

SEENARYO

England & Wales · Charity number 1173822

Details

Status Registered

Legal form CIO

Registered 2017-07-13

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

Contact

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Activities

Objects: To relieve the charitable needs of under-served communities in the Arab region, primarily in Lebanon, Jordan, Palestine and Syria, by: the advancement of education and provision of arts for those in the community who are in need thereof, so as to advance them in life and enable them to participate more fully in society.

Activities: Seenaryo works in the Arab region using theatre and play to support people to heal, lead and learn. We co-create performances with under-served communities, train future leaders, and transform classrooms through play. Our aims are to build life skills and wellbeing, challenge polarisation, create employment pathways and advocate for people's rights and participatory approaches in the region.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, Arts/culture/heritage/science, Economic/community Development/employment, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, People Of A Particular Ethnic Or Racial Origin, Other Charities Or Voluntary Bodies, Other Defined Groups

Geography

- Egypt
- Jordan
- Lebanon
- Occupied Palestinian Territories
- Syria
- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£510,788	£587,344	£258,525	11
2023-12-31	£676,742	£686,311	£335,081	12
2022-12-31	£457,434	£583,811	-	-
2021-12-31	£557,422	£553,608	£475,672	15
2020-12-31	£631,786	£380,023	£479,384	10

Trustees

Name	Role	Appointed
Alex Khosla	Chair	2020-06-11
Antonio Gould		2020-01-12
Liliane Landor		2025-03-07
Luke Hayman		2023-04-27
Shifa Obeid		2021-08-26
ZIBA CHRISTINA SAKINE SARIKHANI		2023-07-10

SEENARYO

England & Wales - Charity number 1173822

Accounts



SEENARYO

**REPORT OF THE TRUSTEES
AND THE UNAUDITED
FINANCIAL STATEMENTS**

FOR THE YEAR ENDED 31 DECEMBER 2024

SEENARYO

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LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Antonio Gould Lina Khatib (resigned 24 July 2025) Nikhil Alexander Khosla (Chair) Shifa Obeid (Treasurer) Luke Hayman Ziba Sarikhani Liliane Landor (appointed 7 March 2025)
Charity number	1173822
Registered office	4A Dumbarton Road London SW2 5LU
Independent examiner	David Hoose FCA Forvis Mazars LLP Two Chamberlain Square Birmingham B3 3AX
Bankers	The Co-operative Bank PO Box 101 1 Balloon Street Manchester M60 4EP



SEENARYO

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees present their report and financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Constitution and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

OBJECTIVES AND ACTIVITIES

Purposes and aims:

The Charity's purposes as set out in the objects contained in the Charity's constitution are:

To relieve the charitable needs of under-served communities in the Arab region, primarily in Lebanon, Jordan, Palestine and Syria, by: the advancement of education and provision of arts for those in the community who are in need thereof, so as to advance them in life and enable them to participate more fully in society.

How the Charity achieves its objectives:

Seenaryo gives people the opportunities to create, collaborate and catalyse change through theatre and play. We know that theatre can unleash a community's collective power. Being centre stage – with space to play and a platform to speak out – gives people the tools to lead change in their communities.

Working in Lebanon, Jordan, Palestine and Syria, Seenaryo uses theatre and play to support people to heal, lead and learn. We co-create performances with under-served communities, train future leaders and transform classrooms through play. Reaching over 175,000 children, youth and women since 2015, Seenaryo won the Resilience in Action Award at HunderED 2024, the Arts, Culture & Heritage prize at the 2023 UK Charity Awards and was one of Expo 2020 Dubai's 120 Global Innovators.

In 2024, Seenaryo created 16 original theatre productions. We also trained 1,232 teachers to transform learning through play, reaching 27,685 schoolchildren. Our 2024 Impact Report is [here](#).

By breaking apart the typical hierarchies of theatre and classrooms, Seenaryo's mission is to create playful spaces for the meaningful participation of under-served communities in Lebanon, Jordan, Palestine and Syria.

In order to achieve this, we aim to:

1. **Facilitate skills development** by supporting individuals to build social skills, life skills, critical thinking and wellbeing
2. **Challenge mistrust and polarisation** by bringing conflict-affected communities into dialogue with each other

3. **Create wider and alternative employment pathways and professional capacity** within classrooms and communities
4. **Transform teaching and learning** to become child-centered, engaging and inclusive
5. **Advocate globally** for play-based learning and participatory theatre in the Arab region

Our values are:

- **Meaningful participation** at all levels including the way we which we run workshops, work with partners and train teachers – allowing all voices to be heard
- **Evidence-based approaches** that use science and research to inform our programme content, delivery, monitoring and evaluation strategy
- **Deep rootedness in local contexts & partnerships** working with and for communities for the long term
- **Agility & innovation** in our use of technology, our approach to teaching and learning, and our responses to the changing needs of participants
- **Accessibility & inclusivity** in terms of creating spaces and resources that actively engage and amplify traditionally excluded groups
- **Effective women's participation** at all levels, including organisational structure as well as programme design and delivery
- **The intrinsic value of artistic excellence** beyond its use as a tool for social impact

Our main programme strands are:

We make theatre: Seenaryo co-creates collaborative, powerful and imaginative theatre in partnership with organisations deeply rooted in the communities they serve. The original plays put participants at the heart of the creative process, giving them a space to collectively share and explore their stories, as well as to advocate for their rights. Our theatre programmes target a wide variety of life skills. By learning through theatre, our participants develop artistic skills, as well as tools for leadership, problem-solving and critical thinking.

We train future leaders: Seenaryo trains youth and women to become creative leaders in their communities. We are currently doing this through our Theatre Leadership Training and our Scenechangers programme. Through our trainings we aim to create wider and alternative employment pathways, equipping young people with vital professional skills.

We bring play to classrooms: The Seenaryo Playkit is an award-winning phone app and teacher training designed to support children's well-being, life skills development, and engagement in learning. It supports early-years teachers in under-resourced settings to bring their curriculum to life. The Playkit approach goes beyond traditional play-based learning by integrating the creative and expressive practices of theatre and music, which are vital tools for nurturing creativity, emotional intelligence, and social skills in young children.

Ensuring the Charity's work achieves its aims:

The Charitable Incorporated Organisation (CIO) has reviewed its objectives and activities and in doing so, has considered the successes of each key activity and the benefits they have brought to the groups of people who are the intended beneficiaries of the CIO's activities.

The review has helped ensure the CIO that its activities remain focused on the achievement of its stated purposes. In reviewing its aims and objectives, and in planning its future activities, the CIO operates in accordance with the Charity Commission's general guidance on public benefit. In particular, as part of the review, the Trustees consider how future planned activities will contribute to the Charity's aims and objectives.

PUBLIC BENEFIT

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake. The Charity Commission in its Charities and Public Benefit Guidance requires that two key principles be met to show that an organisation's aims are for the public benefit. First, there must be an identifiable benefit. Second, the benefit must be to the public or a section of the public.

How the Charity delivers public benefit:

Seenaryo's projects have a measurable impact on our participants and associates, both at the individual level and for the community at large.

- 1. Facilitate skills development** by supporting individuals to build social skills, life skills, critical thinking and wellbeing

We foster skills development by giving the communities we work with a space to create and express themselves. We believe that the higher the artistic merit of our final product, the greater the pride we instill in our beneficiaries: in a situation with scant resources, storytelling, theatre and play are amongst the most significant things that can be created.

Our programmes target a wide variety of life skills: language, emotional, social, cognitive and physical. By participating and collaborating, beneficiaries develop communication skills and empathy. By learning through theatre, and play they develop artistic and performance skills, as well as skills for leadership, problem-solving and critical thinking. Where our beneficiaries are adults, these skills increase their employability, often providing a direct pathway to employment.

- 2. Challenge mistrust and polarisation** by bringing conflict-affected communities into dialogue with each other

Most of Seenaryo's programmes bring groups of participants from diverse national, religious and class backgrounds together for the first time. We particularly focus on bringing together refugees and migrants with the Lebanese and Jordanian communities hosting them. We know that the close and intense level of trust and collaboration that creative work requires have tangible impacts in terms of participants' understanding and acceptance of those with differing nationalities, ethnicities and religious views, and appreciation of the lives and situations of those different from them. We present our work to local and international audiences, with the aim of challenging their assumptions about refugees and the Arab region and building understanding and solidarity.

- 3. Create wider and alternative employment pathways and professional capacity** within classrooms and communities

We increase the skills and employability of the adults and teachers we train. We train facilitators to use participatory tools, provide ongoing mentorship, and are often subsequently able to employ our trainees to lead our programmes, or connect them to employment pathways with other organisations (especially through our Scenechangers programme). We train schoolteachers and give them access to Seenaryo's teaching resources including the Playkit, allowing them to use arts in teaching the curriculum and build their skills in delivering student-led learning – approaches which have become standard good practice in education systems globally, but which are very much lacking in the countries in which we work. Many of the early years teachers we train are new to teaching: they teach out of necessity but lack experience, and our training equips them with urgently-needed skills.

- 4. Transform teaching and learning** to become child-centered, engaging and inclusive

We know that empowering schoolteachers to improve the quality of their teaching and learning is key to transforming children's life chances at scale. We support teachers to understand and implement positive

classroom management methods, as well as deliver participatory, play-based teaching activities and inclusive teaching techniques, all with the goal of making the classroom child-centred and thereby increasing children's engagement and participation in their learning. By engaging headteachers in the training process, we aim to transform the whole school environment and not just work with individual teachers. We train teachers in elementary and high schools (primary and secondary) as well as kindergartens, through our Scenechangers programme but also through commissioned trainings designed for specific education providers. However, our focus is on early years education in particular because teacher training is most overlooked at this level, with teaching often seen as unskilled childcare; and because children under 5 are at their most vulnerable, while having the capacity to become "resilient for life" (Harvard Center on the Developing Child).

5. Advocate globally for play-based learning and participatory theatre in the Arab region

Seenaryo's advocacy falls into two approaches. First, we advocate for the value of arts and play in the development and education sectors in the region, by communicating the evidence and impact of our work with local and international partners and stakeholders, government and ministry representatives and other decisionmakers. Through this approach we aim to shift the landscape and investment in development and education so that participatory arts are a higher priority and play is prioritized in education. Second, through our plays, we provide a platform for our participants to advocate for their rights. Our participants may have specific policy demands and campaigns, or they may demand respect and to have their voices and stories heard.

Who benefited from the services of Seenaryo?

Seenaryo aims to benefit under-served communities in the Arab region, particularly in Lebanon, Jordan, Palestine and Syria. We work with groups of children, young adults, women and teachers. We focus on working with participants living in poverty, migrant domestic workers, and those affected by trauma and conflict including refugees. Among our participants who are children, we particularly target children who are growing up in care. To further understand the context of our countries of operation:

LEBANON | According to the UN, Lebanon is the country hosting the highest number of refugees worldwide. It is in the midst of an ongoing economic collapse, described by the World Bank as one of the worst in the world since the 1850s. Compounding an already fragile state, the Israel-Hezbollah war killed nearly 4,000 people and injured over 16,000 in Lebanon in 2024. It also displaced over a million people – a quarter of the population.

JORDAN | Jordan hosts the second highest refugee-per-capita ratio in the world (UNHCR). 1 in 12 people residing in Jordan are registered as refugees, and half of them are children. Refugee populations are from Syria, Iraq, Sudan, Yemen, and other regional countries. Jordan also has a high unemployment rate, with just 46% of youth regularly employed, and only 15% of women (World Bank, 2024).

PALESTINE | Palestine is facing one of the largest humanitarian crises in history. The Israel-Hamas war has killed at least 50,000 people (Palestinian Health Ministry), although the actual figure is likely higher, and displaced 1.9 million people. Over 1,200 entire families have been wiped out by Israeli strikes and the Gazan economy and health system have been destroyed. The West Bank also faces unprecedented settler and state violence.

SYRIA | With the fall of the Assad regime in December 2024, Syria entered a transitional period of state building. Over a decade of civil war has extensively damaged infrastructure, including schools, roads and hospitals. There are 6.5 million Syrian refugees outside Syria and 7.2 million internally displaced. Syrian society is deeply divided after years of war and the monumental task of rebuilding lies ahead.

Given these pressures on communities, Seenaryo believe there is an urgent need for projects that equip

these groups with the tools not just to survive, but to thrive.

The Trustees confirm that in setting the Charity's objectives and in planning its activities they have had due regard to the Charity Commission's guidance on public benefit, and they will continue to ensure that each year they consider how the Charity continues to meet the public benefit objectives outlined in section 4 of the Charities Act 2011. The Trustees are satisfied that the Charity meets with the requirements and conforms with the Act's definition of a Charity, meeting all of the key elements of the two key principles.

FOREWORD FROM VICTORIA LUPTON, PRESIDENT

In 2024, James Baldwin's words felt painfully relevant to the Arab region: "People are trapped in history, and history is trapped in them." It was easy to feel helpless. But at Seenaryo, everything we do is geared towards building people's agency: their sense of control over their own lives. It's slow and painstaking work - person by person, community by community. But holding onto individual moments of respite and transformation has powered us at Seenaryo, in a year when at moments the very possibility of supporting communities in our countries of Lebanon, Jordan, Palestine and Syria has seemed threatened and politicised.

"I felt comfort and safety." These are the words of Haifa, a young Lebanese woman, but they could have been from any one of our participants living across the region. Rarely have our communities longed for comfort and safety more than in this year of war, destruction and displacement.

Haifa was one of 1.2 million people in Lebanon displaced by the war with Israel in the autumn; and one of the 36,301 people Seenaryo reached in 2024. She had joined a Seenaryo theatre project addressing the mental health of those living in temporary shelters. "The sessions helped relieve the stress I had been carrying since the war," she told us. "They allowed me to release emotions I had been holding inside for so long."

The year began – and ended – with the bombardment of Gaza, and with clashes between Israel and Hezbollah on Lebanon's Southern border. On October 1st, Israel invaded Lebanon, precipitating a twomonth war that killed over 4,000 people in Lebanon and displaced a quarter of the population. Then, in the space of a fortnight at the end of the year, a ceasefire was called in Lebanon and the Assad regime fell astoundingly fast. Barely six weeks later, a fragile ceasefire was declared in Gaza: the region's political map is being redrawn and civilian lives hang perilously in the balance.

Through these seismic changes, Seenaryo responded with speed and purpose, nearly doubling our reach from 2023. With the support of over 300 donors, we launched an emergency response in Lebanon's shelters, reaching 700 people across 39 projects. We expanded our teacher training across the West Bank, and worked in Syria for the first time, training teachers in the country's three largest cities. We redesigned and relaunched our app for teachers, the Seenaryo Playkit; and trained 120 youth in Jordan and Lebanon to deliver theatre workshops in schools and community centres through our Scenechangers project.

