



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	Day 06	Month April	Year 2022		Day 05	Month April	Year 2023

Section A

Reference and administration details

Charity name

All Stars London

Other names charity is known by

None

Registered charity number (if any)

1171889

Charity's principal address

1 Helena Place

21 Church Street

Hemel Hempstead

Postcode

HP2 5AD

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Chantelle Burley	Chair		
2	Elena Dina Boukouvala			
3	Brian Mullin			
4	Gregory Pasco			
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17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document
(eg. trust deed, constitution)

Foundation Constitution (last amended 25/2/2017)

How the charity is constituted
(eg. trust, association, company)

Charitable Incorporated Organisation

Trustee selection methods
(eg. appointed by, elected by)

Elected by current members

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

Day to day running of our Young Leaders and Talent Show cycles is contracted on a part-time basis to the Programme Coordinator employed and overseen by the Board. The two founding Trustees, Chantelle Burley and Brian Mullin, serve as the overall Co-Organisers of the charity, supplementing the administrative work of the Coordinator through additional voluntary hours to expand the charity's connections and oversee its operations.

The other Trustees offer guidance and support on key matters based on their areas of expertise. The entire Board meets on a quarterly basis, at which point the Co-Organisers report to the Board on the programme activities.

At the end of calendar year 2022, one of our longest-serving Trustees, Anjalika Bardalai stepped down from the Board in order to devote more time to work with other charities, leaving our number of Trustees at four.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

For the public benefit, to help young people in Greater London aged 5 to 25, particularly those from disadvantaged backgrounds, by providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals through engaging a performance-based approach.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

In 2022-23, All Stars produced our first completely in-person Young Leaders cycle since the onset of the COVID-19 pandemic. We returned to in-person training events and Talent Show for this year's Young Leaders and we formalised and expanded our Mentorship Programme after a pilot last year.

Typically, our charity offers a cycle of work conducted to help young people from London's poorest neighbourhoods to 'perform their lives' and gain access to enriching education and training opportunities that prepare them for success in the future world of work or further education.

Each cycle begins with recruitment of a new cohort of young people aged 14-20 for our **Young Leaders Programme**, who participate in a set of leadership trainings and activities intended to build their confidence at self-presentation, public speaking, teamwork and community organising. In the initial months, the young people are led through workshops that build their confidence via performance-based training activities offering transferrable leadership skills that they can bring into future 'roles' in the real world.

This period includes **Bridge-building visits** where they meet with and receive guidance from professionals across a range of fields such as finance, tech, journalism and the arts, building the skills necessary to enter the world of work.

Armed with developing confidence and new skills, the Young Leaders take on the task of producing a community **Talent Show**, working as recruiters, organisers, hosts, event staff and workshop leaders to put their skills into practice and serve as leaders to other young people. This year, the chosen venue for the workshop was Dragon Hall community centre, allowing for a Central London location accessible to young people from across the city.

Our Young Leaders spent the weeks leading up to the Talent Show helping to promote the event in their schools and other networks, as well as conducting street outreach as a team, building their confidence as community organisers speaking about the work to strangers and signing up acts. As the Show drew near, Young Leaders trained up to conduct workshop activities for the Auditioners and they also wrote a script and practiced as onstage Hosts for the event. On the Talent Show day, they welcomed auditioners, led ensemble-building activities and then introduced the acts for the Show, which was presented both for an in-person audience and simultaneously livestreamed.

Following last year's pilot, all Young Leaders who completed the programme through the Talent Show were offered an extended opportunity on our **Summer Mentorship Programme**, hosted in-person at the offices of the financial firm Davidson Kempner European Partners in Mayfair. Each Young Leader was paired with an individual mentor, from DK or other firms, receiving bespoke guidance on career and educational goals, meeting every two weeks across July and August. The entire cycle concluded with a Graduation Ceremony, also hosted at DK in September.

Whether 'performing' on Bridge-Building sessions with professionals or in the Workshops or Talent Show, the entire corps of Young Leaders develop their capacity for self-presentation, as well as their skills for working collaboratively. They then get to put those skills into practice through one-on-one work with their Mentors, as they think through their goals for the next stage of their education and professional lives, preparing for work opportunities or university admission. Our Programme Coordinator tracks the young people's attendance and records feedback about their development over the course of the cycle, which is duly reported to our funders.

