

REGISTERED CHARITY NUMBER: 1165194

REPORT OF THE TRUSTEES AND  
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021  
FOR  
JUST LIKE US



JUST LIKE US

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FOR THE YEAR ENDED 31 AUGUST 2021

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## JUST LIKE US

### CHAIR'S REPORT FOR THE YEAR ENDED 31 AUGUST 2021

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#### Introduction

In our sixth year of operation Just Like Us has grown rapidly, despite the ongoing challenges posed by the global pandemic. Responding to a shifting education landscape during this period, Just Like Us has also shifted, successfully meeting the needs of schools and young people across the country, growing our annual income considerably and reaching more young people than ever before.

Our programmatic output has also increased significantly over the past year, with schools representing 2.8 million young people taking part in School Diversity Week, which we ran entirely online for the second year running. Delivering School Talks in-person remains extremely challenging, but our online School Talks directly reached 18,259 young people this year: even more young people than our in-person talks reached the year before.

Pride Groups have continued to grow, reaching 109 schools by August 2021, showing that during these difficult times community is still so important for LGBT+ young people.

Our mentoring programme for volunteer Ambassadors has also grown again and continues to add enormous value. We have also grown the team, developing a new organisational structure with four departmental directors reporting to our Chief Executive and additional staff members in their teams to ensure we have the resources in place to meet the ambitions of our new strategy. This has included a new communications and digital team which has already significantly increased our footprint online and delivered bespoke communications, materially growing our audiences.

This year has seen our charitable income increase past the £500,000 mark as we continue to grow our corporate partnerships, income from grants and foundations, and from individuals.

One of our most significant moments this year has been the release of our first research report, 'Growing Up LGBT+', which highlighted the challenges LGBT+ young people have faced during lockdown and garnered widespread press coverage, successfully making the case that LGBT+ young people as a group are particularly vulnerable during lockdown, given their increased reliance on support networks that sit outside the family home.

Finally, we were very proud of our founder, Tim Ramsey, for being awarded an MBE in recognition of his contribution to LGBT+ equality.

Overall, in the face of significant challenges both for the charity sector, the education sector, and most importantly for LGBT+ young people themselves, Just Like Us has continued to develop as an organisation, providing a lifeline to LGBT+ young people who need it the most.

I am very grateful to everyone who supports Just Like Us with their time, money, expertise and otherwise and to our incredible staff, together with our amazing ambassadors, our trustees and our other volunteers.



Daniel Gerring  
Chair of the trustees

## **JUST LIKE US**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 AUGUST 2021**

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The trustees present their report with the financial statements of the charity for the year ended 31 August 2021. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

#### **OBJECTIVES AND ACTIVITIES**

Just Like Us' charitable objectives as declared in our Constitution are:

The promotion for the public benefit of equality and diversity and in particular discrimination on the grounds of sexual orientation and/or gender identity by:

- a. the elimination of prejudice and discrimination on the grounds of sexual orientation and/or gender identity in educational institutions;
- b. advancing education and raising awareness around lesbian, gay, bisexual and transgender (LGBT+) equality and diversity; and,
- c. promoting and supporting activities to build understanding and respect for LGBT+ young people among heterosexual or cisgender people.

The Trustees take action to monitor and ensure that the charity acts to further these objectives in all its activities.

The board of trustees have given due consideration to Charity Commission published guidance on the operation of the public benefit requirement and confirm that these requirements are met by the charity.

#### **Vision and mission**

Just Like Us (JLU) is the LGBT+ charity for young people working for a world where LGBT+ young people live awesome lives. Our mission is to empower young people to champion LGBT+ equality.

#### **Ambassador programme**

For our Ambassador Programme, Just Like Us establishes hubs to recruit LGBT+ young people aged 18-25. In partnership with employers, we train our volunteers with the presentation and public speaking skills they need to maximize our impact in schools. We then build relationships with schools around our hubs, understand their needs, and connect them with our volunteers, who deliver talks and workshops that champion LGBT+ equality, bust stereotypes and combat homophobia, biphobia and transphobia.