As we look ahead to our tenth anniversary year, there are tentative green shoots of renewal in Lebanon and Syria, but the path to comfort and safety in the region remains long and littered with injustice. We remain committed to using theatre and play to support people to lead, learn and thrive - and have a raft of ambitious projects planned across five countries to mark our decennary.

At a moment when international solidarity is waning and governments are scaling back development aid, we are deeply grateful to our community of donors and collaborators. Your support has never been as important as it is today.

ACHIEVEMENT AND PERFORMANCE

In 2024, Seenaryo:

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

- Reached **36,301** people, directly or indirectly
- Had **7,384** children, youth and women participating in theatre, who created **16** original productions
- Trained **250** youth and women in theatre facilitation and leadership
- Trained **1,232** teachers in **67** schools in play-based teaching methods who in turn reached **27,685** children

2024 Context:

- **March:** Israel continued to bombard Gaza in the first three months of the year, killing at least 10,000 Palestinians by 29th March (The Lancet), almost 70% of them women and children (UN).
- **April:** Regional tensions intensified when Israel attacked the Iranian embassy compound in Damascus. Iran retaliated by targeting Israel with hundreds of missiles and drones.
- **August:** An escalation of Israeli strikes in Southern Lebanon led 10,000 people to flee their homes during the month of August. It became increasingly dangerous to travel in Southern Lebanon.
- **September:** After their pager and walkie talkie attacks, Israel launched a ground invasion and a nationwide bombing campaign of Lebanon, displacing a quarter of the population.
- **October:** Within weeks of the war starting, 901 out of 1,094 recently opened shelters had filled up. Many only accepted people with Lebanese nationality, leaving Syrians and other non-Lebanese citizens homeless with nowhere to go.
- **November:** A ceasefire agreement on 27th November between Israel and Hezbollah put an end to the war. Israel has continuously violated the agreement, with 330 strikes by Israel and one by Hezbollah recorded by January 2025 (ACLED).
- **December:** After Syrian opposition forces conducted a 10-day offensive of key Syrian cities, President Bashar Al-Assad fled on 8th December. Damascus was captured and the Assad regime fell after 53 years in power.

2024 Highlights:

- **Research trip to the West Bank:** In April, our CEO Victoria and Executive Director Lara travelled to Palestine to meet with 12 partner organisations. The need for theatre and play across the West Bank was clear and the meetings have led to longer-term partnerships, with our first Playkit trainings in Palestine complete and plans in place for a theatre production in 2025.
- **Staging CATS in Jordan:** An ensemble of young people performed their play CATS six times across Jordan, from major stages in Amman to local community centres, reaching 630 audience members. The play explored the refugee experience in Jordan, through the eyes of a cat, and was performed as part of UNHCR's Refugee Week activities.
- **First ever Playkit training in Palestine:** In August we trained 52 teachers in Ramallah, in the West Bank, to teach through play. It marked our first time training teachers in Palestine. Two teachers who took the training were inspired to share the Playkit with their colleagues in Hebron, so we arranged a second training there later in the year.
- **Showbuild in South Lebanon:** We co-created a Showbuild with a group of children, as strikes increased in South Lebanon. The ensemble devised a play about a group of people who decide to leave their village because of a strange, relentless noise that surrounds them.
- **Emergency Campaign for Lebanon:** Responding to the war in Lebanon, Seenaryo launched an emergency response to support communities sheltering in displacement centres. Throughout the war, we supported the mental health and learning of 700 displaced people across Lebanon through theatre and play sessions.
- **Relaunch of the Playkit app:** We relaunched an updated version of the Seenaryo Playkit app in the autumn. We have also started a partnership with UCL's Institute of Education, who are developing our MEAL tools and publishing research focussed on the efficacy and impact of playbased learning in under-resourced countries (forthcoming in 2025).

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

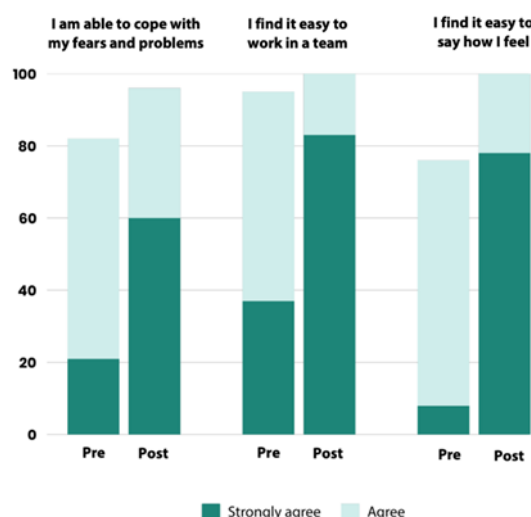
- **Resilience in Action award from HundrED:** Seenaryo won an award at the HundrED Summit in Helsinki, in acknowledgement of our emergency response in Lebanon and Palestine.
- **TILKA screening in the UK Parliament:** A few days after the ceasefire announcement in Lebanon, Helen Hayes MP hosted a screening of our documentary TILKA. At the screening we called on parliamentarians to support civil society in Lebanon to recover and to put pressure on Israel to uphold the ceasefire.

We make theatre | Evaluation from 2024

“You feel safe and connected – like you’re in another world, another dimension that you belong to in every session.” – Theatre participant, Amman, Jordan

In a survey of 292 participants who took part in Seenaryo theatre projects in 2024:

- 95% of participants feel like they have an outlet for their feelings (compared to 70% before)
- 93% of participants feel able to explore themselves and their story (compared to 73% before)
- 93% of participants agree that they understand the feelings of others (compared to 76% before)
- 81% of participants feel able to make their own judgements (compared to 69%)



Meet Farhan: Farhan is Lebanese and has grown up in Dar Al Aytam Al Islamiya, an orphanage in Beirut. He was part of the ensemble that created the show Orphanage of Dreams, which was a Seenaryo Cycle with children at Dar Al Aytam. Seenaryo has been co-creating theatre with children in the care system since 2019. There is no state system of foster care in Lebanon, with 40,000 children living in 300 privately run children’s homes. After the performance in June, Farhan told us: “The session felt just like being at home. Usually I hate leaving home, but I had so much fun that I didn’t mind being away. I often feel lonely at the orphanage, but with my friends around during the play I didn’t feel like that. It was like a big family.”

Meet Haneen: Haneen, 18, is from an Iraqi-Egyptian refugee background and lives in Amman. Her refugee status limits her professional and educational opportunities, as there are restrictions on what non-Syrian refugees in Jordan are able to apply to. Taking a lead acting role in the show CATS, Haneen reflected: “I’ve tried a lot of different things to try and find myself, but I really felt like I found myself in theatre.” She added: “Society places limits on what a girl can do. Many people do not accept the idea of seeing a girl dancing, acting or mingling with boys. In the end I was able to break this barrier... When I go on stage, I feel capable of expressing myself and sharing my own ideas. I’ve proved myself to this group that was telling me no.”

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

"It changed the psychological state of the kids and us." In August, Seenaryo started a Showbuild in Zrariyeh, an area of South Lebanon that had been under attack from Israeli strikes since October 2023. We spoke afterwards with Tala Zaher, one of the facilitators, about the project. "The road from my house to the project's location is a dangerous one; many people have been killed by Israeli bombings. It was nerve-wracking to pass through, my heart would clench every time. But the moment we reached the S.S. Foundation and saw the kids – how they welcomed us and how excited they were – it made me forget all the fear." She continues, "On the day of the show, the security situation was terrible; it was one of the worst days. I was glad that we postponed it. Finally, when we were able to set a day to proceed with the performance, I was thrilled. The kids were ten times more excited. Although the kids initially had no idea about theatre, and the sessions were intense, they quickly opened up. They became much more confident on stage. I'm so happy we did something in the South. It changed the psychological state of the kids and us."

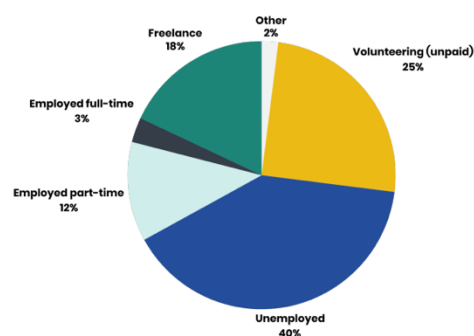
We train future leaders | Evaluation from 2024

"I used to think I was always right and wouldn't consider other perspectives. After the training, I started putting myself in other people's shoes before deciding if I was right or wrong." Trainee, Irbid, Jordan

In a survey of 56 participants who took part in Seenaryo's Theatre Leadership Training in 2024:

- 90% of trainees think of themselves as a leader after completing the training
- 88% of trainees feel confident applying to jobs in theatre and education

Scenechangers Spotlight: In 2024, Seenaryo trained 97 young people across Lebanon and Jordan to lead participatory theatre workshops in schools, shelters and community centres. This is part of a four-year project that aims to provide young people with professional skills and employment opportunities. The MENA region has the highest youth unemployment rate in the world and at the start of this project, most participants were unemployed:



92% of Scenechangers had paid work with Seenaryo in 2024.

In 2025, half of these recently-trained Scenechangers have been employed to run their own sessions with groups of younger people in community-based organisations.

We bring play to classrooms | Evaluation from 2024

"The situation in Lebanon has negatively affected our students' mental health and behaviour. The Playkit has improved communication and helped to reduce behaviour issues. Play reduces stress and anxiety, as it helps students to release the negative energy and fear that they are facing nowadays." – Teacher in Zahle, Lebanon

In a survey of 725 teachers who took the Playkit training in 2024:

- 84% of teachers agree their teaching practice has changed significantly since using the Playkit app
- 9/10 teachers agree the Playkit introduced them to new techniques and teaching practices
- 25% increase in children who are better at regulating their behaviour when they lose
- 23% increase in teachers who use music and movement in the classroom
- 19% increase in teachers who use physical activities in the classroom

Meet Hanan: Hanan is a teacher in Hebron, Palestine, where she's been teaching for over 20 years. Seenaryo ran our first ever Playkit trainings in Palestine in 2024 and Hanan took part in the training. We caught up with her afterwards to reflect on the changes she noticed after she started using the Playkit in her classroom.

"Playing is one of the most basic rights of our children. However, because of the war and conditions they're growing up in, they've lost so much of their childhood. Many have become overly attached to their phones and TV screens. That's why learning through play is so important - it helps them channel their energy in a healthy way and unlock their potential. It can also ease the impact of the difficult things they are seeing and hearing.

I had a student who was very shy and hardly ever participated in class. He also struggled with reading. But after I started using the Playkit activities, he became more engaged, and I saw a real improvement in his ability to recognise and pronounce letters. Now, he can read them all! What made the difference wasn't just the Playkit's letter games - it was also the way it helps us group children during activities, making learning more interactive."

New achievements in bringing play-based learning to classrooms:

- **CERD Summer School:** We designed five bespoke sessions for the Center for Educational Research and Development (CERD) summer school curriculum. CERD is a national Lebanese organisation charged with the modernisation and development of education, with close links to the Ministry of Higher Education in Lebanon (MEHE).
 - 8,600 children reached through CERD.
- **Playkit App Relaunch:** We successfully re-launched the Seenaryo Playkit app, this included an updated design, improved user experience and optimised functionality. Teachers have responded positively to these updates, some have shared that the intuitive interface has made app navigation smoother and more efficient.
 - 96 songs rewritten in Modern Standard Arabic, allowing the Playkit to scale across the region.
- **Training with JRS Syria:** Seenaryo trainers travelled from Lebanon to Damascus, Aleppo, Homs and Kafrun in Syria, where they upskilled teachers who run remedial education programmes. The training aimed to support teachers to deliver literacy and numeracy lessons through theatre and play, as well as helping them manage behaviour more effectively.
 - 99% of teachers believed that games and play are effective in achieving literacy and numeracy goals.

Emergency Response in Lebanon | Evaluation from 2024

After a year's localised border conflict between Israel and Hezbollah, Israel launched a ground invasion and aerial bombardment campaign of Lebanon in September 2024. The war displaced up to 1.2 million people, a quarter of the population, almost overnight. At the start of the war, we did a survey of our participants to understand how we could best support the communities we serve. Of those who responded, 43% had been displaced and 96% had received no support at all. Seenaryo responded by launching an Emergency Campaign for Lebanon, rolling out theatre and play projects in shelters across the country – these provided vital psychosocial support and play-based education for displaced communities. We also referred 125 families to partner organisations who could provide basic necessities such as food, mattresses, clothing and shelter.

- **39 emergency projects**
- **700 participants**
- **28 shelters**

"There was a young girl who barely spoke on the first day. She kept to herself, often with her finger in her mouth. But by the third day, she was fully engaged, participating in all the activities and even speaking up." – Nour, Facilitator in Akkar

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

"The sessions helped relieve the stress I had been carrying since the war started. They allowed me to release emotions I had held inside for so long. We had never experienced anything like this before: playing, acting, dancing, and singing. It was all new to us... This was such a safe space where we could express ourselves freely. You gave us a chance to talk about ourselves and focus on who we are, without distractions." – Haifa, displaced in Beirut

"Awalya used to be very anxious about the strikes and the news. During your activities, he seemed completely disconnected from the war, and even after coming back to our room, his mind stayed focused on the class and what he had learned with you. Other mums and I are so impressed with how you've brought laughter and joy to our children's lives. You're truly changing their mood and created a positive, uplifting environment for them." – Awalya's mother, displaced in Chouf

"Although we came from a place of war, when we gathered I felt like I could finally let go. I gained new skills, learned to express my feelings, and was able to forget my worries, leaving each session feeling happy. I sing to my kids now and I taught them the butterfly exercise. It's helping them express their feelings without resorting to yelling. I've shown them how to calm down and communicate better." Hiba, displaced in Beirut

Thought leadership & advocacy

In 2024 we started developing an organisational advocacy strategy for the first time. To achieve our aims we engaged in the following activities.