The Trustees have had due regard that these activities meet the Charity Commission's guidance on public benefit.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

In 2022-23, the charity continued our arrangement of contracted work by a part-time Programme Coordinator to oversee the administration of the Young Leaders/Talent Show cycles. In a new turn of events, we recruited a Fundraising Communications Manager to work with us on a three month contract, leading up to an in-person fundraising event held in late spring 2022.

A large amount of additional support, however, was carried out by volunteers. In addition to the work of the Trustees, the charity has benefitted from the contributions of adult volunteers who organised and facilitated various Bridge-Building sessions for the young people.

The most notable contributions were made by our volunteer mentors, the core of whom came from our longstanding corporate partner Davidson Kempner, organised by DK employees Antonia Bamford and Patrick Sherwen. We reached out to other mentors working in media, consulting and the arts who joined the DK volunteers for training and then met bi-weekly with their individual mentees across the months of July and August, offering individual guidance and feedback on work including CVs, university application essays and much more, all tailored to the individual young person's personal goals.

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

This year, as ever, the Programme Coordinator reached out to a wide range of professionals across many industries and scheduled a slate of Bridge-Building sessions that represented a diverse and appealing range of workshops for our Young Leaders. They included:

- Community arts practitioner Tony Cealy
- Jonathan Refoy & Lynne Mawdlsey, Interserve Facilities Management
- Jacqui Dobson, Financial Times
- George Ahye, Property Management
- Psychology Researcher Dr Lucia Valmaggia
- Virtual Reality designer Jerome DiPietro
- NHS cardiologist, Dr Regina Mammen
- Copywriter & Digital Marketer Liberty Ip

In total, 21 Young Leaders participated in our Summer 2022 cycle. They built their confidence and social skills through meeting regularly in person and then going out into the community to conduct Street Outreach. This work, which historically has been a major element of the Young Leaders Programme, was especially impactful for a cohort who had spent much of the previous two years experiencing the enforced isolation of the COVID lockdown.

The boost in confidence contributed to the success of our 2022 Talent Show. It was produced and hosted by 12 Young Leaders and featured performances by 24 other young people.

This intensive training in leadership and self-presentation yields personal impacts in a short space of time, as evidenced by these responses:

- At the start, I was nervous. Having to talk to the other Young Leaders was challenging and I was struggling a bit. As I got used to meeting them, it felt normal. I've learnt that there's always different people that you're going to come across in life. You can gain experiences from every different person you meet.

Section D

Achievements and performance

- The project has been good because I've been able to work on networking skills. I have been more confident to ask questions in class. My teacher noticed that I am more focussed on things and take more initiative. I have the motivation to speak now and that makes me confident. I've learnt that if I address myself properly I can have really good conversations with people.

80% of participants reported gaining confidence and 90% became more comfortable in Public Speaking.

Those who stayed on for Summer Mentorship experienced even greater opportunities for development. We had 16 Mentor-Mentee pairings, each of which worked on topics and goals of interest to the individual young person. The weeks of individual work over the summer took each Young Leader's growth and career readiness to another level.

- At the start, I would say I was a bit more reserved and shy and less likely to talk to people I didn't know. As mentorship progressed, my confidence and people skills increased. Dan [her mentor] really helped with understanding the field I wanted to work in and the commitments of it.

Many of the Young Leaders concluded the summer having learned more about their chosen field, having rehearsed mock interviews and, in one case, securing a job. On the other side of it, volunteer Mentors also fed back on the impact the project had for them:

- It was great to see someone develop and also appreciate what it's like to be a young person. I was so inspired by my mentee's story and progress.
- I felt so satisfied watching my mentee grow and develop, with the end result of him finding a job doing something he's interested in.

100% of volunteer Mentors reported that they would recommend the Programme to others.

The year offered some of the most thorough and comprehensive leadership development in the charity's history got the dedicated group that completed the programme. The 2022 cohort of Young Leaders worked hard to grow across a wide range of activities and took advantage of the offer to develop even further through Mentorship.

All Stars has been proud to facilitate these mutually beneficial relationships, across barriers of social disadvantage and education. This new project was deemed a success and will continue for Summer 2023.