#### **Mentoring and training**

Whilst many LGBT+ young people feel able to come out at university, a staggering 6 in 10 go back into the closet in their first job. Our mentoring programme provides vital support to our young ambassadors at this important stage in their lives, pairing them with a senior LGBT+ mentor.

These experiences at school and in this vital transition can have a lifelong negative impact on LGBT+ young people's potential and wellbeing: drug use is seven times higher for LGB people than the general population, binge drinking is twice as common among gay and bisexual men, and substance dependency is significantly higher. Our mentoring scheme has gone from strength to strength, connecting LGBT+ young people with experienced LGBT+ professionals who provide one-to-one mentoring to help bridge the often difficult period from adolescence to adulthood.

## JUST LIKE US

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 AUGUST 2021

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#### School Diversity Week

School Diversity Week empowers schools to celebrate the importance of LGBT+ equality in education. Our partner schools use our free resource toolkit and online masterclasses, enabling teachers to deliver a fully inclusive curriculum and take part in a range of activities that promote LGBT+ inclusion and diversity. By uniting the whole school in the celebration of LGBT+ equality, LGBT+ pupils become confident in themselves and equip all pupils with the information and means to support them.

#### Pride Groups

Just Like Us trains teachers to support students in establishing and running Pride Groups. Pride Groups are student-led, school-based clubs for lesbian, gay, bisexual and transgender (LGBT+) students and allies (straight and, cisgender people who support LGBT+ equality) allies. That means anyone is welcome as long as they commit to the shared values of equality and inclusion promoted by the group. Just Like Us provides weekly resources and online support to help teachers and pupils create a space where LGBT+ and allies can socialise, provide peer-to-peer support and educate others about LGBT+ equality. Research has shown that these groups can improve the mental health and attainment of LGBT+ students while also reducing instances of homophobia, biphobia and transphobia in the school environment.

### ACHIEVEMENT AND PERFORMANCE

#### School Diversity Week

This year School Diversity Week reached more schools and young people than ever before, surpassing our target of schools representing 2.8 million young people. We continued our masterclasses offer, bringing classes developed and delivered by LGBT+ experts to an audience of young people across the country.

#### Pride Groups

After reviewing and relaunching our pride groups programme we now have more than 100 groups across the country, the programme continues to grow rapidly, demonstrating there's a high demand for this intervention.

#### Ambassador Programme

In 2020/21 we delivered our ambassador training completely online, training a total of 136 new ambassadors. 82% of trained ambassadors agreed or strongly agreed with the statement "Since becoming a Just Like Us Ambassador, I've been more empowered to do something positive for myself and/or others outside of my Just Like Us volunteering."

	2016	2017	2018	2019	2020	2021
Ambassadors trained	48	71	97	1010	N/A	136

#### School Visits

This year we have seen school visits recover to almost pre-pandemic levels, despite the ongoing challenges with access to schools. This has been due to our switch to digital delivery, a significant majority of our visits this year have been conducted via Zoom. While we still intend for face-to-face visits to remain an important part of our work, we have achieved a greater geographical spread this year and accessed schools that we otherwise could not have reached. We will continue to promote both face-to-face and virtual talks post-pandemic.

	2016	2017	2018	2019	2020 (short year)	2021
Number of pupils	7,984	12,319	13,789	20,081	11,512	18,259

## **JUST LIKE US**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 AUGUST 2021**

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#### **The Mentoring Programme**

This year the mentoring programme was delivered entirely online for the second time. We matched 24 young people with LGBT+ professionals who supported them throughout the year.

#### **Volunteers**

Thanks to the generosity of our supporters, the Just Like Us team grew to 10 F.T.E. staff by September 2021. The Trustees would like to thank all those who volunteered their time and skills to help develop and implement our charitable programmes.