- **AWARDS** | HundrED selected the Seenaryo Playkit as one of their top 100 education innovations to watch out for in 2025 (selected from over 3000 applicants). They also awarded us a Resilience in Action Award for our emergency work in Lebanon and Palestine. TILKA received a Special Jury Mention at the Beirut Women Film Festival.
- **PUBLICATIONS** | We released three publications, including Women Leading Theatre for Change (a guide for practitioners) and Transforming Attitudes to Play-Based Learning (a study by DARNA Research). We also published a report by MIT Solve's LEAP programme on our evaluation tools. Read all the publications at: www.seenaryo.org/publications
- **CONFERENCES** | Our team was invited to speak at a number of conferences, including Head of Education Dima Nustas, who spoke at a symposium on Children Under Crisis and War in Amman, and our Director of Arts Lama El Amine who spoke at Moleskine Foundation's Creativity Revival in Milan.
- **POLITICAL ENGAGEMENT** | As part of our new advocacy strategy, Helen Hayes MP hosted a screening of our film TILKA in parliament. Seenaryo's Founder & CEO Victoria Lupton spoke alongside Joseph Willets (Council for Arab British Understanding) and Maha Shuayb (Centre for Lebanese Studies).
- **PRESS** | In the wake of Israel's ground invasion of Lebanon, our Founder & CEO Victoria Lupton appeared on BBC R4 Today, ITV News, BBC Breakfast, Times Radio and the Telegraph podcast (among others) to highlight the impact of the war on civil society.

FINANCIAL REVIEW

The results for the year are set out on page 20 and show that during the year under review, the Charity generated total revenues of £510,788 of which £327,318 related to general funds and £183,470 were received as restricted funds towards specific activities. Included within total revenue were in kind donations valued by the trustees at £33,325. Expenditure for the period totalled £587,344 of which £181,499 related to general fund expenditure and £405,845 related to restricted funds.

The results show an excess of expenditure over income on general funds of £15,108 and this when

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

subtracted from general reserves brought forward gives a balance £193,319 held in general funds at the year-end date. Included within this total are designated funds set aside by the trustees to be held for future operating needs and opportunities that may arise.

During the year the trustees transferred a further £20,498 from its general reserves, divided equally between the designated operating reserve fund and the designated opportunity reserve fund. At the year end the Charity held £229,724 in its designated reserve funds.

The results also reveal an excess of expenditure over income of £61,448 on restricted funds. At the year end date restricted funds stood at £65,206.

RESERVE POLICY

The purpose of Seenaryo's Reserves Policy is to ensure the stability of the mission, programmes, employment, and ongoing operations of the organization and to provide a source of internal funds for organizational priorities such as major program opportunities and capacity building.

Operating Reserve

The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Seenaryo for Operating Reserves to be used and replenished within a reasonably short period of time.

Opportunity Reserve

Opportunity Reserve The Opportunity Reserve is intended to provide funds to meet special targets of opportunity or need that further the mission of the organization. The Opportunity Reserve is also intended as a source of internal funds for organizational capacity building such as staff development, research and development, or investment in infrastructure that will build long-term capacity.

Amount of Reserves

Both the Operating and Opportunity Reserves are defined as designated funds set aside by action of the Board of Trustees. The minimum amount to be designated for either fund is established in an amount sufficient to maintain ongoing operations and programs measured for a set period of time. The reserves serve a dynamic role and will be reviewed and adjusted in response to internal and external changes.

The target minimum for each of the Operating and Opportunity Reserves is equal to three months of average operating costs. The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, travel, program, and ongoing professional services. Depreciation, in-kind, and other non-cash expenses are not included in the calculation.

The amount of the Operating Reserves minimum targets will be calculated each year after approval of the annual budget, reported to the Finance Committee, and included in the regular financial reports.

PRINCIPAL FUNDING SOURCES

The principal funding sources of the charity during the period derived from:

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

- **Trusts & Foundations:** a combination of grants from UK, European and international philanthropic organisations including The Abdalla Foundation, The Archie Lloyd Charitable Foundation, The Arthur and Holly Magill Foundation, Asfari Foundation, Choose Love, The Dalia and Ramzi Rishani Charitable Trust, Drosos Foundation, Ettijahat-Independent Culture, Educational Opportunity Foundation (formerly British & Foreign School Society), European Bank for Reconstruction and Development, The Galashan Trust, Kindernothilfe, Linbury Trust, MIT Solve, Moleskine Foundation, Nommontu Foundation, Oxfam Lebanon, Rebecca Dykes Foundation, The Schroder Foundation, Ruby & Minoo N. Master Charity Foundation, TheirWorld, the Roger & Ingrid Pilkington Charitable Trust.
- **Government & multilateral agency grants:** including the Canadian government (CFLI Jordan), French government (Institut Français de Jordanie), UK government (UKRI IAA Knowledge Exchange and Innovation Fund), US government (US Embassy Julia Taft Refugee Fund), United Nations (UN Women's Peace & Humanitarian Fund and UN Democracy Fund), Australian government (Direct Aid Program Jordan).
- **Earned income:** through NGO partners who pay for Seenaryo's services: including Jesuit Refugee Service Syria, Plan International, World Vision.
- **Individual private giving:** mostly given through fundraising events, our annual online Crowdfunding campaign, as well as direct debit supporters and regular supporters through our Giving Circle. Our philanthropic donors are based in the UK, Jordan, Lebanon, US and Hong Kong, as well as other countries around the world, and our membership of Chapel & York Foundation allows US donors to give in a tax-efficient manner.

INVESTMENT POLICY

Given the nature of the Charity's work, funds need to be readily accessible and therefore, most of the Charity's funds are kept in highly liquid instruments, principally bank accounts.

RISK POLICY

Seenaryo works in fragile and conflict-affected contexts and with vulnerable communities, which means that we face a complex set of overlapping risks that fluctuate regularly. Senior Seenaryo team members review the organisational Risk Register on a monthly basis (or more regularly in times of crisis) to update and assess current threat levels based on a series of triggers, and to act according to the mitigations required by the current threat level. At every board meeting, the trustees review the risks to which the Charity is exposed in order to understand and mitigate those risks. Full risk mapping, policies and mitigation procedures can be found in Seenaryo's Staff Handbook and Risk Register. The principal risks identified are as follows:

- Health and Safety issue: a participant, trainee or staff member is severely injured during a programme
- Child Protection or vulnerable adults Issue: abuse of some form of child or vulnerable adults participants, namely physical or sexual
- Safeguarding issue: Seenaryo staff, volunteers or Trustees abuse or exploit beneficiaries or other staff/volunteers/Trustees
- Government intervention due to working with marginalised groups (e.g. hiring undocumented people/not paying social security, supporting LGBTIQ communities) or compliance issues
- War due to violence in Israel, Palestine or Syria spilling over
- Large scale political change or further economic or social collapse in Lebanon, Jordan, Palestine or Syria
- Economic collapse in Lebanon: hyperinflation, rise in unemployment, closure of businesses and local NGOs
- Funder / donor involved in public scandal
- Loss of major donors (giving annually £40K ++)

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

- Partner pulls out of a programme
- Staff leave before a replacement can be found
- Staff member or trustee commits fraud, or is involved in an undisclosed conflict of interest situation
- Accidentally supporting terrorist groups via our work with partner organisations

FUNDING PRACTICES

Seenaryo has a Due Diligence Policy, Counter Terrorism Financing, Anti-Fraud, Corruption & Bribery Policy and an Acceptance of Gifts Policy, all of which are publicly available on our website and which are consulted before accepting major gifts. We do not engage in street-level fundraising or public appeals beyond our social media following.

Regulation standards and monitoring

Seenaryo complies with the standards and the requirements of the Fundraising Regulator. We regularly monitor through a range of methods that we are complying with relevant legislation and regulations to ensure that we adhere and continue to maintain high standards.

MANAGING COMMUNICATION

Seenaryo contacts all donors within a calendar quarter after receiving the donation, and includes a copy of its most recent annual Impact Report and most recent annual video in this email.

Seenaryo has an email Newsletter. The Seenaryo team subscribes all donors to the newsletter in line with the GDPR guidelines around processing data based on the legitimate interest of subscribers. Anybody else can sign up to the newsletter through Seenaryo's website, and we regularly invite our contacts to join Seenaryo's mailing list. All mailing lists subscribers are entitled to unsubscribe at any point by contacting Seenaryo or by following the instructions in all emails.

Seenaryo also has active social media platforms (Instagram, Facebook, Twitter, YouTube, LinkedIn @seenaryo), and invites all donors and others in our network to follow these accounts.

Finally, Seenaryo's annual Seenaryo Suppers, online Crowdfunding campaigns and other public events including film screenings are always an important opportunity to get donors up to date with recent work, through speeches, videos, performances, and printed Impact Reports.

PROTECTING THE PUBLIC

Seenaryo has a full and detailed Safeguarding and Child Protection document and a document for the Protection against Sexual Exploitation and Abuse, which sets out a policy that requires all adults involved in Seenaryo's work with vulnerable adults and particularly children to accept the duty to safeguard the welfare of beneficiaries, and particularly to prevent physical, sexual, neglect and emotional abuses of all children with whom they come into contact.

Seenaryo recognises the need to demonstrate to the wider community the importance it gives to child protection issues. Seenaryo is committed to procedures and philosophies which have been developed to protect children themselves, but which also protect adult members from misunderstandings and false accusations of abuse, and which promote the reputation of Seenaryo. The Safeguarding policy document is made available to all staff, all partners and all other interested parties (e.g. parents).

Seenaryo additionally has a Code of Conduct which outlines the behaviour expected of all Seenaryo staff, including trustees.

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

All of Seenaryo's policies - including those on Controlling Risks, Behaviour & Ethics, Financials & Due Diligence, Staff Rights & Responsibilities, and the Family Friendly suite of policies, are publicly available to read online at: <https://www.seenaryo.org/policies>.

PLANS FOR THE FUTURE

Seenaryo plans for 2025, our 10th anniversary year, to be another year of significant growth for the organization. In addition to our current programmes, key new initiatives for 2025 include:

- **Train early-years educators in Gaza** through an online programme, equipping them to bring psychological support and play-based learning into temporary learning spaces. This two-year project marks the beginning of a sustained effort to integrate play and theatre into education for children in Palestine.
- **Launch the next stage of Ibn Battuta Travels, a six-part theatre epic** co-created by hundreds of community participants across the UK, Lebanon, Jordan, Palestine, Egypt and Syria. This large-scale cultural production allows people across the region to raise their voices and have their stories heard, as they explore their own journeys of displacement.
- **Embed our work in formal education structures in Lebanon and Jordan** by partnering with the Ministries of Education. These collaborations will allow us to scale our impact through national training programmes and curriculum integration, ensuring that play-based and theatre-led learning reaches more classrooms across both countries.
- **Introduce arts to children in under-served regions of Syria** by delivering children's theatre and training local young adults as theatre facilitators.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Seenaryo is a charitable incorporated organisation incorporated and registered as a charity on 13th July 2017 (registered charity number 1173822). Seenaryo was established under a constitution stating the objects and powers of the charitable incorporated organisation and is governed under its constitution.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Antonio Gould
Luke Hayman
Lina Khatib (resigned 24 July 2025)
Nikhil Alexander Khosla
Liliane Landor (appointed 7 March 2025)
Shifa Obeid (Treasurer)
Ziba Sarikhani

Recruitment, appointment and training of trustees

How trustees are appointed

Trustees are appointed based on their ability to apply skills, knowledge and experience which are useful for the ongoing success of the Charity. Potential trustees are identified after the following recruitment process involving the Trustees and management team:

- a) Filling out board recruitment matrix to identify the required and desired skills and competencies
- b) Sending board recruitment document to potential candidates both within the organisation's networks and external to them (e.g. through web searches for potential candidates)
- c) Approaching and interviewing potential candidates
- d) A resolution is passed at a properly convened meeting of the Charity's Trustees. Every Trustee is

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

appointed for a term of four years, and any Trustee can be reappointed by a board decision after his or her term ends

- e) All new Trustees are properly inducted, with a copy made available to them of the current version of the CIO's constitution, the CIO's latest Trustees' Annual Report and statement of accounts and the minutes of Trustee meetings from the previous twelve months

Statement: None of the Trustees have any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Terms for trustees

All trustees except the first trustees must be appointed for a term of four years.

The first Charity Trustees were as follows, and were appointed for the following terms:

- a) Zoe Tyndall for four years (left 19/08/2021 – after four years and one month)
- b) Jennifer Allsopp for three years (left 14/10/2020 – after three years and three months)
- c) Oliver Paterson for two years (left 01/11/2019 – after two years and four months)

Organisational Structure

The Board of Trustees is responsible for the CIO as set out in the Constitution, with day-to-day administration and management performed by the core team members, with active Board of Trustees participation.

The Board of Trustees meets quarterly to make decisions with regard to the financial, strategic and programmatic operations of the CIO. The launch of entirely new activities (i.e. new programmatic directions which have not been trialed before) must be approved by the Board of Trustees. For the scaling or expansion of existing activities, the Board of Trustees is responsible for setting the strategic direction, while the office staff implement the specific projects.

RELATIONSHIPS WITH OTHER ORGANISATIONS

Seenaryo's programmatic activities in Jordan are carried out by Seenaryo Jordan (Jordan NGO number: 420192119) who are a sub-branch of the charity. Seenaryo also partners closely with Seenaryo Lebanon (Lebanon NGO number: 1156), an independent NGO registered in Lebanon with the same mission and aims. Relations between Seenaryo UK and Seenaryo Lebanon are governed by a rolling Funding & Governance Agreement. Seenaryo's work in Syria is run by Seenaryo Lebanon, with projects being run by implementing partners and no funds for Syria work being transferred directly into Syria. Seenaryo's work in Palestine is also run in partnership with implementing partners.

Seenaryo's model of work is deeply grounded in partnerships with other organisations – in particular, local NGOs active on the ground in our countries of work. This is because Seenaryo believes that bringing our arts and education expertise to existing organisations that manage buildings on the ground is a way to build capacity among these organisations – upgrading their provision of education and other activities and introducing artistic tools where they may not previously exist. This magnifies the indirect impact of Seenaryo's work.

VOLUNTEERS

Seenaryo depends on the help of over 10 volunteers to fundraise for and deliver our charitable activities. We would like to thank all those that have helped Seenaryo throughout the period, including the many volunteer helpers at the Seenaryo Supper fundraiser.

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

STATEMENT OF TRUSTEES' RESPONSIBILITIES

Charity law requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year. In preparing financial statements giving a true and fair view, the Trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- Prepare financial statements on a going concern basis unless it is inappropriate to presume that the Charity will continue to operate

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and which enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity's Constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud or other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees' report was approved by the Board of Trustees and signed on its behalf by:


Alex Khosla (Oct 15, 2025 20:04:12 GMT+1)
.....
Nikhil Alexander Khosla, Trustee and Chair

Dated: 15/10/2025

SEENARYO**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES**

I report on the financial statements of Seenaryo for the year ended 31 December 2024, which are set out on pages 20 to 35.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

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

This report, including my statement, has been prepared for and only for the charity's trustees as a body. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body for my examination work, for this report, or for the statements I have made.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the 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 trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

Since the charity's gross income exceeded £250,000, your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination by being a qualified member of the Institute of ICAEW which is one of the listed bodies.

