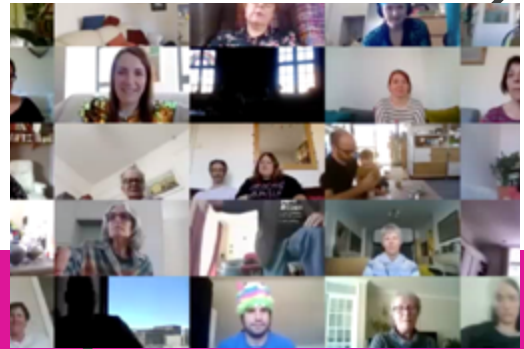
► The impact of Covid

The Organising Team hit the ground running, making plans to take our assemblies online. It was a steep learning curve to bring all of the elements that make an assembly enjoyable in a physical shared space, into a fun and rewarding experience in a virtual space. After a few trials, we signed up for a Zoom account, and began contacting our speakers and poets who were all happy to participate online.



We held seventeen virtual assemblies in 2020 - click here to view them all on YouTube.

Our first virtual assembly was ‘Global Goals’ on 5 April and our main speaker surprised us all. Henry Blanchard co-founded an organisation called Uganda Marathon that combines charity with fitness goals. Memorably, he invited all of the participants in the Zoom meeting to pick another person in the gallery to look at, make eye contact with them for 15 seconds, and wish the very best for them. In that instant, we all realised the potential of this new medium to convey the deep sense of connection and belonging that we have experienced so many times in our gatherings at Conway Hall. The Organising Team knew they had made the right decision to move our assemblies online.



May

3 May - James Sills, the author of ‘Do/ Sing’ and founder of The Sofa Singers, showed us the power of group singing, even when done online, in our assembly ‘Many Voices, One Song’. We also welcomed the return of our community choir!

17 May - A member of our community spoke about mental healthcare at our assembly ‘Cool to Be Kind’ as part of Mental Health Awareness Week.

July

5 July - At our Pride-themed assembly ‘World Wide Pride’, our amazing host, Laura Barker, shared her inspiring stories and experiences. Her talk encouraged powerful conversations and exchanges of other community member’s LGBTQ+ stories and experiences in breakout rooms afterwards, highlighting the essence of what Sunday Assembly is about, and that our events open meaningful conversations.

19 July - We geared up for summer break with a talk from the director of Camp Quest UK at our assembly called ‘Asking Deep Questions’.

April

5 Apr - ‘Global Goals’, our first virtual assembly, with over 300 attendees.

19 Apr - Anna Hughes told us how we could ‘Have More Fun By Flying Less’ in honour of Earth day. And the talented double-bassist and beatboxing champion Bellatrix gave us a live performance.

June

7 June - our main speaker tuned in all the way from Vancouver! The inspiring Jacques Martiquet broke down all the steps needed to make a gathering of people deeply meaningful, memorable, and fun in ‘The Science of Celebration’.

21 June - At our assembly ‘How To Care Intensively’, paediatric neurosurgeon Jay Jayamohan shared his wisdom about what’s really important in those quick, crucial decision-making moments in our lives.

August

Every year we leave the confines of Conway Hall in August and meet up in nearby Lincoln's Inn Fields instead to be in the great outdoors together. This year, despite all the other challenges, we managed to organise our picnics and meet face-to-face for the first time since March. The government restrictions had lifted enough for us to gather in socially-distanced, small groups in an outdoor space, in line with the government's contact tracing program and a risk assessment. We held picnics as planned on 2 and 16 August, and they were such a huge success that we added a third date on 31 August.

September

October

4 Oct - In 'A Whole New World: Lessons We Learn From Musical Theatre', Ray Rackham of piano bar Overtures proved that musical theatre can be for everyone!

18 Oct - Dr Nikki Ramskill, 'The Female Money Doctor' taught us 'Why Money Matters' and how to start tackling our personal issues surrounding money.

December

6 Dec - 'Everything is Awesome' according to The Lego Movie. We celebrated all things Lego as author Abbie Headon explained some of the ways playing with toys like Lego can improve our wellbeing as a mindfulness practice.

19 Dec - We upped the ante from our UK-wide assembly by having a planet-wide event! 'Yule Lockdown Rockdown' was co-produced by Sunday Assembly London and Sunday Assembly Nashville and featured contributions from eleven different assemblies from around the world.

20 Dec - We held our final assembly of the year, 'Hail Santa'. Instead of a featured speaker or poet, we invited members of our community to sing some of their favourite holiday songs and tell some of their own stories.

6 Sept - After our August break, we returned with lecturer Lindsay Jordan's insightful talk about whether we should 'Sit on the Fence or Take a Stand'.

20 Sept - We joined forces with six other assemblies across the UK to create the first ever Mega Assembly! It was called 'All Together Now' and it was a huge success. We made plans to do another mega assembly in six months.

November

1 Nov - We acknowledged October's Black History Month with Dr Nadena Doharty's powerful talk about how to improve the way history is taught in our schools in our assembly, 'The Miseducation of Britain'.

15 Nov - Author of the fitness manual 'The Cell Workout' L J Flanders told us his personal story of how writing helped him get through his darkest days in our assembly 'The Power of the Pen'. Another former prisoner, David Breakspear, recited poetry.

Community impact

Community meetings

Community meetings occur monthly and an opportunity for people to share feedback on Sunday Assembly events as well as any new ideas. Over time, these meetings were not what the community needed, rather it was essential to use this time to check in with each other and provide peer support to prevent isolation and depression. We soon changed the name to 'Chat, Check In, Catch Up' to indicate a more casual format.

Live Better groups

Towards the end of 2020, two community members, trained in delivering holistic support, began hosting a monthly meetup under the name Live Better. Although these were different to the original Live Better groups, these groups served a purpose which was to continue providing much needed peer support during an extraordinary time.