#### **FINANCIAL REVIEW**

The accounts show a surplus of £81,680 compared to a deficit of £3,626 during the 8 month period to 31 August 2020. Income was £545,508 compared to £207,256 in the 2020 reporting period and expenditure for the year was £463,828 compared to £210,892.

In spite of an exceptionally challenging external funding climate for charities, Just Like Us has had a record year in terms of growing organisational income. We have been exceptionally fortunate to enjoy the support of many companies, trusts and foundations, and individual donors, whose generosity has ensured that we have been able to continue meeting the needs of LGBT+ young people during an especially difficult time.

#### **Charitable Trusts and Foundations**

During the year, we were supported by the following trusts and foundations: National Lottery Community Fund, Wellington Management UK Foundation, Paul Hamlyn Foundation, Esmée Fairbairn Foundation, Garfield Weston Foundation and the Kreitman Foundation.

#### **Corporate Donations and Sponsorship**

Our corporate partners have continued to support Just Like Us in a number of ways, including:

Support of our Ambassador programme - BlackRock, Legal & General, Ascential, Baker McKenzie, and OC&C Strategy Consultants. Travers Smith provided financial support towards our mentoring programme for ambassadors.

Sponsorship of School Diversity Week - Facebook and JP Morgan generously sponsored School Diversity Week this year.

Pride Limited Edition partnerships - Kiehl's and Eylure released limited edition versions of one of their best-selling lines during pride month, with a proportion of proceeds donated to Just Like Us.

#### **In Kind Support**

Just Like Us would like to express its sincere thanks to British Land, which has continued to provide JLU with rent-free office space during the year. We would also like to thank Salesforce for providing pro bono consultancy support and are grateful to Travers Smith for their ongoing legal support.

#### **Individual Donors**

Membership of our major donor initiative, the Founders' Circle, has continued to grow; and we are fortunate to receive a significant number of donations from members of the public in support of our programmes supporting LGBT+ young people.

## **JUST LIKE US**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 AUGUST 2021**

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#### **Reserves policy**

At 31 August 2021, total reserves were £376,311 (2020: £294,631). Of these, restricted funds were £14,865 (2020: £18,886) and general funds were £361,446 (2020: £275,745).

The Trustees regularly review the reserves policy. Historically, the policy was to hold general funds equivalent to 6 months' expenditure. Having reviewed the policy during the year, this was revised to hold a higher level of reserves equivalent to 12 months' expenditure to provide financial safety for the transition of the new Chief Executive and as a buffer against the economic uncertainty of Covid-19.

#### **FUTURE PLANS**

Despite Covid-19 Just Like Us has continued to thrive. We intend to build on this momentum over the next few years, strengthening our team and internal processes while reaching more young people than ever before.

#### **The Ambassador Programme**

In 2021/22 Just Like Us will be reviewing our ambassador programme, developing robust evaluation and feedback structures to ensure it continues to meet the needs of a new and diverse cohort of LGBT+ young people. We will aim to train more than 200 young people.

#### **School Diversity Week**

Over the next year our aim is to further increase the reach of School Diversity Week, reaching schools representing 3.4 million young people. For the first time sign up and access to resources will both be managed by our new website, streamlining the process. We also intend for the first time to provide at least one resource (and in many cases more) in every single subject at every single key stage. We will also be developing our primary offer, ensuring we are working towards our goal of making our offer for primary schools at least as strong as our offer for secondary schools.

#### **Pride Groups**

In 2021/22 we will be seeking additional funding to expand the pride groups programme rapidly. We will learn from our peers in the United States, who have achieved significant coverage with GSAs and use that learning to develop our programme here in the UK.

### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

#### **Governing document**

The charity is controlled by its governing document, a deed of trust.

#### **Charity constitution**

Just Like Us is a Charitable Incorporated Organisation, registered on 18 January 2016 and is governed by a board of trustees who meet regularly during the year. Last year, there were no subcommittees.