In connection with my examination, which is complete, no matters have come to my attention which give me reasonable cause to believe that in any material respect:

- accounting records were not kept in respect of Seenaryo in accordance with section 130 of the 2011 Act; or
- 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 financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a 'true and fair' view which is not a matter considered as part of an independent examination.

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INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

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



[David Hoose \(Oct 16, 2025 06:32:16 GMT+1\)](#)

David Hoose FCA
Forvis Mazars LLP
Two Chamberlain Square
Birmingham
B3 3AX

Date: 16/10/2025

SEENARYO**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024**

		Unrestricted funds £	Restricted funds £	Total 2024 £	Total 2023 £
	Notes				
Income from:					
Donations and legacies	2	181,620	175,722	357,342	658,120
Charitable activities	3				
Schools		7,491	4,748	12,239	18,622
	4	138,207	3,000	141,207	-
Total income		327,318	183,470	510,788	676,742
Expenditure on:					
Raising funds	6	45,985	-	45,985	48,886
Charitable activities	5, 7	135,514	405,845	541,359	637,425
Total expenditure		181,499	405,845	587,344	686,311
Net income / (expenditure) for the year		145,819	(222,375)	(76,556)	(9,569)
Transfers between funds	16	(160,927)	160,927	-	-
Net income / (expenditure) before other recognised gains and losses		(15,108)	(61,448)	(76,556)	(9,569)
Net gain / (loss) on unrealised foreign currency balances		-	-	-	-
Net movement in funds	16	(15,108)	(61,448)	(76,556)	(9,569)
Reconciliation of funds:					
Total funds brought forward		208,427	126,554	335,081	344,650
Total funds carried forward		193,319	65,206	258,525	335,081

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15 to the financial statements.

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BALANCE SHEET
AS AT 31 DECEMBER 2024

		2024		2023	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	11		4,595		-
			4,595		-
Current assets					
Debtors	13	66,888		46,845	
Cash at bank and in hand		301,698		304,313	
		368,586		351,158	
Net current assets			368,586		351,158
Creditors: amounts falling due within one year	14		(114,656)		(16,077)
Total assets less current liabilities	15		258,525		335,081
Total net assets			258,525		335,081
The funds of the charity:	16				
Restricted income funds			65,206		126,654
Unrestricted income funds:					
Designated funds		229,724		209,226	
General funds		(36,405)		(799)	
Total unrestricted funds			193,319		208,427
Total charity funds			258,525		335,081

The financial statements were approved by the Board on 15/10/2025
and signed on its behalf by:


Alex Khosla (Oct 15, 2025 20:04:12 GMT+1)

Name: Nikhil Alexander Khosla
Trustee and Chair

SEENARYO**STATEMENT OF CASH FLOWS
AS AT 31 DECEMBER 2024**

	Note	2024	2023
		£	£
Cash flows from operating activities:	17		
Net cash provided by / (used in) operating activities		4,562	(27,975)
Cash flows from investing activities:			
Purchase of fixed assets		(7,177)	-
Net cash provided by / (used in) investing activities		(7,177)	-
Net cash provided by / (used in) financing activities		-	-
Change in cash and cash equivalents in the year		(2,615)	(27,975)
Cash and cash equivalents at the beginning of the year		304,314	332,288
Cash and cash equivalents at the end of the year	17	301,698	304,314

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024****1. Accounting policies****a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities (Accounts and Reports) Regulations 2008.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

b) Public benefit entity

The Charitable Incorporated Organisation (CIO) meets the definition of a public benefit entity under FRS 102.

c) Going concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast doubt on the ability of the Charity to continue as a going concern. As explained in the Trustees Annual Report, since the year end the escalating conflict in the Middle East has severely impacted the countries in which Seenaryo works. At time of writing, Israel has expanded its military operations to Gaza, Lebanon, the West Bank, Syria and Yemen and the prospect of direct, sustained confrontation between Iran and Israel is at an all-time high. An estimated 1.9 million Palestinians in Gaza have been forced from their homes, as well as 1.2 million people in Lebanon (including Lebanese nationals, Syrian and Palestinian refugees and migrant workers, all of whom participate in Seenaryo projects). The civilian death toll is rising every day and Seenaryo team members and operations are profoundly affected.

The Trustees have assessed the impact that the conflict may have on the Charity's forecast and projections and have made this assessment for a period of at least one year from the date of approving these financial statements. The Charity has concluded that it has sufficient resources to continue in operational existence for the foreseeable future and consequently it is appropriate to continue to adopt the going concern basis in preparing its financial statements.

d) Income

Voluntary income including donations, gifts, legacies or grants from various individuals, corporations and charitable foundations are recognised where there is entitlement, any conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably. Such income is only deferred when:

- a) The donor specifies that the grant or donation must only be used in future accounting periods.
- b) The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income generated from fund raising events is recognised when earned.

Income tax recoverable in relation to donations received under gift aid or deeds of covenant is recognised at the time of the donation.

All incoming resources are reported gross before expenses.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024****1. Accounting policies (continued)**

For Legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made, or when a distribution is received from the estate. Receipt of a legacy in whole or in part is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset.

e) Donations of gifts, services and facilities

Donated services and donated facilities are recognised as income when the charity has control over the item, 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 that economic benefit can be measured reliably by the Board of Trustees using best estimates.

f) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g) Fund accounting

Restricted Income Funds -Funds provided by external donors subject to particular conditions imposed by the donor on the purpose to which the fund can be spent. The restrictions are as indicated by the title of each fund and (where appropriate) the name of the funder.

Unrestricted Funds -Resources available for use at the discretion of the trustees for any purpose within the objects of the charity.

Designated Funds -Unrestricted funds which the trustees have decided at their discretion to set aside to use for a specific purpose.

h) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of provision of space and services undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i) Allocation of support costs

Support costs relate to those costs incurred directly in support of expenditure on the Charity's objects, which cannot be directly attributed to particular activities.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024****1. Accounting policies (continued)**

Governance costs include those costs incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements. Both support and governance costs have been allocated between the Foundation's charitable activities and the basis on which the support costs have been allocated are set out in the notes to accounts.

j) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|------------------------------------|----------------|
| • Database | 33.33% on cost |
| • Office Equipment | 33.33% on cost |
| • Fixtures, fittings and equipment | 33.33% on cost |

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered.

Prepayments are valued at the amount prepaid net of any trade discounts due.

l) Cash and cash equivalents

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

m) Creditors and provisions

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

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

n) Pensions

Employer contributions to employees defined contribution pension schemes are charged to Statement of Financial Activities during the year.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024****1. Accounting policies (continued)****o) Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the average rate of exchange for the period. Exchange differences are taken into account in arriving at the operating result.

p) Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

2. Income from donations and legacies

	Unrestricted	Restricted	2024	2023
	£	£	£	£
Donation from grants	154,495	169,522	324,017	609,272
Donation in kind	27,125	6,200	33,325	48,848
	181,620	175,722	357,342	658,120

Income from unrestricted donations includes monies received from fundraising supper £nil (2023: £137,528).

Donation in kind in 2024 relates to the value of goods and services provided freely to the Charity in respect of fundraising activities (£15,075) and admin expenses (£12,050) all of which are unrestricted. The Charity also received an in kind restricted donation of £6,200 towards project venue hire in 2024.

Donation in kind in 2023 relates to the value of goods and services provided freely to the Charity in respect of fundraising activities (£2,408) and admin expenses (£27,300) all of which are unrestricted. The Charity also received an in kind restricted donation of £19,140 towards project venue hire in 2024.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024****3. Income from charitable activities**

	Unrestricted	Restricted	2024	2023
	£	£	£	£
Earned income - Theatre				
Women's Theatre Jordan	-	-	-	11,694
Youth Theatre Jordan	-	4,748	4,748	1,822
Earned income –Play based learning				
Playkit Jordan	-	-	-	-
Unrestricted earned income	7,491	-	7,491	5,106
	7,491	4,748	12,239	18,622

4. Income from other trading activities

	Unrestricted	Restricted	2024	2023
	£	£	£	£
Fundraising Events	138,207	3,000	141,207	-
	138,207	3,000	141,207	-

5. Allocation of support costs and Governance costs

The Charity initially identifies the costs of its support functions. It then identifies those costs which relate to the governance function. Having identified its governance costs, the remaining support cost together with the governance costs are allocated between the Charity's charitable activities and the basis on which the support costs are set out below.

	Basis of apportionment	Support Costs	Governance	2024	2023
		£	£	£	£
Human resources and related costs	Time	65,503	-	65,503	47,765
Travelling costs	Usage	863	-	863	2,178
Office overheads	Usage	58,851	-	58,851	24,029
Independent examiners' fee	Governance	-	3,950	3,950	9,840
Bookkeeping and payroll costs	Governance	-	130	130	907
Legal and professional fees	Governance	-	3,635	3,635	3,740
Transfer to Lebanon	Usage	-	-	-	45,808
Depreciation	Usage	2,582	-	2,582	-
		127,799	7,715	135,514	134,267

Human resource cost totalling £324,199 (2023: £272,355) including £64,589 relating to freelance services, have been charged directly to the projects to which they relate. The balance of human resource cost £105,398 (2023: £82,234) has been allocated between fundraising expenditure £39,895 (2023: £34,559) and charitable expenditure £65,503 (2023: £47,765).

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024****6. Analysis of fundraising expenses**

	2024	2023
	£	£
Activity attributed directly	6,090	14,327
Support costs (note 5)	39,895	34,559
	45,985	48,886

7. Analysis of charitable expenditure 2024

	Charitable activities		2024
	Theatre	Play-based learning	
	£	£	£
Children's Theatre Jordan	75,234		75,234
Youth Theatre Jordan	71,721		71,721
Women's Theatre Jordan	7,652		7,652
Scenechangers Jordan		78,536	78,536
Playkit Jordan		172,702	172,702
	154,607	251,238	405,845
Support costs (note 5)	67,757	67,757	135,514
Total expenditure 2024	222,364	318,995	541,359

Of the total charitable expenditure, £135,514 was unrestricted (2023: £134,267) and £405,845 was restricted (2023: £503,158).

Analysis of charitable expenditure 2023

	Charitable activities		2023
	Theatre	Play-based learning	
	£	£	£
Children's Theatre Jordan	220,381	-	220,381
Youth Theatre Jordan	65,818	-	65,818
Scenechangers Jordan	-	99,264	99,264
Playkit Jordan	-	117,695	117,695
	286,199	216,959	503,158
Support costs (note 5)	67,134	67,134	134,267
Total expenditure 2023	353,333	284,093	637,425

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024****8. Analysis of staff costs, trustee remuneration and expenses, and the costs of key management personnel**

Staff costs were as follows:

	2024	2023
	£	£
Salaries and wages	339,180	291,678
Social security	14,786	13,461
Employer's contribution to defined contribution pension schemes	4,654	4,322
Freelance services	70,977	45,218
	429,597	354,679

No employee earned more than £60,000 during the year (2023: £nil).

The total employee cost including pension contributions of the key management personnel were £242,649 (2023: £231,271).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2023: £nil). No charity trustee received payment for professional or other services supplied to the charity (2023: £nil).

No trustees were made payments for reimbursement of travel and subsistence costs relating to attendance at meetings of the trustees (2023: £nil).

9. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2024	2023
	No.	No.
Charitable activities	20	22
	20	22

10. Related party transactions

There are no related party transactions to disclose for 2024 (2023: none).

During the year the charity received donations totaling £4,235 from trustees (2023: £1,120).

Seenaryo Jordan is a branch of the UK charity and therefore all income and expenditure of the branch is included in the financial statements.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

The charity works closely with Seenaryo Lebanon, an independent NGO with similar aims and objectives. During the year the charity received income of £251,416 and incurred expenditure of £29,077 for Seenaryo Lebanon. In the year we have repaid £123,000. At the year end we owe Seenaryo Lebanon £99,339.

11. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

12. Tangible fixed assets

	Motor car	Office Equipment	F & F	Total
	£	£	£	£
Cost or valuation				
At the start of the year	5,000	2,000	-	7,000
Additions in the year	-	4,963	2,214	7,177
At the end of the year	5,000	6,963	2,214	14,177
Depreciation				
At the start of the year	5,000	2,000	-	7,000
Charge	-	1,761	821	2,582
At the end of the year	5,000	3,761	821	9,582
Net book value				
At the end of the year	-	3,202	1,393	4,595
At the start of the year	-	-	-	-

13. Debtors

	2024	2023
	£	£
Taxation recoverable	9,825	5,915
Accrued income	53,431	40,930
Other debtors	330	-
Prepayments	3,302	-
	66,888	46,845

SEENARYONOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**14. Creditors: amounts falling due within one year**

	2024	2023
	£	£
Taxation and social security	8,262	9,367
Other creditors and accruals	106,394	6,710
	114,656	16,077

15. Analysis of net assets between funds as at 31 December 2024

	General	Designated	Restricted	Total
	Unrestricted			
	£	£	£	£
Tangible fixed assets	4,595	-	-	4,595
Net current assets	(41,000)	229,724	65,206	253,930
Net assets at the end of the year	(36,405)	229,724	65,206	258,525

Analysis of net assets between funds as at 31 December 2023

	General			Restated
	Unrestricted	Designated	Restricted	Total
	£	£	£	£
Tangible fixed assets	-	-	-	-
Net current assets	6,235	209,226	119,620	335,081
Net assets at the end of the year	6,235	209,226	119,620	335,081

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024****16. Movement in funds**

	At 1 January 2024 £	Incoming resources & gains £	Outgoing Resources & gains £	Transfers £	At 31 December 2024 £
During the year					
Restricted funds:					
Communities					
Children's Theatre Jordan	53,380	27,525	(75,234)	9,329	15,000
Youth Theatre Jordan	-	18,910	(71,721)	52,811	-
Women's Theatre Jordan	-	19,068	(7,652)	(8,319)	3,097
Schools					
Playkit Jordan	31,028	57,626	(78,536)	(10,118)	-
Scenechangers Jordan	42,246	60,341	(172,702)	117,224	47,109
Total restricted funds	126,654	183,470	(405,845)	160,927	65,206
Unrestricted funds:					
Designated funds:					
Operating Reserve	104,613	-	-	10,249	114,862
Opportunity Reserve	104,613	-	-	10,249	114,862
Total designated funds	209,226	-	-	20,498	229,724
General funds	(799)	327,318	(181,499)	(181,425)	(36,405)
Total unrestricted funds	208,427	327,318	(181,499)	(160,927)	193,319
Total funds	355,081	510,788	(587,344)	-	258,525

Transfers

Various transfers were made from unrestricted to restricted funds to offset the overspend on these programmes. A note that the majority of overspend was on staff time which was not fully funded by granting bodies.