Band and choir volunteering

Music and singing are known to benefit us all and are at the heart of Sunday Assembly. Even during a pandemic, our band and choir have impressively embraced all the challenges faced from doing online rehearsals and persevered. Both have been in full swing and included the production of videos too. This has really been at the crux of what people enjoy about our events.



**Click here
to watch our
music videos
on YouTube**

Other interest groups

In addition to our assemblies, we have many interest groups that people can join. They provide people with a space to pursue what they enjoy or try something new. During the pandemic many of these groups were still able to continue, including:

The Walking Group organised monthly walks when permitted.



The Board Games Group held 34 'lockdown sessions' online.



Article Club hosted six online meetings.



We also share other people's events which bring people together and imbibe our values, including:

The Lively Poets Society was created in March.



Social Distancing Dance Party (SDDP) became a sensational hit and continues twice-weekly.





Skills building

Sunday Assembly plays a key role in developing our volunteers' skills. We encourage people to bring their existing expertise, knowledge and skills to support others in their learning and we saw astounding results during 2020.

- ▶ With a new structure in place, eight people took on leadership roles in areas of their expertise, and some also learnt new skills. They have played an integral part in upskilling volunteers to continue their work.
- ▶ Teams have built stronger relationships and collaborated with the wider community to develop strategies and action plans that have meant people learning more about charity governance and the strategic objectives of the charity.
- ▶ A team of three volunteers, including an experienced graphic designer, updated the charity's brand guidelines, which had not been reviewed since 2014. The main goals were to improve both accessibility and brand recognition.
- ▶ The website and communications teams have brought Sunday Assembly into the 21st century; with many things shifting online, there was a need to scope what was available for us to use within the limited resources and capacity we had. This led to the launch of an online, ethical merchandise shop.
- ▶ Many skills have been learned and shared to improve the sound and video quality for our music which brings a unique element to experiencing our assemblies.
- ▶ Sunday Assembly played a key role in helping our creative designer to build her portfolio, which has enabled her to become a freelancer. She also mentored and upskilled volunteers to make videos and still images for future events.
- ▶ The Music Team put these skills to use to ensure that our song covers would comply with YouTube's regulations; we now have an incredible archive of elaborate music videos that have been performed for our assemblies.

Paving the way forward

► Two teams, one vision

In our 2019 Annual Report we detailed the evolution of our 'Labs' work, which experimented with different ways our events could work and developed feedback mechanisms to improve our offering. After a year of implementation, Labs changed its name to the Organising Team in early 2020.

Following the appointment of a new Chair, the Board had its first (virtual) away day where Trustees agreed to have a rolling vice-chair role to reflect the Board's capacity. The Board also identified key strengths to create formalised roles. Each trustee uses their areas of expertise to strengthen the pillars of Sunday Assembly.

In July 2020, the Board began a consultative period to bring together Sunday Assembly's first ever three-year strategy. Despite the extended lockdowns, which prohibited us from coming together, our strategy is proving to be robust and well-measured. Its ambitious nature is dedicated to strengthening the charity's core and infrastructure, focusing on building capacity to prepare for growth.



► Growing our community

The Board of Trustees has this year focused on strengthening the core of the charity's functions such as its infrastructure to support volunteer management and establish opportunities for much needed growth and development.

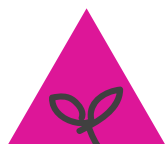
Sunday Assembly's three-year organisational strategy prioritises key initiatives that aims to lead to the growth and development of our community and the charity. Mindful of the pandemic at the time of implementation, priorities include: being more data-driven, establishing a fundraising strategy, building more strategic partnerships and finding alternative ways to sustain consistent and professional support without overburdening our volunteers.

► Our objectives



2019

Last year we focused on creating stable and fertile foundations for growth



2020/21

This year we are nurturing our existing community in tough times, and planting the seeds of future growth



2021/22

Next year we will focus on growing a strong and sustainable core



2022/23

In the future we will strengthen our infrastructure, explore opportunities to expand the reach and breadth of services we offer with truly professionalised, seamless delivery



Impact

Revitalise “Help Often” with a focus on Covid support

Focus on maintaining current virtual attendance and encouraging engagement with other SA services / ”touchpoints” to keep up momentum

Focus on making our impact measurable

Focus on growing in-person attendance to 300+ people with greater diversity (target to be refined based on required donations & “the vibe”)

Encourage members to engage across multiple “touchpoints” (not just assemblies)

Pack out the room!



Community

Financial transparency & stability (incl. clear and accurate reporting and more regular donors)

Agree a sustainable model for assemblies (to zoom or not to zoom) and reach a level of financial security sufficient to begin recruitment for an employee

Secure financial position to enable growth aspirations and required infrastructure incl. hiring/retention of employee(s)



Finances

Secure PR coverage positioning SA as a solution to Covid isolation. Increase following/ engagement with social channels

Invest in a bold marketing push for our in-person re-launch and secure at least two high profile speakers

Drive greater brand recognition amongst our target audience



Awareness

Virtual Assemblies with a London focus but accessible to all

Get back to Conway Hall, focus on London. Consider continuing Zoom in some form for inclusivity and reach

Drive greater collaboration with other assemblies. Consider building the infrastructure to support stable geographic expansion (e.g. taking back oversight of UK assemblies, expanding across London - TBC)



Geography

Develop a “one-stop-shop” of standards, governance and policy documentation and frameworks for consistent high-quality activities

Focus on the sustainability and morale of our volunteers. Ensure any virtual experience available once we return to Conway Hall meets quality standards

Ensure every assembly has seamless, professionalised delivery



Quality

The power of giving and receiving donations

Every assembly we host is free and it is open to anyone to attend. This has been the charity's commitment since inception, and one that we aim to continue. For this to be achieved and keep doing what we do, we need to fundraise for Sunday Assembly.

► Fundraising events

The 2.6 Challenge

On 26 April we ran Sunday Assembly's first digital fundraiser in conjunction with the organisers of the cancelled 2020 London Marathon. With the focus on the numbers two and six, we organised a 26-minute online dance party and a community member ran a marathon over a week.