#### **Recruitment and appointment of new trustees**

In the year to 31 August 2021, the charity was managed by a board of trustees who were selected on the basis of their strong commitment to the charitable objectives and their diverse skill set.

When selecting trustees, Just Like Us aims to ensure there is a broad range of relevant skills. Trustees are appointed after interviews with existing trustees and formal induction to ensure that they understand our vision, mission and values. Trustees are subject to Disclosure and Barring Service checks where applicable.

## JUST LIKE US

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 AUGUST 2021

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#### Induction and training of new trustees

Trustees are provided with a clear role description outlining their responsibilities. When they join the Board, Trustees are introduced to the other members and paid staff. They are encouraged to acquaint themselves with our policies and procedures, strategic plan and budget, and Constitution. Trustees are actively encouraged to take up relevant training and development to fulfil their role and responsibilities to Just Like Us.

#### Key management remuneration

Remuneration for the key personnel is derived by benchmarking the role with a view to paying the market rate. The benchmarked salaries are reviewed and agreed by the trustees.

#### Diversity

Just Like Us is committed to the diversity of our workforce, volunteers and beneficiaries. We believe that we have a duty to represent the communities we seek to serve. Just Like Us aims to conduct an annual review to address underrepresentation.

#### Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

### REFERENCE AND ADMINISTRATIVE DETAILS

#### Registered Charity number

1165194

#### Principal address

10 Snow Hill  
London  
EC1A 2AL

#### Trustees

C Paouros  
M Davies  
D J Gerring (Chair)  
G Bowen  
R Smith

#### Independent Examiner

Sedulo Accountants Limited  
Chartered Certified Accountants  
62-66 Deansgate  
Manchester  
M3 2EN

Approved by order of the board of trustees on 16/03/2022 and signed on its behalf by:



.....  
D J Gerring - Trustee



**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
JUST LIKE US**

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**Independent examiner's report to the trustees of Just Like Us**

I report to the charity trustees on my examination of the accounts of Just Like Us (the Trust) for the year ended 31 August 2021.

**Responsibilities and basis of report**

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of FCCA which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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 accounts to be reached.



David Stansfield

**ACCA**

Sedulo Accountants Limited  
Chartered Certified Accountants  
62-66 Deansgate  
Manchester  
M3 2EN

Date: 11/05/2022

JUST LIKE US

STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 AUGUST 2021

				Year Ended 31.8.21 Total funds £	Period 1.1.20 to 31.8.20 Total funds £
	Notes	Unrestricted fund £	Restricted funds £		
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	408,636	128,962	537,598	199,356
Other trading activities	3	<u>7,910</u>	<u>-</u>	<u>7,910</u>	<u>7,900</u>
<b>Total income</b>		416,546	128,962	545,508	207,256
<b>EXPENDITURE ON</b>					
Raising funds	4	38,148	15,000	53,148	46,283
Charitable activities	5	292,699	117,981	410,680	164,609
		<u>330,847</u>	<u>132,981</u>	<u>463,828</u>	<u>210,892</u>
<b>Total resources expended</b>					
<b>NET INCOME/(EXPENDITURE)</b>		85,699	(4,019)	81,680	(3,636)
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		275,745	18,886	294,631	298,267
		<u>361,446</u>	<u>14,865</u>	<u>376,311</u>	<u>294,631</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>					