Additionally transfers were made to our designated operating and opportunity reserves to account for six months of operational costs based on our original 2023 projections. From 2020 onwards, Seenaryo calculates these six months as: half of the total unrestricted overheads, plus half of the total staff costs, plus half of the total fundraising costs for the year.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024****16. Movement in funds (continued)**

During the year	At 1 January 2023 £	Incoming resources & gains £	Outgoing Resources & gains £	Transfers £	At 31 December 2023 £
Restricted funds:					
Seenaryo in Communities					
Children's Theatre Jordan	51,022	79,193	(220,381)	143,546	53,380
Youth Theatre Jordan	1,070	31,480	(65,818)	33,268	-
Schools					
Playkit Jordan	7,495	59,004	(117,695)	82,224	31,028
Scenechangers Jordan	-	192,630	(99,264)	(51,120)	42,246
Total restricted funds	59,587	362,307	(503,158)	207,918	126,654
Unrestricted funds:					
Designated funds:					
Operating Reserve	102,148	-	-	2,465	104,613
Opportunity Reserve	102,148	-	-	2,465	104,613
Total designated funds	204,296	-	-	4,930	209,226
General funds	80,767	314,435	(183,153)	(212,848)	(799)
Total unrestricted funds	285,063	314,435	(183,153)	(207,918)	208,427
Total funds	344,650	676,742	(686,311)	-	355,081

Designated Funds**Operating Reserve**

The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Seenaryo for Operating Reserves to be used and replenished within a reasonably short period of time. At the year-end there was £102,148 utilised Operating Reserve carried forward.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024****16. Movement in funds (continued)****Opportunity Reserve**

The Opportunity Reserve is intended to provide funds to meet special targets of opportunity or need that further the mission of the organisation. The Opportunity Reserve is also intended as a source of internal funds for organisational capacity building such as staff development, research and development, or investment in infrastructure that will build long-term capacity. At the year-end there was £102,148 of utilised Opportunity Reserve carried forward.

Purposes of restricted funds**Seenaryo in Communities****Children's Theatre Jordan**

The restricted fund relates to monies received towards weekly theatre projects with children in Jordan, where participants develop their theatre skills and produce an original show after each cycle. This fund also relates to monies received towards the weeklong intensive projects, where participants create a piece of theatre which includes original songs, dances and set design. At the year-end the unexpended balance was £15,000.

Youth Theatre Jordan

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Jordan, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to Theatre Leadership Training for youth. At the year-end the balance was £nil.

Womens Theatre Jordan

The restricted fund relates to monies received towards weekly theatre projects leading to large-scale productions with women in Jordan. Through the theatre workshops women build theatre skills and life skills and collaborate to create an original piece of theatre based on issues important to them. This fund also relates to Theatre Leadership Training for women. At the year-end the balance was £3,097.

Play-based learning**Playkit Jordan**

This restricted fund relates to monies received towards the Seenaryo Playkit in Jordan. At the year-end the unexpended balance was £nil.

Scenechangers Jordan

This restricted fund relates to monies received towards the Scenechangers project in Jordan. At the year-end the unexpended balance was £47,109.

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**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

17. Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2024	2023
	£	£
Net income / (expenditure) for the reporting period (as per the statement of financial activities)	(76,556)	(9,569)
Depreciation charges	2,582	-
(Increase) / decrease in debtors	(20,043)	(23,400)
Increase / (decrease) in creditors	98,579	4,994
Net cash provided by / (used in) operating activities	<u>4,562</u>	<u>(27,975)</u>

18. Analysis of cash and cash equivalents

	Restated		Other	At 31 December
	At 1 January	Cash flows	Changes	2024
	2024			
	£	£	£	£
Cash in hand	304,313	(2,615)	-	301,698
Total cash and cash equivalents	<u>304,313</u>	<u>(2,615)</u>	<u>-</u>	<u>301,698</u>

SEENARYO

England & Wales - Charity number 1173822

Accounts



SEENARYO

**REPORT OF THE TRUSTEES
AND THE UNAUDITED
FINANCIAL STATEMENTS**

FOR THE YEAR ENDED 31 DECEMBER 2023

SEENARYO

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SEENARYO

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Antonio Gould Lina Khatib Nikhil Alexander Khosla (Chair) Shifa Obeid (Treasurer) Salim Salama (resigned 26 February 2024) Luke Hayman Ziba Sarikhani
Charity number	1173822
Registered office	4A Dumbarton Road London SW2 5LU
Independent examiner	David Hoose FCA Forvis Mazars LLP Two Chamberlain Square Birmingham B3 3AX
Bankers	The Co-operative Bank PO Box 101 1 Balloon Street Manchester M60 4EP



SEENARYO

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2023

The Trustees present their report and financial statements for the year ended 31 December 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Constitution and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

OBJECTIVES AND ACTIVITIES

Purposes and aims:

The Charity's purposes as set out in the objects contained in the Charity's constitution are:

To relieve the charitable needs of marginalised communities, primarily in Lebanon and Jordan, by: the advancement of education and provision of arts for those in the community who are in need thereof, so as to advance them in life and enable them to participate more fully in society.

How the Charity achieves its objectives:

Seenaryo gives people the opportunities to create, collaborate and catalyse change through theatre and play. We know that theatre can unleash a community's collective power. Being centre stage – with space to play and a platform to speak out – gives people the tools to lead change in their communities.

Seenaryo is a leading specialist in theatre and play-based learning with under-served communities in Lebanon and Jordan. We use theatre and play to transform education and support people to learn, lead, heal and thrive in their classrooms and communities. Reaching 139,000 children, youth and women since 2015, Seenaryo won the Arts, Culture & Heritage prize at the 2023 UK Charity Awards, received a 2023 Innovation Award from TheirWorld and was one of Expo 2020 Dubai's 120 Global Innovators.

In 2023, Seenaryo created 44 original theatre productions. We also trained 834 teachers to transform learning through play using the Seenaryo Playkit mobile phone app, reaching 12,645 schoolchildren. Our 2023 Impact Report is [here](#)..

By breaking apart the typical hierarchies of theatre and classrooms, Seenaryo's mission is to create playful spaces for the meaningful participation of under-served communities in Lebanon, Jordan and Palestine.

In order to achieve this, we aim to:

1. **Facilitate skills development** by supporting individuals to build social skills, life skills, critical thinking and wellbeing
2. **Challenge mistrust and polarisation** by bringing conflict-affected communities into dialogue with each other
3. **Create wider and alternative employment pathways and professional capacity** within classrooms and communities

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2023

4. **Transform teaching and learning** to become child-centered, engaging and inclusive
5. **Advocate globally** for play-based learning and participatory theatre in the Arab region

Our values are:

- **Meaningful participation** at all levels including the way we which we run workshops, work with partners and train teachers – allowing all voices to be heard
- **Evidence-based approaches** that use science and research to inform our programme content, delivery, monitoring and evaluation strategy
- **Deep rootedness in local contexts & partnerships** working with and for communities for the long term
- **Agility & innovation** in our use of technology, our approach to teaching and learning, and our responses to the changing needs of participants
- **Accessibility & inclusivity** in terms of creating spaces and resources that actively engage and amplify traditionally excluded groups
- **Effective women's participation** at all levels, including organisational structure as well as programme design and delivery
- **The intrinsic value of artistic excellence** beyond its use as a tool for social impact

Our main programme strands are:

Theatre in Communities: Seenaryo co-creates collaborative, powerful and imaginative theatre with groups of women, youth and children in partnership with organisations deeply rooted in the communities they serve. The original plays put participants at the heart of the creative process, giving them a space to collectively share and explore their stories and advocate for their rights.

Our award-winning Theatre Leadership Training aims to establish a culture of creativity for the long-term. We train and fund youth and women to run their own theatre projects in their communities.

Play in Classrooms: Through the Seenaryo Playkit, we transform classrooms to become participatory and child-centred. The Playkit is an app and training for teachers of 3 – 8 year olds, which gives them the skills to teach their curriculum through theatre, games, songs and stories.

In 2024, we have begun training former youth theatre participants to become Scenechangers. They are using theatre to teach the curriculum in educational settings with 12 – 15 year olds throughout Lebanon and Jordan.

Ensuring the Charity's work achieves its aims:

The Charitable Incorporated Organisation (CIO) has reviewed its objectives and activities and in doing so, has considered the successes of each key activity and the benefits they have brought to the groups of people who are the intended beneficiaries of the CIO's activities.

The review has helped ensure the CIO that its activities remain focused on the achievement of its stated purposes. In reviewing its aims and objectives, and in planning its future activities, the CIO operates in accordance with the Charity Commission's general guidance on public benefit. In particular, as part of the review, the Trustees consider how future planned activities will contribute to the Charity's aims and objectives.

PUBLIC BENEFIT

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake. The Charity Commission in its Charities and Public Benefit Guidance requires that two key principles be met to show that an organisation's aims are for the public benefit. First, there must be an identifiable benefit. Second, the benefit must be to the public or a section of the public.

How the Charity delivers public benefit:

Seenaryo's projects have measurable impact on our participants and associates, both at the individual level and for the community at large.

- 1. Facilitate skills development** by supporting individuals to build social skills, life skills, critical thinking and wellbeing

We foster skills development by giving the communities we work with a space to create and express themselves. We believe that the higher the artistic merit of our final product, the greater the pride we instill in our beneficiaries: in a situation with scant resources, storytelling, theatre and play are amongst the most significant things that can be created.

Our programmes target a wide variety of life skills: language, emotional, social, cognitive and physical. By participating and collaborating, beneficiaries develop communication skills and empathy. By learning through theatre, and play they develop artistic and performance skills, as well as skills for leadership, problem-solving and critical thinking. Where our beneficiaries are adults, these skills increase their employability, often providing a direct pathway to employment.

- 2. Challenge mistrust and polarisation** by bringing conflict-affected communities into dialogue with each other

Most of Seenaryo's programmes bring groups of participants from diverse national, religious and class backgrounds together for the first time. We particularly focus on bringing together refugees and migrants with the Lebanese and Jordanian communities hosting them. We know that the close and intense level of trust and collaboration that creative work requires have tangible impacts in terms of participants' understanding and acceptance of those with differing nationalities, ethnicities and religious views, and appreciation of the lives and situations of those different from them. We present our work to local and international audiences, with the aim of challenging their assumptions about refugees and the Arab region and building understanding and solidarity.

- 3. Create wider and alternative employment pathways and professional capacity** within classrooms and communities

We increase the skills and employability of the adults and teachers we train in both our Theatre and Play-based learning strands. We train facilitators to use participatory tools, provide ongoing mentorship, and are often subsequently able to employ our trainees to lead our programmes, or connect them to employment pathways with other organisations (especially through our Scenechangers programme). We train schoolteachers and give them access to Seenaryo's teaching resources including the Playkit, allowing them to use arts in teaching the curriculum and build their skills in delivering student-led learning – approaches which have become standard good practice in education systems globally, but which are very much lacking in the countries in which we work. Many of the early years teachers we train are new to teaching: they teach out of necessity but lack experience, and our training equips them with urgently-needed skills.

- 4. Transform teaching and learning** to become child-centered, engaging and inclusive

We know that empowering schoolteachers to improve the quality of their teaching and learning is key to transforming children's life chances at scale. We support teachers to understand and implement positive classroom management methods, as well as deliver participatory, play-based teaching activities and inclusive teaching techniques, all with the goal of making the classroom child-centred and thereby increasing children's engagement and participation in their learning. By engaging headteachers in the training process, we aim to transform the whole school environment and not just work with individual teachers. We train teachers in elementary and high schools (primary and secondary) as well as kindergartens, through our Scenechangers programme but also through commissioned trainings designed

for specific education providers. However, our focus is on early years education in particular because teacher training is most overlooked at this level, with teaching often seen as unskilled childcare; and because children under 5 are at their most vulnerable, while having the capacity to become “resilient for life” (Harvard Center on the Developing Child).

5. Advocate globally for play-based learning and participatory theatre in the Arab region

Seenaryo's advocacy falls into two approaches. First, we advocate for the value of arts and play in the development and education sectors in the region, by communicating the evidence and impact of our work with local and international partners and stakeholders, government and ministry representatives and other decisionmakers. Through this approach we aim to shift the landscape and investment in development and education so that participatory arts are a higher priority and play is prioritized in education. Second, through our plays, we provide a platform for our participants to advocate for their rights. Our participants may have specific policy demands and campaigns, or they may demand respect and to have their voices and stories heard.

Who benefited from the services of Seenaryo?

Seenaryo aims to benefit under-served communities in the Arab region, particularly in Lebanon and Jordan – including refugees and the communities that host them. Lebanon and Jordan host the highest proportion of refugees per capita in the world (collectively, around 1.8 million Syrian refugees depending on estimates – not including a further 2.5 million Palestinian refugees), most of whom live significantly under the poverty line (for example, the United Nations estimates that 9 out of 10 Syrian refugees require humanitarian assistance to meet their basic needs). In addition, since October 2023, the Hamas attacks and Israel's military onslaught in Gaza, more than 200,000 people in Lebanon have been displaced internally (110,000 between October 2023 and September 2024, and an extra 90,000 up to time of writing in September 2024), many of whom face poor access to food, healthcare and education.

We work with groups of children, young adults and women. We focus on working with participants living in poverty, migrant domestic workers, and those affected by trauma and conflict including refugees. Among our participants who are children, we particularly target children who are growing up in care.

Around half of the refugees in Lebanon and Jordan are children, of whom over a third do not attend school, while those who do – alongside children from the host countries – contend with an under-funded and oversubscribed public education sector (problems severely exacerbated by in the wake of the Covid-19 pandemic and the economic crisis in Lebanon) and an ‘under-qualified and unskilled teaching force’ (Lebanon's Ministry of Education). This is in a context where less than 2% of global humanitarian aid goes towards education.

We have a focus on training schoolteachers, who themselves work with children as our indirect beneficiaries; most of the teachers with whom we work are young adults and the vast majority are women.

According to the Gender Gap Index 2020, Lebanon and Jordan are respectively 145th and 138th of 153 countries. The labour force participation rate for women is 26% in Lebanon and only 15% in Jordan. Women are also affected by social and political marginalisation and an increase in sexual and gender-based violence. Women make up a disproportionate number of Syrian refugees in Lebanon and Jordan. Not only have many women been through extreme trauma, but they also find themselves sole breadwinners for their families – all while coming from a broadly patriarchal society where women did not have the same access, opportunities or education as men.