We raised an incredible £2,274.82.

National Lottery Community Fund

In November, Sunday Assembly secured a grant from the National Lottery Community Fund of **£7,000 to support our long-term goals to continue live streaming** once we are able to return to a physical location, and to embed the principles and best practice of **accessibility, diversity and inclusion**. This funding is intended to be spent on new key roles to support this journey. We look forward to updating you on ways we've improved these at Sunday Assembly!

12 Days of Giving

Our signature annual fundraising event is usually 'Yule Rock' but we couldn't do this due to Covid (of course). Instead we hosted a series of online events between 8 and 20 December, called the '12 Days of Giving.' Volunteers led events each and every day for free with a £12 suggested donation. **We raised an amazing £1,519.08 from the campaign which ended with our final assembly of the year!**

In an effort to make the festive times less lonely, **we joined forces with affiliate members from across the world for a one-off international assembly.** This was followed by a virtual party in collaboration with DJ Ian Joliet's Social Distancing Dance Party and the online live radio called The Thursday Night Show (TTNS).

Lates

We had our last 'Lates' evening event

in March. With Covid-19 uncertainties brewing, we found fewer people attended, and although the event was surprisingly successful, once lockdown was announced our efforts were needed to transition our events to become accessible virtually.

Aviva Community Fund

In October, **our application to be part of Aviva's crowdfunding page was successful.** The funding will only be released when we reach our £1,500 target. The aim is for Aviva staff to contribute their 'workplace tokens', which hold a financial value that is donated through Aviva.



The challenges are real, but our supporters and volunteers keep us going!

Supporters and volunteers are the backbone of Sunday Assembly - we couldn't fulfil the charity's purpose without their generosity. On behalf of the charity, a huge thank you for everything you do!

Fundraising aims to provide financial resilience and sustainability of Sunday Assembly events, and wider networks, by nurturing supportive relationships that are aligned to our motto: live better, help often and wonder more.



Regular giving

Our regular giving supporters have been declining for some time but at the height of the pandemic we saw regular donors nearly double in April. Unfortunately, this was not sustained and we saw one in six people cancel. Despite this, **we still have 47 regular donors who give an incredible £1,300 per month!**



Fundraising events

Two of our biggest fundraising events, Yule Rock and our Anniversary assembly, couldn't happen in the same way. Ordinarily, these would raise about £10,000, but this year we saw a 42% drop in donations from these events. However, **our community has pulled out all of the stops, shared wonderful virtual moments together and maintained connection as such a difficult time.**

One-off giving

Sunday Assembly has had to establish a more digital fundraising model during the pandemic which has led to seeing growth when using new ways of giving, including our text-to-donate platform. **This helped us to still raise money during our virtual assemblies but raised only 16.8% of what the community gave in 2019.**



Volunteers

Volunteering continues to be a source of great drive and enthusiasm. Without this vital resource we could not have transitioned from our physical venues to live streaming online. Despite the ongoing demands on people's time, it did not deter our dedicated volunteers from rallying together when the first national lockdown was announced in March.

Over 5,200 hours of volunteering took place in 2020. It has been incredible to feel such support towards Sunday Assembly as a charity, as well as towards the community.



Thank you to everyone who supports Sunday Assembly - it makes all the difference!

► The future can be brighter

Having an individual leading our fundraising efforts has helped to establish a 'Fundraising Hub' which recruited fundraising volunteers to help raise much needed funds for the charity. It was as a direct result of having this Hub that we were able to achieve the following:

- Have a fundraising strategy that involved the community and complemented the charity's 3-year Growth Strategy.
- Launched two fundraising campaigns - the '2.6 Challenge' and the '12 Days of Giving'.
- Gain funds to pioneer our initiatives in equality, diversity and inclusion.
- Secure the funds that will bring our brand to life by revamping our website in 2021.
- Achieve being on an exclusive crowd-funding platform that could help strengthen our volunteering infrastructure and build much-needed capacity.
- Have a six-month reserve to enable Sunday Assembly to be more robust for years to come.

There is a lot for Sunday Assembly to potentially look forward to in 2021. The fundraising landscape is making strides in bringing funding opportunities to the forefront, particularly to support small, local, and community-led charities. With the added capacity to the Fundraising Hub, we are hopeful that headway will be made to secure additional funding that will secure and sustain Sunday Assembly's future.

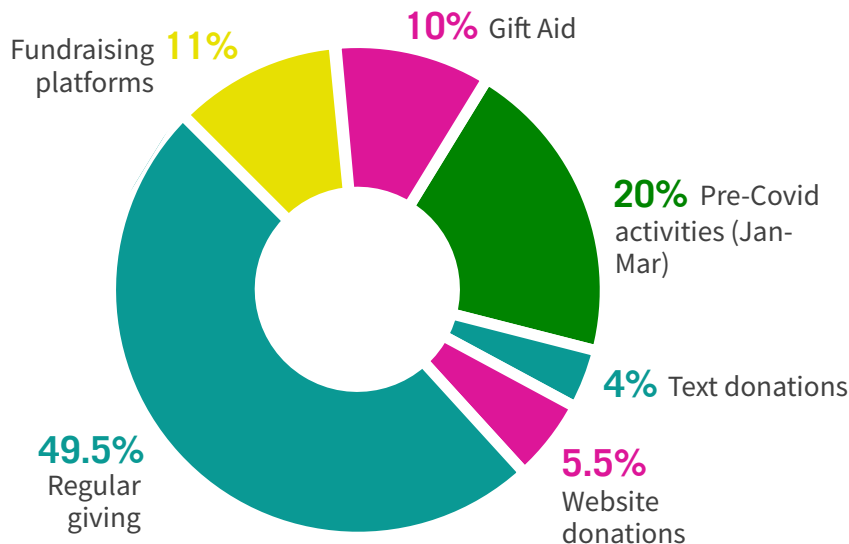
► Our fundraising promise

Sunday Assembly registered with the Fundraising Regulator in April 2020 to mark our commitment to delivering fundraising best practice that is legal, open, honest and respectful. This extends beyond the existing community and supporters, as it harnesses our values-driven approach to fundraising.