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

The notes form part of these financial statements

JUST LIKE US

**BALANCE SHEET**  
**31 AUGUST 2021**

	Notes	Unrestricted fund £	Restricted funds £	31.8.21 Total funds £	31.8.20 Total funds £
<b>FIXED ASSETS</b>					
Intangible assets	10	32,400	-	32,400	-
Tangible assets	11	<u>3,883</u>	<u>-</u>	<u>3,883</u>	<u>2,040</u>
		36,283	-	36,283	2,040
<b>CURRENT ASSETS</b>					
Debtors	12	12,258	-	12,258	322
Cash at bank		<u>326,204</u>	<u>14,865</u>	<u>341,069</u>	<u>303,203</u>
		338,462	14,865	353,327	303,525
<b>CREDITORS</b>					
Amounts falling due within one year	13	<u>(13,299)</u>	<u>-</u>	<u>(13,299)</u>	<u>(10,934)</u>
<b>NET CURRENT ASSETS</b>		<u>325,163</u>	<u>14,865</u>	<u>340,028</u>	<u>292,591</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>361,446</u>	<u>14,865</u>	<u>376,311</u>	<u>294,631</u>
<b>NET ASSETS</b>		<u>361,446</u>	<u>14,865</u>	<u>376,311</u>	<u>294,631</u>
<b>FUNDS</b>					
	14				
Unrestricted funds				361,446	275,745
Restricted funds				<u>14,865</u>	<u>18,886</u>
<b>TOTAL FUNDS</b>				<u>376,311</u>	<u>294,631</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 16/03/2022 and were signed on its behalf by:



.....  
D J Gerring - Trustee

The notes form part of these financial statements

JUST LIKE US

**CASH FLOW STATEMENT  
FOR THE YEAR ENDED 31 AUGUST 2021**

		Year Ended 31.8.21 £	Period 1.1.20 to 31.8.20 £
	Notes		
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>76,718</u>	<u>12,453</u>
Net cash provided by operating activities		<u>76,718</u>	<u>12,453</u>
<b>Cash flows from investing activities</b>			
Purchase of intangible fixed assets		(36,000)	-
Purchase of tangible fixed assets		<u>(2,852)</u>	<u>(2,204)</u>
Net cash used in investing activities		<u>(38,852)</u>	<u>(2,204)</u>
<b>Change in cash and cash equivalents in the reporting period</b>		37,866	10,249
Cash and cash equivalents at the beginning of the reporting period		<u>303,203</u>	<u>296,748</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><u>341,069</u></u>	<u><u>303,203</u></u>

The notes form part of these financial statements

JUST LIKE US

NOTES TO THE CASH FLOW STATEMENT  
FOR THE YEAR ENDED 31 AUGUST 2021

1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Year Ended 31.8.21 £	Period 1.1.20 to 31.8.20 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	81,680	(3,636)
Adjustments for:		
Depreciation charges	4,612	164
(Increase)/decrease in debtors	(11,938)	13,770
Increase in creditors	<u>2,364</u>	<u>2,155</u>
Net cash provided by operations	<u>76,718</u>	<u>12,453</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.9.20 £	Cash flow £	At 31.8.21 £
Net cash			
Cash at bank	<u>303,203</u>	<u>37,866</u>	<u>341,069</u>
	<u>303,203</u>	<u>37,866</u>	<u>341,069</u>
Total	<u>303,203</u>	<u>37,866</u>	<u>341,069</u>

**1. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011.

The financial statements have been prepared under the historical cost convention.

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

**Going concern**

The accounts have been prepared on the assumption that the charity is able to continue as a going concern. However, the COVID-19 pandemic is likely to have a profound impact on the global economy, and may in turn affect the charity's fundraising efforts in the future.

The trustees have considered the impact of this issue on the charity's current and future financial position. The charity holds unrestricted, general reserves of £361,446, and a cash balance of £341,069. For this reason the trustees consider that the charity has sufficient cash reserves to continue as a going concern for a period of at least 12 months from the date on which these financial statements are approved.

**Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, are reconsidered when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of provision of events is deferred until criteria for income recognition are met.

**Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Donated services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over them, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.



**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 AUGUST 2021**

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**1. ACCOUNTING POLICIES - continued**

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**Allocation and apportionment of costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities in the same proportion as staff costs:

	2021	2020	2019
Raising Funds	12%	17%	16%
Charitable Activities	88%	83%	84%

**Intangible fixed assets**

Intangible fixed assets are initially measured at cost and subsequently measured at cost, net of amortisation and any impairment losses.