Youth in Lebanon and Jordan face a particularly uncertain future, with unprecedented unemployment levels of over 30% in both Lebanon and Jordan (the MENA region has the world's highest unemployment rate),

SEENARYO

TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2023

brain drain and a lack of access to quality employment or training opportunities. Many reach adulthood without having the opportunity to develop social and emotional skills and critical thinking, let alone professional capacities.

Given these pressures on children, women and young adults, Seenaryo believe there is an urgent need for projects that equip these groups with the tools not just to survive, but to thrive.

The Trustees confirm that in setting the Charity's objectives and in planning its activities they have had due regard to the Charity Commission's guidance on public benefit, and they will continue to ensure that each year they consider how the Charity continues to meet the public benefit objectives outlined in section 4 of the Charities Act 2011. The Trustees are satisfied that the Charity meets with the requirements and conforms with the Act's definition of a Charity, meeting all of the key elements of the two key principles.

FOREWORD FROM VICTORIA LUPTON, FOUNDER & CEO

It has been a decade and a half of struggle and tragedy for the communities with whom Seenaryo works, but 2023 brought devastation of its own scale. The year began with the earthquake that destroyed swathes of Turkey and Syria; continued with a mass deportation campaign of Syrian refugees by the Lebanese authorities; and ended with Israel's brutal and ongoing assault on Gaza.

The communities that Seenaryo serves across Lebanon, Jordan and (more recently) Palestine's West Bank are directly and profoundly affected. Participants have lost family members, staff have been displaced, and across the region people live in a state of heightened anxiety about the future, unsure whether they will face another round of war, displacement, or worse.

In the midst of it all, 2023 was a year of rapid growth for Seenaryo: we created a record 44 live theatre plays, trained 834 teachers, grew our core team to 20 and our freelance team to 140 people. I'm particularly proud that we have been able to scale our deeply human, community-based approach by leveraging the multiplier effect of training teachers and trainers; by harnessing technology through our app; and by applying our participatory approach to some of the region's most pressing challenges. Among these challenges are the absence of women's civic leadership, sky-high youth unemployment, the crisis of democracy and governance in Lebanon, and the lack of quality education for all.

At Seenaryo, we approach participants as co-creators of knowledge and stories in the face of destruction and displacement. Together, we resist the dominant approach of many NGOs, treating communities as passive recipients of aid. Our model is grounded in the centrality of dialogue across differences: teachers and students, directors and actors, learn from each other and create together. By working with the least-served communities in our countries (whether refugees, children growing up in care, or those living in poverty), we burst open theatre and play-based education – typically the preserve of a wealthy minority – making them inclusive and accessible to all. And we make space for communities to advocate for their own rights, in a way that is radically, preciously joyful.

"After nourishment, shelter, and companionship, stories are the thing we need most in the world," says the British author Philip Pullman. We agree. As the Palestinian-American writer Edward Said wrote: "the permission to narrate is a form of power". Khawla, a Syrian participant in our film TILKA and in a recent women's leadership project, is all too aware of the power of these stories. "We pour parts of ourselves into each story, word and thought. It's not just my ideas anymore - it's our play. We work together as the owners of the performance. Seenaryo's participatory theatre takes from us to give back to us."

Stories are also what communities continue to carry with them in the wake of destruction and displacement. The question then becomes who gets to tell these stories, and who hears them.

ACHIEVEMENT AND PERFORMANCE

In 2023, Seenaryo:

- Reached **19,505** people, directly or indirectly
- Had **1,367** children, youth and women participating in theatre, who created **44** original productions
- Delivered **2,206** hours of trainings, workshops and rehearsals
- Trained **206** youth and women in theatre facilitation and leadership
- Trained **834** teachers in **62** schools in play-based teaching methods who in turn reached **12,645** children

Our 2022-25 strategy identified four key strategic priorities. As a midpoint strategy review, we reflect on what we achieved in 2023:

1. Innovation in design & implementation of projects

- Created an innovative approach to peacebuilding, using theatre to address conflict within communities. Our theatre for peace projects were supported by KAICIID, WPHF and UN Women.
- Released our first feature-length documentary TILKA, which won Best Local Documentary at the Lebanese Independent Film Festival and was in competition at Cambridge Film Festival.
- Launched an entirely new strand of programming: Scenechangers. Over the next four years, Seenaryo will train 100+ youth to transform classrooms using theatre.

2. Sector-wide recognition from institutional bodies

- Toured internationally to Germany. The Palestinian and Lebanese participants took part in a youth theatre festival in Schwäbisch Hall, performed in Munich and sold out the show at TAK Theatre in Berlin.
- Seenaryo won the top Arts, Culture & Heritage prize at the 2023 UK Charity Awards, as well as a TheirWorld Innovation Award.
- Established a partnership with UCL's Institute of Education, often considered to be the leading education institute in the world. UCL researchers are evaluating the impact of the Seenaryo Playkit app and training.

3. Investment in training & resources to deliver work at scale

- A new app development company in Lebanon is redesigning the Seenaryo Playkit app, in preparation to relaunch it in 2024.
- Designed a Playkit Teacher Training that can be delivered in one day rather than our usual three. This allows us to reach hundreds of teachers who do not have the time to take the full training.
- Invested time and resources into updating our Theatre Leadership Training (TLT). Seenaryo's 2023 Charity Award was in recognition of the TLT and it is also shortlisted for an Ockenden Prize.

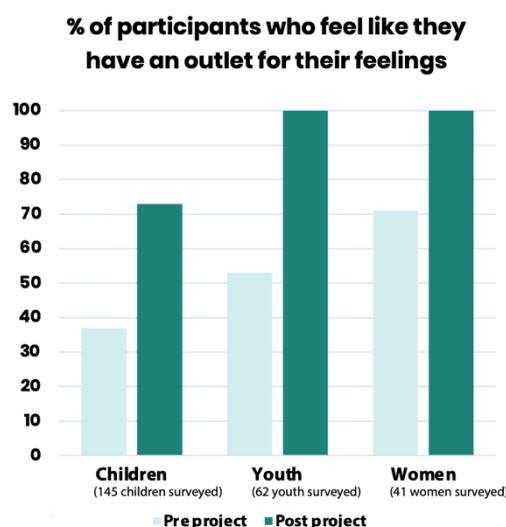
4. Capacity building for long-term impact

- Received our largest and most ambitious grant to date from DROSOS Foundation. They have funded the Scenechangers programme, which is a cross-country grant for the next four years. As part of the grant we have received organizational development mentoring from Alfanar Venture Philanthropy.
- Developed a series of standard operating procedures to regulate the organisation, ensuring compliance and risk management as we continue to grow.
- 10 new staff members have joined the team over the last 12 months, in order to increase our organizational capacity.

Theatre in Communities evaluation from 2023

“When I perform, I can release and reach new heights within myself – like the snake when it sheds its skin, I reveal myself in new ways. Theatre gave me so much space to discover what I wanted.” – Saleem, theatre participant in Jordan

- 99% of youth agreed they gained skills useful for their professional life (80 youth surveyed)
- There was a 25% increase in women and youth who interact more with people from other backgrounds and religions to themselves (83 participants surveyed)
- 100% of women felt they have more of their own ideas and can think more freely for themselves (41 women surveyed)
- 100% of trainee theatre leaders feel more confident in applying for jobs in theatre and education after the training (77 theatre leadership trainees surveyed)



“At the start of the project, we separated ourselves: boys staying in one group and girls in another. But then because we were working as a team, we had to come together. This idea of segregation shouldn’t exist in the first place. We shouldn’t be listening anymore to the traditional idea that boys and girls can’t work together. At the end of the day we’re all human...and we should be united.” – ‘Khadija’, who was in the ensemble of Laundry Off The Line, a Seenaryo Cycle funded by Team Archie in Rusaifeh, Jordan.

“Staying at home had deeply affected me, I had forgotten how to speak to people. Participating in theatre helps you understand other people better, as you start to empathise with them.” – Hanane, theatre participant in Bekaa, Lebanon

“Meeting people who are different from me during this project has helped me to feel a sense of connection with others, rather than fear.” – Haneen, theatre participant in Jordan

“The [theatre leadership] training gave me the self-belief to speak out, the self-belief to be myself, to know who I am, where I want to work and what I want to do with my life...” – Women’s leadership trainee, Lebanon

“The performers really believed in the play and you could feel the harmony between them... They had the space to express things that they never usually can say.” – Dalal, Jordanian Ministry of Culture

SEENARYO

TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2023

Play in Classrooms evaluation from 2023

(721 out of 834 teachers surveyed)

- 4/5 teachers have seen changes among children with learning difficulties or disabilities since implementing the Playkit
- There was a 63% increase in teachers who agree that children in their classrooms can regulate their emotions (78% post-training, up from 48% pre-training)
- 100% of teachers use Playkit materials at least once a week and 96% use them 2 or 3 times a week

"I have a student who always used to be isolated and refused to participate. After introducing the Playkit approach, he started interacting more and more in the classroom. He even made friends, whereas he never used to play with anyone in the playground." – 'Amal', who took the Playkit teacher training in Hasbaya, South Lebanon

"I've moved to a new school and am now using the Playkit. Even though I have 38 children in my class, I no longer face many challenges or issues. The behaviour and classroom management techniques help me greatly in the classroom." – 'Razan', who took the Playkit teacher training in Jerash, Jordan

"[The Playkit training] really adds value to the rigid curriculum we have to follow. The students now have fun and laugh while studying and the teachers have lots of new ideas. We noticed that the shy students are engaged in class and don't feel left out anymore. We also work with children who have mental health issues and we're now seeing them smiling, playing and interacting with others, which makes us feel so happy. We can see they are expressing their needs and feelings." – Soha, headteacher of Arfan School in Lebanon

FINANCIAL REVIEW

The results for the year are set out on page 18 and show that during the year under review, the Charity generated total revenues of £676,742 of which £314,435 related to general funds and £362,307 were received as restricted funds towards specific activities. Included within total revenue were in kind donations valued by the trustees at £48,848. Expenditure for the period totalled £686,311 of which £183,153 related to general fund expenditure and £503,158 related to restricted funds.

The results show an excess of expenditure over income on general funds of £76,636 and this when subtracted from general reserves brought forward gives a balance £208,427 held in general funds at the year-end date. Included within this total are designated funds set aside by the trustees to be held for future operating needs and opportunities that may arise.

During the year the trustees transferred a further £4,930 from its general reserves, divided equally between the designated operating reserve fund and the designated opportunity reserve fund. At the year end the Charity held £209,226 in its designated reserve funds.

The results also reveal a surplus of income over expenditure of £67,067 on restricted funds. At the year end date restricted funds stood at £126,654.

RESERVE POLICY

The purpose of Seenaryo's Reserves Policy is to ensure the stability of the mission, programmes, employment, and ongoing operations of the organization and to provide a source of internal funds for organizational priorities such as major program opportunities and capacity building.

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2023

Operating Reserve

The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Seenaryo for Operating Reserves to be used and replenished within a reasonably short period of time.

Opportunity Reserve

The Opportunity Reserve is intended to provide funds to meet special targets of opportunity or need that further the mission of the organization. The Opportunity Reserve is also intended as a source of internal funds for organizational capacity building such as staff development, research and development, or investment in infrastructure that will build long-term capacity.

Amount of Reserves

Both the Operating and Opportunity Reserves are defined as designated funds set aside by action of the Board of Trustees. The minimum amount to be designated for either fund is established in an amount sufficient to maintain ongoing operations and programs measured for a set period of time. Both reserves serve a dynamic role and will be reviewed and adjusted in response to internal and external changes.

The target minimum for each of the Operating and Opportunity Reserves is equal to three months of average operating costs. The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, travel, program, and ongoing professional services. Depreciation, in-kind, and other non-cash expenses are not included in the calculation.

The amount of the Operating and Opportunity Reserves minimum targets will be calculated each year after approval of the annual budget, reported to the Finance Committee, and included in the regular financial reports.

PRINCIPAL FUNDING SOURCES

The principal funding sources of the charity during the period derived from:

- **Trusts & Foundations:** a combination of grants from UK, European and international philanthropic organisations including The Archie Lloyd Charitable Foundation, The Arthur and Holly Magill Foundation, Asfari Foundation, Back to the Future, Educational Opportunity Foundation (formerly British & Foreign School Society), Crown Prince Foundation, Drosos Foundation, The Galashan Trust, The International Dialogue Centre (KAICIID), Kindernothilfe, Laura Kinsella Foundation, LEAP MIT Solve Program, Linbury Trust, Moleskine Foundation, Nommontu Foundation, The Roger and Ingrid Pilkington Charitable Trust, Rebecca Dykes Foundation, Ruby & Minoo N. Master Charity Foundation, Siren Associates, TheirWorld
- **Government & multilateral agency grants:** including the Canadian government (CFLI Jordan and CFLI Lebanon), French government (French Embassy Jordan and Institut Français du Liban), German government (GIZ Civil Peace Service and Center for International Cultural Education of the Goethe-Institut Schwäbisch Hall), UK government (UK Aid from the UK Government and UK ESRC Impact Acceleration Award (IAA)), US government (US Embassy Julia Taft Refugee Fund), and UN Women (Women's Peace & Humanitarian Fund).

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2023

- **Earned income:** through NGO partners who pay for Seenaryo's services: including Caritas Lebanon, JRS Jordan, Crown Prince Foundation (Jordan) and Back to the Future (via AVSI, War Child Holland in Lebanon, and Terre des hommes Italy in Lebanon)
- **Individual private giving:** mostly given through the Seenaryo Supper (Seenaryo's annual, non-ticketed fundraising dinner) and our annual online Crowdfunding campaign, as well as direct debit supporters and regular supporters through our Giving Circle. In 2023 Seenaryo also held our first match funding campaign with the Big Give. Seenaryo supporters regularly hold fundraisers for us, whether online or through marathons or other events. Our philanthropic donors are based in the UK, Jordan, Lebanon, US and Hong Kong, as well as other countries around the world, and our membership of Chapel & York Foundation allows US donors to give in a tax-efficient manner.

INVESTMENT POLICY

Given the nature of the Charity's work, funds need to be readily accessible and therefore, most of the Charity's funds are kept in highly liquid instruments, principally bank accounts.