Where does our money come from?

Up until our National Lottery Community Fund grant, all of our income came from the ongoing generosity of our community and regular givers. This has truly helped to sustain Sunday Assembly to the present day.



Here you can see the breakdown of how our community, and HMRC, brought in £30,300. This doesn't include the National Lottery Community Fund grant as this was restricted to specific work.

The numbers here reflect that our income is entirely dependent on the generosity of our community. This is putting the charity at great risk and this was most evident during the pandemic.

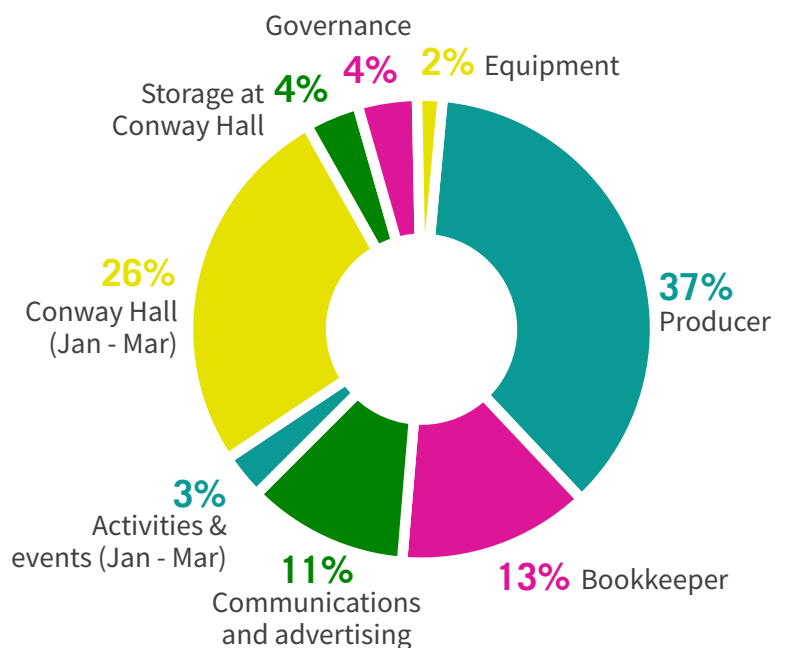
► How was the money spent?

We can see clearly that our largest costs are that of our two part-time contractors who provide vital services that enable Sunday Assembly to function, deliver accessible events and assure its financial governance. However, a breakdown like this is unique to 2020 due to the reduction in our venue costs.

We are very happy that even during this difficult time, we did not need to make anyone redundant.

We realised that by not having the expense of Conway Hall, Sunday Assembly was saved from being in a very dire situation during the pandemic.

Our total expenses for 2020 were £22,589 which is a fraction of what we would usually spend. Such figures reflect a very different Sunday Assembly than the one we are aspiring to be when we return to Conway Hall.



► Financial performance

For the year to 31 December 2020, Sunday Assembly generated a surplus of £11,023, of which £7,000 was restricted to the National Lottery Community Fund. Although this is very different to where we were in 2019, our expenditure has dramatically fallen as we have been able to save on venue costs during the pandemic - ordinarily at least £16,000 per year.

The lack of expenditure in 2020 has repaired the deficit caused in 2019 when we relied heavily on our reserves. Therefore, this progress means that the charity has been able to secure its future more robustly and achieve the necessary milestones to implement the second year of its 3-year strategy, despite the ramifications that COVID-19 had on financials.

Although income is lower in comparison to 2019, so is our expenditure and therefore our returns are 1.49 in comparison to 0.79 in 2019 - meaning that for every pound we spent in 2020 we received 49p more. This marked difference has had a positive impact on Sunday Assembly and is due to diversifying income streams to include crowdfunding platforms such as JustGiving and applying for grants.

► Net assets

The charity's net current assets position has strengthened considerably during the year, especially the large benefit to cash holdings from retaining a surplus of £11,023 compared to the depletion caused by last year's deficit of £14,367. An analysis of net assets between funds can be found in Notes 12 and 13. In 2021, our Fundraising Hub will lead an open session to discuss with the community how any additional income should be allocated. This approach aims to improve inclusivity and engagement to improve affinity and connection with the charity.

► Reserves

The purpose of implementing a reserves policy at Sunday Assembly is to ensure the stability of being able to take the steps we need to achieve our mission, delivering events, providing robust volunteering and mentoring programmes, and having ongoing operations that demonstrate our motto: live better, help often, wonder more. The Board is drafting a reserves policy to cover six months of operational cost.



Principal risks and uncertainties

During this unprecedented year, the pandemic demanded that our small community and volunteer led charity continued building a robust core. Having lived through the lessons already learnt from Sunday Assembly's accelerated growth between 2013 and 2017, the charity continued its existing work to embed governance and risk management, revamp processes and capture feedback from the community and volunteers. These vital efforts needed to adapt quickly to an online world, and were achieved with little to no impact on what we delivered.

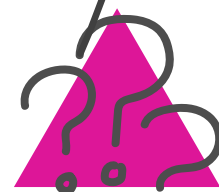
Initially, a Taskforce Group was developed with the outputs of a Risk Management Audit and a Disaster Recovery Plan, which the charity did not have in place before Covid-19. The Taskforce Group, composed of members of the Board of Trustees and Organising Team, met on a weekly basis following Government Announcements. As 2020 went on this was relaxed, and has been under constant review during Board Meetings, Strategy Meetings, and Quarterly Meetings between the Board and the Organising Team.

At present, key risks faced by the organisation can be broadly categorised in the following three ways:

1 A highly challenging and unpredictable operating environment

► The challenging environment means that we don't know when we will go back to Conway Hall. With our usual practice including having mass gatherings (above 50 people), live singing, practising musical instruments, hugging, and dancing together, our whole event would be considered high risk. Therefore, returning to Conway Hall without the ability to operate normally would detrimentally implicate our finances and unravel the majority of the net savings we have accrued in 2020.