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

Website development - 10% on cost

**Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost, net of depreciation and any impairment losses.

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

Computer equipment - 25% on cost

**Taxation**

The charity is exempt from tax on its charitable activities.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 AUGUST 2021

2. DONATIONS AND LEGACIES

	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Trusts and foundations	41,512	-	41,512	30,250
Corporate donations	202,255	-	202,255	66,872
Donations from individuals	52,618	-	52,618	76,036
Donations from schools	15,264	-	15,264	7,398
Grants	79,827	128,962	208,789	2,000
Gifts in kind	16,800	-	16,800	16,800
	<u>408,636</u>	<u>128,962</u>	<u>537,598</u>	<u>199,356</u>

3. OTHER TRADING ACTIVITIES

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
Sponsorships	-	7,900
School talks	<u>7,910</u>	<u>-</u>
	<u>7,910</u>	<u>7,900</u>

4. RAISING FUNDS

	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Staff costs	26,263	15,000	41,263	26,667
Fundraising	3,335	-	3,335	13,593
Other costs	495	-	495	-
Support costs (see note 6)	<u>8,055</u>	<u>-</u>	<u>8,055</u>	<u>6,023</u>
	<u>38,148</u>	<u>15,000</u>	<u>53,148</u>	<u>46,283</u>



## JUST LIKE US

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 AUGUST 2021

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#### 5. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 6)	Total 2021
	£	£	£
Promotion of equality and diversity	<u>355,169</u>	<u>55,511</u>	<u>410,680</u>

#### 6. SUPPORT COSTS

	Total 2021	Total 2020
	£	£
Office and admin costs	16,561	20,662
Professional services	26,120	4,237
Computer and website	5,347	176
Insurance	1,267	-
Bank charges	637	-
Amortisation of website	3,600	-
Depreciation of fixtures and fittings	1,012	164
Accountancy fees	<u>9,022</u>	<u>4,874</u>
	63,566	30,113

#### 7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 August 2021 nor for the period ended 31 August 2020.

##### Trustees' expenses

There were no trustees' expenses paid for the year ended 31 August 2021 nor for the period ended 31 August 2020.

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 AUGUST 2021

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8. STAFF COSTS

	Year Ended 31.8.21 £	Period 1.1.20 to 31.8.20 £
Wages and salaries	312,698	135,028
Social security costs	28,021	14,356
Pension costs	<u>15,115</u>	<u>7,867</u>
	<u>355,834</u>	<u>157,251</u>

The average monthly number of employees during the year was as follows:

	Year Ended 31.8.21	Period 1.1.20 to 31.8.20
Programme and admin staff	<u>9</u>	<u>6</u>

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

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 AUGUST 2021

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	168,470	30,886	199,356
Other trading activities	<u>7,900</u>	<u>-</u>	<u>7,900</u>
<b>Total</b>	176,370	30,886	207,256
 <b>EXPENDITURE ON</b>			
Raising funds	46,283	-	46,283
Charitable activities	139,217	25,392	164,609
<b>Total</b>	<u>185,500</u>	<u>25,392</u>	<u>210,892</u>
 <b>NET INCOME/(EXPENDITURE)</b>	(9,130)	5,494	(3,636)
 <b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	284,875	13,392	298,267
 <b>TOTAL FUNDS CARRIED FORWARD</b>	<u>275,745</u>	<u>18,886</u>	<u>294,631</u>

10. INTANGIBLE FIXED ASSETS

	Website £
<b>COST</b>	
Additions	<u>36,000</u>
 <b>AMORTISATION</b>	
Charge for year	<u>3,600</u>
 <b>NET BOOK VALUE</b>	
At 31 August 2021	<u>32,400</u>
At 31 August 2020	<u>-</u>