RISK POLICY

Seenaryo works in fragile and conflict-affected contexts and with vulnerable communities, which means that we face a complex set of overlapping risks that fluctuate regularly. Senior Seenaryo team members review the organisational Risk Register on a monthly basis (or more regularly in times of crisis) to update and assess current threat levels based on a series of triggers, and to act according to the mitigations required by the current threat level. At every board meeting, the trustees review the risks to which the Charity is exposed in order to understand and mitigate those risks. The principal risks identified are as follows. Full risk mapping, policies and mitigation procedures can be found in Seenaryo's Staff Handbook and Risk Register:

- Health and Safety issue: a participant, trainee or staff member is severely injured during a programme
- Child Protection Issue: abuse of some form of child participants, namely physical or sexual
- Government intervention due to working with marginalised groups (e.g. hiring undocumented people/not paying social security, supporting LGBTIQ communities) or compliance issues
- War due to violence in Israel, Palestine or Syria spilling over
- Large scale political change or further economic or social collapse in Lebanon, Jordan, Palestine or Syria
- Economic collapse in Lebanon: hyperinflation, rise in unemployment, closure of businesses and local NGOs
- Funder / donor involved in public scandal
- Partner pulls out of a programme
- Staff leave before a replacement can be found
- Staff member or trustee commits fraud, or is involved in an undisclosed conflict of interest situation
- Accidentally supporting terrorist groups via our work with partner organisations

FUNDING PRACTICES

Seenaryo has a Due Diligence Policy and an Acceptance of Gifts Policy, both of which are publicly available on our website and which are consulted before accepting major gifts. We do not engage in street-level fundraising or public appeals beyond our social media following.

Regulation standards and monitoring

Seenaryo complies with the standards and the requirements of the Fundraising Regulator. We regularly monitor through a range of methods that we are complying with relevant legislation and regulations to ensure that we adhere and continue to maintain high standards.

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2023

MANAGING COMMUNICATION

Seenaryo contacts all donors within a calendar quarter after receiving the donation, and includes a copy of its most recent annual Impact Report and most recent annual video in this email.

Seenaryo has an email Newsletter. The Seenaryo team subscribes all donors to the newsletter in line with the GDPR guidelines around processing data based on the legitimate interest of subscribers. Anybody else can sign up to the newsletter through Seenaryo's website, and we regularly invite our contacts to join Seenaryo's mailing list. All mailing lists subscribers are entitled to unsubscribe at any point by contacting Seenaryo or by following the instructions in all emails.

Seenaryo also has active social media platforms (Instagram, Facebook, Twitter, YouTube, LinkedIn @seenaryo), and invites all donors and others in our network to follow these accounts.

Finally, Seenaryo's annual Seenaryo Suppers, online Crowdfunding campaigns and other public events including film screenings are always an important opportunity to get donors up to date with recent work, through speeches, videos, performances, and printed Impact Reports.

PROTECTING THE PUBLIC

Seenaryo has a full and detailed Safeguarding and Child Protection document and a document for the Protection against Sexual Exploitation and Abuse, which sets out a policy that requires all adults involved in Seenaryo's work with vulnerable adults and particularly children to accept the duty to safeguard the welfare of beneficiaries, and particularly to prevent physical, sexual, neglect and emotional abuses of all children with whom they come into contact.

Seenaryo recognises the need to demonstrate to the wider community the importance it gives to child protection issues. Seenaryo is committed to procedures and philosophies which have been developed to protect children themselves, but which also protect adult members from misunderstandings and false accusations of abuse, and which promote the reputation of Seenaryo. The Safeguarding policy document is made available to all staff, all partners and all other interested parties (e.g. parents).

Seenaryo additionally has a Code of Conduct which outlines the behaviour expected of all Seenaryo staff, including trustees.

All of Seenaryo's policies - including those on Controlling Risks, Behaviour & Ethics, Financials & Due Diligence, Staff Rights & Responsibilities, and the Family Friendly suite of policies, are publicly available to read online at: <https://www.seenaryo.org/policies>.

PLANS FOR THE FUTURE

Seenaryo plans for 2024 to be another year of significant growth for the organisation, as we begin to make plans for our 10th anniversary year in 2025. In addition to our current programmes, key new initiatives for 2024 include:

Theatre in Communities programme

- **Youth Advocacy and Democratic Engagement in Lebanon:** Launch a major new theatre project aimed at addressing Lebanon's political crisis by building a cohort of youth political advocates through theatre.
- **Touring our documentary:** Screen our award-winning film TILKA at least 15 times in at least 3 countries.

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2023

- **Theatre for wellbeing in South Lebanon:** Create a play with young people affected by the conflict with Israel on Lebanon's Southern border.

Play in Classrooms programme

- **Relaunch the Seenaryo Playkit app:** The Seenaryo Playkit app is currently being redesigned by new app developers who are rewriting the code and updating the design to be more user-friendly.
- **Ministry relationships:** We hope to develop our relationship with the Ministries of Education in Lebanon and Jordan. With their endorsement, we hope to scale the Playkit to reach more teachers than ever before.
- **Create new Teacher Communities:** We plan to create Teacher Communities for those using play in their classrooms. These will be online and in-person spaces where teachers can reflect, connect, learn and commit long-term to delivering and advocating for play-based teaching.
- **Resource creation across Playkit and Scenechangers programmes:** We will develop new games, songs and stories for the Seenaryo Playkit app. We are exploring avenues for sharing Seenaryo songs on platforms such as Spotify, YouTube and iTunes. We will also create a whole new training handbook for the Scenechangers programme, geared towards training 128 youth as theatre facilitators in classrooms.

Cross-programme, fundraising and operations

- **Projects in Palestine:** With funding from TheirWorld, we plan to run our first Playkit trainings in Palestine in 2024 (dependent on the security situation in the West Bank). We also plan to explore launching children's theatre programmes in Palestine geared towards relieving trauma.
- **Building out Monitoring & Evaluation:** Ahead of our 10-year anniversary in 2025, we plan to develop our MEAL (Monitoring, Evaluation and Learning) tools, including building an assessment tool for the social return on investment in Seenaryo's work; and building our data analysis and visualization capabilities.
- Apply for and secure at least **3 larger grants** (£100k+) to allow sustainable scaling.
- Build out **HR policies** including job evaluation and competency frameworks.
- Organise a number of **smaller philanthropy events to cultivate new donors**, instead of the usual Seenaryo Supper.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Seenaryo is a charitable incorporated organisation incorporated and registered as a charity on 13th July 2017 (registered charity number 1173822). Seenaryo was established under a constitution stating the objects and powers of the charitable incorporated organisation and is governed under its constitution.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Antonio Gould

Luke Hayman

Lina Khatib

Nikhil Alexander Khosla

Shifa Obeid

Salim Salama (resigned 26 February 2024)

Ziba Sarikhani

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2023

Recruitment, appointment and training of trustees

How trustees are appointed

Trustees are appointed based on their ability to apply skills, knowledge and experience which are useful for the ongoing success of the Charity. Potential trustees are identified after the following recruitment process involving the Trustees and management team:

- a) Filling out board recruitment matrix to identify the required and desired skills and competencies
- b) Sending board recruitment document to potential candidates both within the organisation's networks and external to them (e.g. through web searches for potential candidates)
- c) Approaching and interviewing potential candidates
- d) A resolution is passed at a properly convened meeting of the Charity's Trustees. Every Trustee is appointed for a term of four years, and any Trustee can be reappointed by a board decision after his or her term ends
- e) All new Trustees are properly inducted, with a copy made available to them of the current version of the CIO's constitution, the CIO's latest Trustees' Annual Report and statement of accounts and the minutes of Trustee meetings from the previous twelve months

Statement: None of the Trustees have any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Terms for trustees

All trustees except the first trustees must be appointed for a term of four years.

The first Charity Trustees were as follows, and were appointed for the following terms:

- a) Zoe Tyndall for four years (left 19/08/2021 – after four years and one month)
- b) Jennifer Allsopp for three years (left 14/10/2020 – after three years and three months)
- c) Oliver Paterson for two years (left 01/11/2019 – after two years and four months)

Organisational Structure

The Board of Trustees is responsible for the CIO as set out in the Constitution, with day-to-day administration and management performed by the core team members, with active Board of Trustees participation.

The Board of Trustees meets quarterly to make decisions with regard to the financial, strategic and programmatic operations of the CIO. The launch of entirely new activities (i.e. new programmatic directions which have not been trialed before) must be approved by the Board of Trustees. For the scaling or expansion of existing activities, the Board of Trustees is responsible for setting the strategic direction, while the office staff implement the specific projects.

RELATIONSHIPS WITH OTHER ORGANISATIONS

Seenaryo's programmatic activities in Jordan are carried out by Seenaryo Jordan (Jordan NGO number: 201903111761, updated in August 2024 to 420192119) who are a sub-branch of the charity. Seenaryo also partners closely with Seenaryo Lebanon (Lebanon NGO number: 1156), an independent NGO registered in Lebanon with the same mission and aims. Relations between Seenaryo UK and Seenaryo Lebanon are governed by a rolling Funding & Governance Agreement.

Seenaryo's model of work is deeply grounded in partnerships with other organisations – in particular, local NGOs active on the ground in our countries of work. This is because Seenaryo believes that bringing our arts and education expertise to existing organisations that manage buildings on the ground is a way to build capacity among these organisations – upgrading their provision of education and other activities and

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2023

introducing artistic tools where they may not previously exist. This magnifies the indirect impact of Seenaryo's work.

We also partner with many organisations to deliver the Seenaryo Playkit to their early years teachers, with partner organisations either paying for our services as earned revenue, or Seenaryo fundraising from third party donors to provide these services to those organisations that are not able to pay for our trainings.

VOLUNTEERS

Seenaryo depends on the help of over 40 volunteers to fundraise for and deliver our charitable activities. We would like to thank all those that have helped Seenaryo throughout the period, including the many volunteer helpers at the Seenaryo Supper fundraiser.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

Charity law requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year. In preparing financial statements giving a true and fair view, the Trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- Prepare financial statements on a going concern basis unless it is inappropriate to presume that the Charity will continue to operate

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and which enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity's Constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud or other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees' report was approved by the Board of Trustees and signed on its behalf by:



Alex Khosla (Oct 18, 2024 10:04 GMT+1)

Nikhil Alexander Khosla, Trustee and Chair

Dated: **18/10/2024**

SEENARYO**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES**

I report on the financial statements of Seenaryo for the year ended 31 December 2023, which are set out on pages 18 to 34.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

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

This report, including my statement, has been prepared for and only for the charity's trustees as a body. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body for my examination work, for this report, or for the statements I have made.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the 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 trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

Since the charity's gross income exceeded £250,000, your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination by being a qualified member of the Institute of ICAEW which is one of the listed bodies.

In connection with my examination, which is complete, no matters have come to my attention which give me reasonable cause to believe that in any material respect:

- accounting records were not kept in respect of Seenaryo in accordance with section 130 of the 2011 Act; or
- 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 financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a 'true and fair' view which is not a matter considered as part of an independent examination.

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INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

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



[David Hoose \(Oct 18, 2024 10:08 GMT+1\)](#)

David Hoose FCA
Forvis Mazars LLP
Two Chamberlain Square
Birmingham
B3 3AX

Date: **18/10/2024**

SEENARYOSTATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2023

		Unrestricted funds £	Restricted funds £	Total 2023 £	Restated Total 2022 £
	Notes				
Income from:					
Donations and legacies	2	309,328	348,792	658,120	313,576
Charitable activities	3				
Schools		5,107	13,515	18,622	8,343
Total income		314,435	362,307	676,742	321,919
Expenditure on:					
Raising funds	5	48,886	-	48,886	55,762
Charitable activities	6	134,267	503,158	637,425	395,131
Total expenditure		183,153	503,158	686,311	450,893
Net income / (expenditure) for the year		131,282	(140,851)	(9,569)	(128,974)
Transfers between funds	15	(207,918)	207,918	-	-
Net income / (expenditure) before other recognised gains and losses		(76,636)	67,067	(9,569)	(128,974)
Net gain / (loss) on unrealised foreign currency balances		-	-	-	20,340
Net movement in funds	15	(76,636)	67,067	(9,569)	(108,634)
Reconciliation of funds:					
Total funds brought forward		285,063	59,587	344,650	453,284
Total funds carried forward		208,427	126,554	335,081	344,650

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15 to the financial statements.

SEENARYO
BALANCE SHEET
AS AT 31 DECEMBER 2023

		2023		Restated 2022	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	11		-		-
					-
Current assets					
Debtors	12	46,845		23,445	
Cash at bank and in hand		304,313		332,288	
		351,158		355,733	
Net current assets			351,158		355,733
Creditors: amounts falling due within one year	13		(16,077)		(11,083)
Total assets less current liabilities	14		335,081		344,650
Total net assets			335,081		344,650
The funds of the charity:	15				
Restricted income funds			126,654		59,587
Unrestricted income funds:					
Designated funds		209,226		204,296	
General funds		(799)		80,767	
Total unrestricted funds			208,427		285,063
Total charity funds			335,081		344,650

The financial statements were approved by the Board on **18/10/2024**
and signed on its behalf by:


Alex Khosla (Oct 18, 2024 10:04 GMT+1)

Name: Nikhil Alexander Khosla
Trustee and Chair

SEENARYO**STATEMENT OF CASH FLOWS
AS AT 31 DECEMBER 2023**

	Note	2023	Restated 2022
		£	£
Cash flows from operating activities:	16		
Net cash provided by / (used in) operating activities		(27,975)	(64,361)
Cash flows from investing activities:			
Purchase of fixed assets		-	-
Net cash provided by / (used in) investing activities		-	-
Net cash provided by / (used in) financing activities		-	-
Change in cash and cash equivalents in the year		(27,975)	(64,361)
Cash and cash equivalents at the beginning of the year		332,288	396,649
Cash and cash equivalents at the end of the year	17	304,314	332,288

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023****1. Accounting policies****a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities (Accounts and Reports) Regulations 2008.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

b) Public benefit entity

The Charitable Incorporated Organisation (CIO) meets the definition of a public benefit entity under FRS 102.

c) Going concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast doubt on the ability of the Charity to continue as a going concern. As explained in the Trustees Annual Report, since the year end the escalating conflict in the Middle East has severely impacted the countries in which Seenaryo works. At time of writing, Israel has expanded its military operations to Gaza, Lebanon, the West Bank, Syria and Yemen and the prospect of direct, sustained confrontation between Iran and Israel is at an all-time high. An estimated 1.9 million Palestinians in Gaza have been forced from their homes, as well as 1.2 million people in Lebanon (including Lebanese nationals, Syrian and Palestinian refugees and migrant workers, all of whom participate in Seenaryo projects). The civilian death toll is rising every day and Seenaryo team members and operations are profoundly affected.

The Trustees have assessed the impact that the conflict may have on the Charity's forecast and projections and have made this assessment for a period of at least one year from the date of approving these financial statements. The Charity has concluded that it has sufficient resources to continue in operational existence for the foreseeable future and consequently it appropriate to continue to adopt the going concern basis in preparing its financial statements.

d) Income

Voluntary income including donations, gifts, legacies or grants from various individuals, corporations and charitable foundations are recognised where there is entitlement, any conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably. Such income is only deferred when:

- a) The donor specifies that the grant or donation must only be used in future accounting periods.
- b) The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income generated from fund raising events is recognised when earned.