Nevertheless, we are undeterred by these challenges and have so far found workable and practical solutions online without compromising any element of our events. In planning our return to Conway Hall we have to also consider these risk factors, foreseeing a period of time whereby our ability to return to 'normal' will be compounded by people's heightened anxiety for events to operate as normal.



2 Diversity, inclusion and participation

▶ Two key driving forces that make Sunday Assembly possible are its community and volunteers, without which nothing would be able to happen. Our ability to retain both of these is critical, and in doing so we recognise this also means diversifying our audience and improving how accessible we are in practice.

We strive to always be committed to having free events but in 2020 we recognised that more emphasis needed to be placed on expanding people's broader experience of our events and a culture that is more representative of our local community.

Sunday Assembly adapting to online events has made a positive impact on people's lives, particularly for community members who are in the most vulnerable groups: elderly people, and those living with underlying medical conditions, disabilities and mental health conditions.

Likewise, fully integrating people who are experiencing social isolation and loneliness, and enriching lives through connection and a community of belonging, are principles embedded at every level of our charitable goals. Embracing the journey towards achieving this will be a continuous learning curve and one that Sunday Assembly is now making progress with.

3 Local solutions for lasting change

▶ The Mayor of London is encouraging organisations across London to rebuild local communities in the post COVID-19 recovery. Given the essence of what Sunday Assembly offers, we provide a vital space to be part of this and achieve just that. Accessible to all, we have the tools already in place to invite more people and build a community that supports the regeneration of communities across London. At present, this will of course be in the comfort of one's living room, but over time this has the potential to broaden our reach and welcome all who welcome all; another primary principle of Sunday Assembly's ethos.

Corporate directory

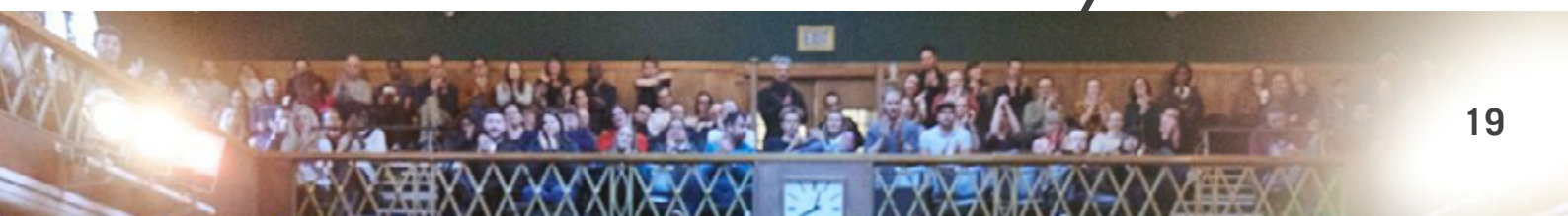
► Legal and administrative information

Charity number	1162995
Company registration number	08818905
Date of incorporation	18 December 2013
Start of financial year	1 January 2020
End of financial year	31 December 2020

Directors at 31 December 2020	Ms J Booth (appointed Chair June 2020) Ms F Tulley Mr A Baker (Treasurer, appointed 20 April 2020) Ms A Perez (Secretary) Mr A Newton Mr J Herbert Dr L Chisholm (appointed 20 April 2020) Mr A Scott Taggart (appointed 20 April 2020) Ms E Bull (appointed 20 April 2020, resigned 9 November 2020) Ms S Morgan (resigned 1 June 2020) Ms G Claus (resigned 6 January 2020)
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Governing document Memorandum & Articles of Association dated 18 December 2013

Objects To provide or assist in the provision of facilities in the interests of social welfare for recreation or other leisure time occupation for the public at large, with the object of improving the condition of life of all who use such facilities, in particular but without limitation by providing facilities for people to meet and associate on a Sunday, without distinction of sex, sexual orientation, race or of political, religious or other opinions.





► Independent examiner

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Email: trustees@sundayassembly.com

Independent Examiner's report

Report of the Independent Examiner to the Directors of the charitable company on the accounts for the year ended 31 December 2020

I report to the Directors on my examination of the financial statements of the charitable company on pages 24 to 36 for the year ended 31 December 2020 which have been prepared in accordance with the Charities Act 2011 (the Act) and with the Financial Reporting Standard 102, (effective 1 January 2016) as modified by FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP), published by the Charity Commission in England & Wales (CCEW), and under the historical cost convention and the accounting policies set out on page 28 and 29.

Respective responsibilities of the Directors and the Independent Examiner and the basis of the report

As described on page 19, you, the charitable company's Directors, who are also the Directors of the Company for the purposes of Company law, are responsible for the preparation of the financial statements in accordance with the Companies Act 2006, the Charities Act 2011 and all other applicable law and with United Kingdom Generally Accepted Accounting Practice, applicable to smaller entities, and for being satisfied that the financial statements give a true and fair view.

The Directors consider that the audit requirement of Section 144(1) of the Charities Act 2011 (the Act) does not apply, and that there is no requirement in the memorandum and articles of the charity for the conducting of an audit, and that the accounts do not require an audit in accordance with Part 16 of the Companies Act 2006 and that no member or members have requested an audit pursuant to Section 476 of the Companies Act 2006. As a consequence, the Directors have elected that the financial statements be subject to independent examination.

Having satisfied myself that the financial statements are not required to be audited under any legal provision, or otherwise, and are eligible for independent examination, it is my responsibility to:

- a. examine the financial statements of the charity under Section 145 of the Act;
- b. follow the applicable procedures in the Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Opinion

I report in respect of my examination of the charity's financial statements carried out under Section 145 of the Act. In carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act setting out the duties of an independent examiner in relation to the conducting of an independent examination. An independent examination includes a review of the accounting records kept by the charitable company and of the accounting systems employed by the charitable company and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you, as Directors, concerning such matters. The purpose of the examination is to establish as far as possible that there have been no breaches of charity legislation and that, on a test basis of evidence relevant to the amounts and disclosures made, the financial statements comply with the SORP.