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NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 AUGUST 2021

11. TANGIBLE FIXED ASSETS

		Computer equipment £
<b>COST</b>		
At 1 September 2020		2,204
Additions		<u>2,852</u>
At 31 August 2021		<u>5,056</u>
<b>DEPRECIATION</b>		
At 1 September 2020		164
Charge for year		<u>1,009</u>
At 31 August 2021		<u>1,173</u>
<b>NET BOOK VALUE</b>		
At 31 August 2021		<u><u>3,883</u></u>
At 31 August 2020		<u><u>2,040</u></u>

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.8.21	31.8.20
	£	£
Trade debtors	12,258	240
Prepayments and accrued income	-	82
	<u>12,258</u>	<u>322</u>

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.8.21	31.8.20
	£	£
Trade creditors	5,400	2,155
Taxation and social security	187	-
Other creditors	<u>7,712</u>	<u>8,779</u>
	<u>13,299</u>	<u>10,934</u>

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## NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 AUGUST 2021

### 14. MOVEMENT IN FUNDS

	At 1.9.20 £	Net movement in funds £	At 31.8.21 £
<b>Unrestricted funds</b>			
General fund	275,745	85,701	361,446
<b>Restricted funds</b>			
Blackrock	8,886	(8,886)	-
Marsh Ambassador Programme	5,000	(5,000)	-
CAST	5,000	(5,000)	-
Wellington Management UK	-	2,083	2,083
Paul Hamlyn Foundation	-	10,000	10,000
National Lottery Community Fund	-	2,782	2,782
	<u>18,886</u>	<u>(4,021)</u>	<u>14,865</u>
<b>TOTAL FUNDS</b>	<u>294,631</u>	<u>81,680</u>	<u>376,311</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	416,546	(330,845)	85,701
<b>Restricted funds</b>			
Blackrock	-	(8,886)	(8,886)
Marsh Ambassador Programme	-	(5,000)	(5,000)
CAST	-	(5,000)	(5,000)
Wellington Management UK	25,000	(22,917)	2,083
Paul Hamlyn Foundation	30,000	(20,000)	10,000
Nicholas Berwin Trust	15,000	(15,000)	-
National Lottery Community Fund	44,119	(41,337)	2,782
LGBT+ Consortium NET Fund	9,798	(9,798)	-
Catalyst	5,045	(5,045)	-
	<u>128,962</u>	<u>(132,983)</u>	<u>(4,021)</u>
<b>TOTAL FUNDS</b>	<u>545,508</u>	<u>(463,828)</u>	<u>81,680</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 AUGUST 2021

## 14. MOVEMENT IN FUNDS - continued

## Comparatives for movement in funds

	At 1.1.20 £	Net movement in funds £	At 31.8.20 £
<b>Unrestricted funds</b>			
General fund	284,875	(9,130)	275,745
<b>Restricted funds</b>			
Blackrock	3,392	5,494	8,886
Marsh Ambassador Programme	-	5,000	5,000
CAST	-	5,000	5,000
Wellington Management UK	10,000	(10,000)	-
	<u>13,392</u>	<u>5,494</u>	<u>18,886</u>
<b>TOTAL FUNDS</b>	<u>298,267</u>	<u>(3,636)</u>	<u>294,631</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	176,370	(185,500)	(9,130)
<b>Restricted funds</b>			
Blackrock	8,886	(3,392)	5,494
Marsh Ambassador Programme	5,000	-	5,000
CAST	5,000	-	5,000
Wellington Management UK	7,500	(17,500)	(10,000)
Travers Smith	2,000	(2,000)	-
Fidelity International	2,500	(2,500)	-
	<u>30,886</u>	<u>(25,392)</u>	<u>5,494</u>
<b>TOTAL FUNDS</b>	<u>207,256</u>	<u>(210,892)</u>	<u>(3,636)</u>

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NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 AUGUST 2021

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15. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 August 2021.