Section E

Financial review

Brief statement of the charity's policy on reserves

Having previously been funded through multi-year grants from the London Assembly and Garfield Weston Foundations, the charity made efforts this year to grow our base of private and corporate donations, initially by holding our first in-person fundraising event since 2019. Attendance at the event itself was less than expected, but it began a set of conversations which yielded thousands of pounds in contributions later in the year. The Mentorship programme became a good platform to spread the word about the charity's work, with volunteer mentors themselves serving as new financial donors and also ambassadors for our mission, helping to secure support from their companies and colleagues. The reserve of funds on hand at the end of the financial year are all earmarked to carry out our cycles for the coming year.

Details of any funds materially in deficit

N/A

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

This year, ASL continued to offer a cycle of events with a large charitable benefit, conducted with a relatively small budget. Expenditure helped pay for the salary of our Programme Coordinator, who conducts recruitment of the participants and coordinates all operations that bring the young people together with our adult volunteers. Other costs include those associated with digital delivery of our work, including graphic design, online meeting platforms, video editing and much more.

Now that we've returned to in-person delivery, we began to spend more on costs such as venue rental, food and supplies, as well as travel assistance for those young people in need of funds to attend our events.

The experiment in bringing in an outside consultant as Fundraising Communications Manager was of limited success. In the short time frame of a few months, it was a challenge for this person to get up to speed on understanding the charity's voice and effectively adding value to our work that would result in increased donations.

We found that we had more fundraising success via outreach conducted by our adult volunteers and corporate partners. Moving forward, we feel that a paid fundraising role is only effective if that person can embed themselves into the organising and help us make longer-term plans.

Section F

Other optional information

Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Chantelle Burley

Brian Mullin

Position (eg Secretary, Chair, etc)

Chair

Trustee

Date

21/01/2024



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
All Stars London

No (if any)
1171889

CC16a

Receipts and payments accounts

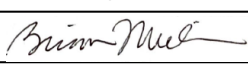

For the period from	Period start date	To	Period end date
	6/4/22		5/4/23

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	5,733	-	-	5,733	6,944
Fundraising Events	6,873	-	-	6,873	-
Government Funding	-	-	-	-	2,323
Donation Buckets	-	-	-	-	-
Refunded Costs	412	-	-	412	424
Trust & Foundation Grants	-	-	-	-	6,500
Bank Interest	22	-	-	22	-
	-	-	-	-	-
Sub total (Gross income for AR)	13,040	-	-	13,040	16,191
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	13,040	-	-	13,040	16,191
A3 Payments					
Insurance	56	-	-	56	130
Banking Service Fees	72	-	-	72	72
Fundraising Fees & Costs	3,216	-	-	3,216	511
Web Hosting & Social Media Maintenance	759	-	-	759	241
Royal Mail P.O. Box	-	-	-	-	-
Office/Storage Space Rent	1,268	-	-	1,268	1,079
Mobile Phones	368	-	-	368	344
Database Software/Upkeep	504	-	-	504	288
Stationary/Office Supplies	18	-	-	18	42
Postage	31	-	-	31	-
Graphic Design	450	-	-	450	455
Publicity Printing (Talent Shows)	-	-	-	-	-
Photo/Video Documentation	744	-	-	744	650
Printing (Talent Show Cycle)	23	-	-	23	-
Venue Hire (Talent Shows)	265	-	-	265	265
Event Supplies (Talent Show Cycle)	565	-	-	565	15
Food	185	-	-	185	91
Room Hire (Trainings)	740	-	-	740	375
Travel Costs	50	-	-	50	50
Membership & Training Fees	173	-	-	173	141
Program Manager Salary	5,887	-	-	5,887	9,750
Intern Assistant Salary	-	-	-	-	563
Sub total	15,374	-	-	15,374	15,062
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	15,374	-	-	15,374	15,062
Net of receipts/(payments)	- 2,334	-	-	- 2,334	1,129
A5 Transfers between funds					
A6 Cash funds last year end	10,129	-	-	10,129	8,998
Cash funds this year end	7,795	-	-	7,795	10,129

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds		-	-	-
		-	-	-
		-	-	-
	Total cash funds	7,795	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Details			
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
		Brian Mullin	15/1/2024
		Chantelle Burley	15/1/2024