Basis for opinion

The procedures undertaken do not provide all the evidence that would be required in an audit, and information supplied by the Directors in the course of the examination is not subjected to audit tests or enquiries and does not cover all the matters that an auditor would consider in arriving at an opinion. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide.

Examiner's responsibilities for the audit of the financial statements

Consequently, I do not express an audit opinion on the view given by the financial statements, and in particular, I express no opinion as to whether the financial statements give a true and fair view of the affairs of the charity, and my report is limited to the matters set out in the statement below.

I planned and performed my examination so as to satisfy myself that the objectives of the independent examination are achieved and before finalising the report I obtained written assurances from the Directors of all material matters.

Conclusions

Attention is drawn to the accounting policy stating that, notwithstanding the explicit requirement in the extant statutory regulations, the Charities (Accounts and Reports) Regulations 2008, to prepare the financial statements in accordance with the SORP 2005, in view of the fact that the SORP 2005 has been withdrawn, and in order to accord with current best practice, the Directors have determined to prepare the financial statements in accordance with the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as

amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP). I concur with this approach, and any references in my report to the regulations should be read subject to this comment.

Subject to the limitations upon the scope of my work as detailed above, I have completed my examination and can confirm that:

- ▶ The accounts of this charitable company are not required to be audited under Part 16 of the Companies Act 2006;
- ▶ This is a report in respect of an examination carried out under Section 145 of the Act and in accordance with directions given by the Charity Commission under Section 145(5)(b) of the Act which may be applicable; and that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:
 - ▶ accounting records were not kept in respect of the charity as required by Section 386 of the Companies Act 2006 and Section 130 of The Charities Act 2011;
 - ▶ the financial statements do not accord with those records; or
 - ▶ the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in Section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair' view, which is not a matter considered as part of an independent examination;
 - ▶ have not been prepared in accordance with the methods and principles set out in the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Oluyinka Afolayan CPFA

This report was signed on 8 June 2021.

Statement of financial activities

Statement of Financial Activities (including the Income and Expenditure Account for the year ended 31 December 2020, as required by the Companies Act 2006)

	Current year Unrestricted Funds 2020 £	Current year Restricted Funds 2020 £	Current year Total Funds 2020 £	Prior Year Total Funds 2019 £
Income & endowments from:				
Donations & legacies	25,168	7,000	32,168	47,150
Charitable activities	1,444	-	1,444	7,116
Other trading activities	-	-	-	478
Total income	26,612	7,000	33,612	54,744
Expenditure on:				
Charitable activities	22,589	-	22,589	69,111
Total expenditure	22,589	-	22,589	69,111
Net income for the year	4,023	7,000	11,023	(14,367)
Net income after transfers	4,023	7,000	11,023	(14,367)
Net movement in funds	4,023	7,000	11,023	(14,367)
Reconciliation of funds:-				
Total funds brought forward	26,277	-	26,277	40,644
Total funds carried forward	30,300	7,000	37,300	26,277

Resources applied in the year ended 31 December 2020 towards fixed assets for Charity use

	2020 £	2019 £
Funds generated in the year as detailed in the SOFA	11,023	(14,367)
Net resources available to fund charitable activities	11,023	(14,367)

Movements in revenue and capital funds for the year ended 31 December 2020

Revenue accumulated funds

	Unrestricted Funds 2020	Restricted Funds 2020	Total Funds 2020	Last year Total Funds 2019
	£	£	£	£
Accumulated funds brought forward	26,277	-	26,277	40,644
Recognised gains and losses before transfers	4,023	7,000	11,023	(14,367)
Revenue accumulated funds	30,300	7,000	37,300	26,277
Revaluation reserve fund	30,300	7,000	37,300	26,277
Total funds	30,300	7,000	37,300	26,277

Income and Expenditure Account for the year ended 31 December 2020 as required by the Companies Act 2006

	2020	2019
	£	£
Income		
Income from operations	30,527	42,760
Gift Aid	3,085	11,984
Investment income	-	-
Gross income in the year before exceptional items	33,612	54,744
Gross income in the year including exceptional items	33,612	54,744
Expenditure		
Charitable expenditure, excluding depreciation and amortisation	22,589	67,671
Governance costs	-	1,440
Total expenditure in the year	22,589	69,111
Net income before tax in the financial year	11,023	(14,367)
Net income after tax in the financial year	11,023	(14,367)
Retained surplus for the financial year	11,023	(14,367)

All activities derive from continuing operations.

In accordance with the provisions of the Companies Act 2006, the headings and subheadings used in the Income and Expenditure account have been adapted to reflect the special nature of the charity's activities.

Sunday Assembly - Balance Sheet as at 31 December 2020

	Notes	2020 £	2019 £
Current assets			
Debtors	8	997	-
Cash at bank and in hand		37,367	27,717
Total current assets		38,364	27,717
Creditors: amounts falling due within one year	9	(1,064)	(1,440)
Net current assets		37,300	26,277
The total net assets of the charity		37,300	26,277

The total net assets of the charity are funded by the funds of the charity, as follows:

Restricted funds		7,000	-
Restricted revenue funds	15	7,000	-
Unrestricted funds		30,300	26,277
Unrestricted revenue funds	15	30,300	26,277
Designated funds			
Total charity funds		37,300	26,277

The Directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

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.

The charity is subject to Independent Examination under charity legislation, and the report of the Independent Examiner is from page 21 to 23.

The financial statements have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006, applicable to companies subject to the small companies regime.



Jessica Booth

Director

Approved by the Board of Trustees on 8 June 2021

The notes attached on pages 28 to 36 form an integral part of these accounts.

Notes to the Accounts for the year ended 31 December 2020

1. Accounting policies

Policies relating to the production of the accounts

Basis of preparation and accounting convention

The accounts have been prepared on the accruals basis, under the historical cost convention, and in accordance with the Financial Reporting Standard 102, (effective 1 January 2016) and 'FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP), published by the Charity Commission in England & Wales (CCEW), effective January 2016, and in accordance with all applicable law in the charity's jurisdiction of registration, except that the charity has prepared the financial statements in accordance with the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP), in preference to the previous SORP, the SORP 2005, which has been withdrawn, notwithstanding the fact that the extant statutory regulations, the Charities (Accounts and Reports) Regulations 2008 refer explicitly to the SORP 2005. This has been done to accord with current best practice.

Going concern

Preparation of the accounts is on a going concern basis. The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

Risks and future assumptions

The charity is a public benefit entity.

The Directors actively review the major risks which the charity faces on a regular basis and believe that maintaining the free reserves stated combined with the annual review of the controls over key financial systems carried out on an annual basis will provide sufficient resources in the event of adverse conditions. The Directors have also examined other operational and business risks which they face and confirm that they have established systems to mitigate the significant risks.

Recognition of liabilities and expenditure

A liability, and the related expenditure, is recognised when a legal or constructive obligation exists as a result of a past event, and when it is more likely than not that a transfer of economic benefits will be required in settlement, and when the amount of the obligation can be measured or reliably estimated.

Liabilities arising from future funding commitments and constructive obligations, including performance related grants, where the timing or the amount of the future expenditure required to

settle the obligation are uncertain, give rise to a provision in the accounts, which is reviewed at the accounting year end. The provision is increased to reflect any increases in liabilities, and is decreased by the utilisation of any provision within the period, and reversed if any provision is no longer required. These movements are charged or credited to the respective funds and activities to which the provision relates.

Fixed assets

The Charity held no fixed assets during this or the previous financial year.

Volunteers

In accordance with the SORP, and in recognition of the difficulties in placing a monetary value on the contribution from volunteers, the contribution of volunteers is not included within the income of the charity.

However, the Directors value the significant contribution made to the activities of the charity by unpaid volunteers and this is described more fully in Note 5.

Debtors

Debtors are measured at their recoverable amounts at the balance sheet date.

Financial instruments including cash and bank balances

Cash held by the charity is included at the amount actually held and counted at the year end. Bank balances, whether in credit or overdrawn, are shown at the amounts properly reconciled to the bank statements.

Fund accounting

Unrestricted funds are available for use at the discretion of the Directors in furtherance of the general objectives of the charity.

There are no endowment funds.

2. Liability to taxation

The charity is exempt from tax on its charitable activities.

3. Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

4. Net surplus before tax in the financial year

The net surplus before tax in the financial year is stated after charging:

Pension costs

2020	2019
£	£
-	541

5. The contribution of volunteers

Sunday Assembly is a volunteer-led organisation whereby volunteers are at the heart of the charity. This approach reflects our commitment to providing opportunities for everyone to engage, be involved and influence our work. We do have two paid, part-time contractor roles: Producer and Bookkeeper. The Producer's main focus is leading the production of Sunday Assembly's core service - the assemblies on the first and third Sundays of the month.

Outside of this, the running of Sunday Assembly is managed by two volunteer teams:

- ▶ **Board of Trustees (Directors)** - who have accountability for setting Sunday Assembly's strategic direction and ensuring it fulfils its charitable purpose and legal and compliance obligations.
- ▶ **Co-ordination Crew** - who are responsible for delivering Sunday Assembly's services including twice-monthly Assemblies, Interest Groups, Choir, Live Better groups, community meetings, and fundraising activities.

6. Staff costs and emoluments

	2020	2019
	£	£
Salary costs		
Gross salaries excluding trustees and key management personnel	8,250	29,775
Employer's National Insurance for all staff	-	767
Pension contributions	-	541
Total salaries, wages and related costs	8,250	31,083

Number of staff employed

The average number of total staff employed in the year was

0 5

Neither the Directors nor any persons connected with them have received any remuneration from the charity or any related entity, either in the current or prior year.

No employees received emoluments (excluding pension costs) in excess of £60,000 per annum.

7. Remuneration and payments to trustees and persons connected with them

No Director or persons connected with them received any remuneration from the charity, or any related entity.

8. Debtors

	2020	2019
	£	£
Current receivables		
Enthuse	679	-
Other online payment providers	318	-
Total receivables	997	-

9. Creditors: amounts falling due within one year

	2020	2019
	£	£
Current payables		
Conway Hall - Storage space	54	-
Bookkeeper - up to 31 Dec 2020	260	-
Producer - up to 31 Dec 2020	750	-
Total payables	1,064	1,440

10. Income and expenditure account summary

	2020	2019
	£	£
At 1 January 2020	26,277	40,644
Surplus after tax for the year	11,023	(14,367)
At 31 December 2020	37,300	26,277

11. Related party transactions

No payments were made to Directors or any persons connected with them during this financial period. No other transaction took place between the charity and a trustee or any person connected with them.

12. Particulars of how particular funds are represented by assets and liabilities

	Unrestricted funds	Designated funds	Restricted funds	Total funds
			£	£
At 31 December 2020				
Current assets	31,364		7,000	38,364
Current liabilities	(1,064)	-	-	(1,064)
	30,300		7,000	37,300
At 1 January 2020				
Current assets	27,717	-	-	27,717
Current liabilities	(1,440)	-	-	(1,440)
	26,277	-	-	26,277

13. Change in total funds over the year as shown in Note 14, analysed by individual funds

	Funds brought forward from 2019	Movement in funds in 2020	Transfers between funds in 2020	Funds carried forward to 2021
	£	£	£	£
Unrestricted and designated funds				
Unrestricted revenue funds	26,277	4,023	-	30,300
Total unrestricted and designated funds	26,277	4,023	-	30,300
Restricted funds				
National Lottery Community Fund	-	7,000	-	7,000
Total restricted funds	-	7,000	-	7,000
Total charity funds	26,277	11,023	-	37,300

14. Analysis of movements in funds over 2020 as shown in Note 15

	Income	Expenditure	Other gains and losses	Movement in funds
	2020	2020	2020	2020
	£	£	£	£
Unrestricted and designated funds				
Unrestricted revenue funds	26,612	(22,589)	-	4,023
Restricted funds				
National Lottery Community Fund	7,000	-	-	7,000
Total charity funds	33,612	(22,589)	-	11,023

15. The purposes for which the funds are used

Unrestricted and designated funds

Unrestricted revenue funds

These funds are held for the meeting the objectives of the charity, and to provide reserves for future activities, and, subject to charity legislation, are free from all restrictions on their use.

Restricted funds

National Lottery Community Fund

In November, Sunday Assembly secured a grant from the National Lottery Community Fund of £7,000 to support our long-term goals to continue live streaming once we are able to return to a physical location, and to embed the principles and best practice of accessibility, diversity and inclusion. This funding is intended to be spent on new key roles to support this journey, including a British Sign Language interpreter, Diversity and Inclusion specialist as well as an expert in accessibility both on the physical aspects of our events as well as across our digital platforms.

16. Ultimate controlling party

The charity is under the control of its legal members.

Every member of the charity is obliged to contribute such amount as may be required not exceeding £10 to the assets of the company in the event of its being wound up while he or she is a member, or within one year after he or she ceases to be a member.

17. Donations, grants and legacies

	Current year Unrestricted Funds 2020	Current year Restricted Funds 2020	Current year Total Funds 2020	Prior Year Total Funds 2019
	£	£	£	£
Donations and gifts from individuals				
Small donations individually less than £1,000	17,363	-	17,363	15,874
Gift Aid from HMRC	3,085	-	3,085	11,984
Other donations	4,720	-	4,720	14,792
Total donations and gifts from individuals	25,168	-	25,168	42,650
Revenue grants from government and public bodies				
Small grants individually less than £1,000	-	-	-	4,500
National Lottery Community Fund	-	7,000	7,000	-
Total public sector revenue grants	-	7,000	7,000	4,500
Total donations, grants and legacies	25,168	7,000	32,168	47,150

18. Income from charitable activities - trading activities

	Current year Unrestricted Funds 2020	Current year Restricted Funds 2020	Current year Total Funds 2020	Prior Year Total Funds 2019
	£	£	£	£
Primary purpose and ancillary trading				
March Lates event	1,404	-	1,404	1,411
Merchandise	34	-	34	705
Yule Rock 2019	6	-	6	5,000
Total primary purpose and ancillary trading	1,444	-	1,444	7,116
Total income from charitable trading	1,444	-	1,444	7,116
Total from charitable activities	1,444	-	1,444	7,116

19. Expenditure on charitable activities - Direct spending

	Current year Unrestricted Funds 2020	Current year Restricted Funds 2020	Current year Total Funds 2020	Prior Year Total Funds 2019
	£	£	£	£
Gross wages and salaries - charitable activities	-	-	-	29,775
Employers' NI - charitable activities	-	-	-	767
Defined contribution pension costs - charitable activities	-	-	-	541
Contract staff - Charitable activities	8,250	-	8,250	-
Marketing and advertising of charitable services	2,525	-	2,525	2,309
Activities and events	227	-	227	2,464
Choir expenses	-	-	-	2,171
Meeting expenses	-	-	-	237
Total direct spending	11,002	-	11,002	38,264

20. Support costs for charitable activities

	Current year Unrestricted Funds 2020 £	Current year Restricted Funds 2020 £	Current year Total Funds 2020 £	Prior Year Total Funds 2019 £
Premises expenses				
Conway Hall - rent	5,919	-	5,919	17,483
Administrative overheads				
Stationery and printing	-	-	-	88
Catering services	480	-	480	1,068
Equipment expenses	399	-	399	2,155
Liability and contents insurance	241	-	241	437
Sundry expenses	844	-	844	1,320
Travel and subsistence	-	-	-	90
Yule Rock	-	-	-	2,257
Professional fees paid to advisors other than the auditor or examiner				
Bookkeeping costs	3,015	-	3,015	3,735
Regulator fees	50	-	50	-
Financial costs				
Bank charges	639	-	639	774
Support costs before reallocation	11,587	-	11,587	29,407
Total support costs - Current Year	11,587	-	11,587	29,407

The basis of allocation of costs between activities is described under accounting policies.

All the expenditure in the prior year was unrestricted.

21. Other expenditure - governance costs

	Current year Unrestricted Funds 2020 £	Current year Restricted Funds 2020 £	Current year Total Funds 2020 £	Prior Year Total Funds 2019 £
Current year				
Independent Examiner's fees	-	-	-	1,440
Total Governance costs	-	-	-	1,440

All the expenditure in the prior year was unrestricted.

22. Total charitable expenditure

	Current year Unrestricted Funds 2020	Current year Restricted Funds 2020	Current year Total Funds 2020	Prior Year Total Funds 2019
	£	£	£	£
Total direct spending	11,002	-	11,002	38,264
Total support costs	11,587	-	11,587	29,407
Total governance costs	-	-	-	1,440
Total charitable expenditure	22,589	-	22,589	69,111

All the expenditure in the prior year was unrestricted.

	Prior Year Unrestricted Funds 2019	Prior Year Restricted Funds 2019	Prior Year Total Funds 2019
	£	£	£
Total direct spending	38,264	-	38,264
Total support costs	29,407	-	29,407
Total governance costs	1,440	-	1,440
Total charitable expenditure	69,111	-	69,111



Thank you

We would like to thank all of those involved in bringing together this wonderful edition of the Annual Report.

It is also with huge appreciation to our incredible team of volunteers, led by our Organising Team, that Sunday Assembly events have continued during this exceptionally challenging year. We could not have achieved what we have without you. Thank you all.

www.sundayassembly.com