Income tax recoverable in relation to donations received under gift aid or deeds of covenant is recognised at the time of the donation.

All incoming resources are reported gross before expenses.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

For Legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made, or when a distribution is received from the estate. Receipt of a legacy in whole or in part is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset.

1. Accounting policies (continued)**e) Donations of gifts, services and facilities**

Donated services and donated facilities are recognised as income when the charity has control over the item, 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 that economic benefit can be measured reliably by the Board of Trustees using best estimates.

f) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g) Fund accounting

Restricted Income Funds -Funds provided by external donors subject to particular conditions imposed by the donor on the purpose to which the fund can be spent. The restrictions are as indicated by the title of each fund and (where appropriate) the name of the funder.

Unrestricted Funds -Resources available for use at the discretion of the trustees for any purpose within the objects of the charity.

Designated Funds -Unrestricted funds which the trustees have decided at their discretion to set aside to use for a specific purpose.

h) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of provision of space and services undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i) Allocation of support costs

Support costs relate to those costs incurred directly in support of expenditure on the Charity's objects, which cannot be directly attributed to particular activities.

Governance costs include those costs incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements. Both support and governance costs have been allocated

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

between the Foundation's charitable activities and the basis on which the support costs have been allocated are set out in the notes to accounts.

1. Accounting policies (continued)**j) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|------------------------------------|----------------|
| • Database | 33.33% on cost |
| • Office Equipment | 33.33% on cost |
| • Fixtures, fittings and equipment | 33.33% on cost |

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered.

Prepayments are valued at the amount prepaid net of any trade discounts due.

l) Cash and cash equivalents

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

m) Creditors and provisions

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

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

n) Pensions

Employer contributions to employees defined contribution pension schemes are charged to Statement of Financial Activities during the year.

o) Foreign currencies

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the average rate of exchange for the period. Exchange differences are taken into account in arriving at the operating result.

1. Accounting policies (continued)**p) Critical accounting estimates and judgements**

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

2. Income from donations and legacies

	Unrestricted	Restricted	2023	Restated 2022
	£	£	£	£
Donation from grants	279,620	329,652	609,272	277,826
Donation in kind	29,708	19,140	48,848	35,750
	309,328	348,792	658,120	313,576

Income from unrestricted donations includes monies received from fundraising supper £137,528 (2022: £106,869).

Donation in kind in 2023 relates to the value of goods and services provided freely to the Charity in respect of fundraising activities (£2,408) and admin expenses (£27,300) all of which are unrestricted. The Charity also received an in kind restricted donation of £19,140 towards project venue hire in 2023.

Donation in kind in 2022 relates to the value of goods and services provided freely to the Charity in respect of fundraising activities (£11,450), legal advice in Lebanon (£5,000) and office rent (£17,000) all of which are unrestricted. The Charity also received an in kind restricted donation of £2,300 towards project venue hire in 2022.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023****3. Income from charitable activities**

	Unrestricted	Restricted	2023	Restated 2022
	£	£	£	£
Earned income - Theatre				
Women's Theatre Jordan	-	11,694	11,694	-
Youth Theatre Jordan	-	1,822	1,822	-
Earned income –Play based learning				
Playkit Jordan	-	-	-	8,163
Unrestricted earned income	5,106	-	5,106	180
	5,106	13,516	18,622	8,343

4. Allocation of support costs and Governance costs

The Charity initially identifies the costs of its support functions. It then identifies those costs which relate to the governance function. Having identified its governance costs, the remaining support cost together with the governance costs are allocated between the Charity's charitable activities and the basis on which the support costs are set out below.

	Basis of apportionment	Support Costs	Governance	2023	Restated 2022
		£	£	£	£
Human resources and related costs	Time	47,765	-	47,765	41,276
Travelling costs	Usage	2,178	-	2,178	1,020
Office overheads	Usage	24,029	-	24,029	42,681
Independent examiners' fee	Governance	-	9,840	9,840	4,320
Bookkeeping and payroll costs	Governance	-	907	907	187
Legal and professional fees	Governance	-	3,740	3,740	-
Transfer to Lebanon	Usage	45,808	-	45,808	115,833
		119,780	14,487	134,267	205,317

Human resource cost totalling £272,355 (2022:£327,986) including £41,077 relating to freelance services, have been charged directly to the projects to which they relate. The balance of human resource cost £82,234 (2022: £79,208) has been allocated between fundraising expenditure £34,559 (2022: £37,752) and charitable expenditure £47,765 (2022: £41,276).

5. Analysis of fundraising expenses

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

	2023	2022
	£	£
Activity attributed directly	14,327	18,010
Support costs (note 4)	34,559	37,752
	48,886	55,762

6. Analysis of charitable expenditure 2023

	Charitable activities		
	Theatre	Play-based learning	2023
	£	£	£
Children's Theatre Jordan	220,381	-	220,381
Youth Theatre Jordan	65,818	-	65,818
Scenechangers Jordan	-	99,264	99,264
Playkit Jordan	-	117,695	117,695
	286,199	216,959	503,158
Support costs (note 4)	67,134	67,134	134,267
Total expenditure 2023	353,333	284,093	637,425

Of the total charitable expenditure, £134,267 was unrestricted (2022: £93,888) and £503,158 was restricted (2022: £434,161).

Analysis of charitable expenditure 2022

	Charitable activities		Restated
	Theatre	Play-based learning	2022
	£	£	£
Children's Theatre Jordan	66,033	-	66,033
Youth Theatre Jordan	49,200	-	49,200
Playkit Teacher Training	-	-	-
Grant payments to Lebanon	-	74,581	74,581
	115,233	74,581	189,814
Support costs (note 4)	102,658	102,659	205,317
Total expenditure 2022	217,891	177,240	395,131

7. Analysis of staff costs, trustee remuneration and expenses, and the costs of key management personnel

Staff costs were as follows:

	2023	2022
	£	£
Salaries and wages	291,678	346,042
Social security	13,461	10,489

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

Employer's contribution to defined contribution pension schemes	4,322	3,622
Freelance services	45,218	76,861
	354,679	437,014

No employee earned more than £60,000 during the year (2022: £nil).

The total employee cost including pension contributions of the key management personnel were £231,271 (2022: £203,122).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2022: £nil). No charity trustee received payment for professional or other services supplied to the charity (2022: £nil).

No trustees were made payments for reimbursement of travel and subsistence costs relating to attendance at meetings of the trustees (2022: £nil).

8. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2023	2022
	No.	No.
Charitable activities	22	16
	22	16

9. Related party transactions

There are no related party transactions to disclose for 2023 (2022: none).

During the year the charity received donations totaling £1,120 from trustees (2022: £3,063).

Seenaryo Jordan is a branch of the UK charity and therefore all income and expenditure of the branch is included in the financial statements. The charity works closely with Seenaryo Lebanon, an independent NGO with similar aims and objectives. During the year the charity provided grants totaling £216,452 to Seenaryo Lebanon (2022: £115,833).

10. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

SEENARYONOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**11. Tangible fixed assets**

	Motor car	Office Equipment	Total
	£	£	£
Cost or valuation			
At the start of the year	5,000	2,000	7,000
Additions in the year	-	-	-
At the end of the year	5,000	2,000	7,000
Depreciation			
At the start of the year	5,000	2,000	7,000
Charge	-	-	-
At the end of the year	5,000	2,000	7,000
Net book value			
At the end of the year	-	-	-
At the start of the year	-	-	-

12. Debtors

	2023	2022
	£	£
Taxation recoverable	5,915	3,348
Accrued income	40,930	20,097
Prepayments	-	-
	46,845	23,445

13. Creditors: amounts falling due within one year

	2023	2022
	£	£
Taxation and social security	9,367	4,790
Other creditors and accruals	6,710	6,293

SEENARYONOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

16,077	11,083
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14. Analysis of net assets between funds as at 31 December 2023

	General			
	Unrestricted	Designated	Restricted	Total
	£	£	£	£
Tangible fixed assets	-	-	-	-
Net current assets	6,235	209,226	119,620	335,081
Net assets at the end of the year	6,235	209,226	119,620	335,081

Analysis of net assets between funds as at 31 December 2022

	General			Restated
	Unrestricted	Designated	Restricted	Total
	£	£	£	£
Tangible fixed assets	-	-	-	-
Net current assets	80,767	204,296	59,587	344,650
Net assets at the end of the year	80,767	204,296	59,587	344,650

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023****15. Movement in funds**

During the year	At 1 January 2023 £	Incoming resources & gains £	Outgoing Resources & gains £	Transfers £	At 31 December 2023 £
Restricted funds:					
Communities					
Children's Theatre Jordan	51,022	79,193	(220,381)	143,546	53,380
Youth Theatre Jordan	1,070	31,480	(65,818)	33,268	-
Schools					
Playkit Jordan	7,495	59,004	(117,695)	82,224	31,028
Scenechangers Jordan	-	192,630	(99,264)	(51,120)	42,246
Total restricted funds	59,587	362,307	(503,158)	207,918	126,654
Unrestricted funds:					
Designated funds:					
Operating Reserve	102,148	-	-	2,465	104,613
Opportunity Reserve	102,148	-	-	2,465	104,613
Total designated funds	204,296	-	-	4,930	209,226
General funds	80,767	314,435	(183,153)	(212,848)	(799)
Total unrestricted funds	285,063	314,435	(183,153)	(207,918)	208,427
Total funds	344,650	676,742	(686,311)	-	355,081

Transfers

Various transfers were made from unrestricted to restricted funds to offset the overspend on these programmes. A note that the majority of overspend was on staff time which was not fully funded by granting bodies.

Additionally transfers were made to our designated operating and opportunity reserves to account for six months of operational costs based on our original 2023 projections. From 2020 onwards, Seenaryo calculates

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

these six months as: half of the total unrestricted overheads, plus half of the total staff costs, plus half of the total fundraising costs for the year.

15. Movement in funds (continued)

During the year	Restated At 1 January 2022 £	Restated Incoming resources & gains £	Restated Outgoing Resources & gains £	Restated Transfers £	Restated At 31 December 2022 £
Restricted funds:					
Seenaryo in Communities					
Children's Theatre Jordan	36,483	57,477	(66,033)	23,095	51,022
Youth Theatre Jordan	922	18,533	(49,200)	30,815	1,070
Schools					
Playkit Jordan	1,363	28,159	(74,581)	52,554	7,495
Total restricted funds	38,768	104,169	(189,814)	106,464	59,587
Unrestricted funds:					
Designated funds:					
Operating Reserve	87,838	-	-	14,310	102,148
Opportunity Reserve	87,838	-	-	14,310	102,148
Total designated funds	175,676	-	-	28,620	204,296
General funds	238,840	217,750	(261,079)	(135,084)	80,767
Total unrestricted funds	414,516	217,750	(261,079)	(106,464)	285,063
Total funds	453,284	321,919	(450,893)	-	344,650

Designated Funds**Operating Reserve**

The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses.

Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

It is the intention of Seenaryo for Operating Reserves to be used and replenished within a reasonably short period of time. At the year-end there was £102,148 utilised Operating Reserve carried forward.

15. Movement in funds (continued)**Opportunity Reserve**

The Opportunity Reserve is intended to provide funds to meet special targets of opportunity or need that further the mission of the organisation. The Opportunity Reserve is also intended as a source of internal funds for organisational capacity building such as staff development, research and development, or investment in infrastructure that will build long-term capacity. At the year-end there was £102,148 of utilised Opportunity Reserve carried forward.

Purposes of restricted funds**Seenaryo in Communities****Children's Theatre Jordan**

The restricted fund relates to monies received towards weekly theatre projects with children in Jordan, where participants develop their theatre skills and produce an original show after each cycle. This fund also relates to monies received towards the weeklong intensive projects, where participants create a piece of theatre which includes original songs, dances and set design. At the year-end the unexpended balance was £59,202.

Youth Theatre Jordan

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Jordan, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to Theatre Leadership Training for youth. At the year-end the balance was (£12,856).

Play-based learning**Playkit Jordan**

This restricted fund relates to monies received towards the Seenaryo Playkit in Jordan. At the year-end the unexpended balance was £31,028.

Scenechangers Jordan

This restricted fund relates to monies received towards the Scenechangers project in Jordan. At the year-end the unexpended balance was £42,246.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023****16. Reconciliation of net income / (expenditure) to net cash flow from operating activities**

	2023	Restated 2022
	£	£
Net income / (expenditure) for the reporting period (as per the statement of financial activities)	(9,569)	(108,634)
Depreciation charges	-	1,666
(Increase) / decrease in debtors	(23,400)	49,584
Increase / (decrease) in creditors	4,994	(6,977)
Net cash provided by / (used in) operating activities	<u>(27,975)</u>	<u>(64,361)</u>

17. Analysis of cash and cash equivalents

	Restated At 1 January 2023	Cash flows	Other Changes	At 31 December 2023
	£	£	£	£
Cash in hand	332,288	(27,975)	-	304,314
Total cash and cash equivalents	<u>332,288</u>	<u>(27,975)</u>	<u>-</u>	<u>304,314</u>

18. Prior year adjustment

The comparative figures of Seenaryo have been restated to reflect the following adjustment:

Upon review it was identified by the Trustees that included incorrectly in the prior year accounts were amounts relating to Seenaryo Lebanon, a separate entity. The trustees have therefore now amended the comparative figures to remove the amounts that relate to the separate Lebanese entity.

As a result of the above adjustment the income for 2022 has reduced by £135,515.

SEENARYO

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

The expenditure for 2022 has reduced by £132,918.

Cash at bank and in hand as at 31 December 2022 has reduced by £24,985.

SEENARYO

England & Wales - Charity number 1173822

Accounts



SEENARYO

**REPORT OF THE TRUSTEES
AND THE UNAUDITED
FINANCIAL STATEMENTS**

FOR THE YEAR ENDED 31 DECEMBER 2022

SEENARYO

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SEENARYO

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Antonio Gould Lina Khatib Nikhil Alexander Khosla (Chairman) Shifa Obeid (Treasurer) Salim Salama Luke Hayman (appointed 27 April 2023) Ziba Sarikhani (appointed 10 July 2023)
Charity number	1173822
Registered office	4A Dumbarton Road London SW2 5LU
Independent examiner	David Hoose FCA Mazars LLP Two Chamberlain Square Birmingham B3 3AX
Bankers	The Co-operative Bank PO Box 101 1 Balloon Street Manchester M60 4EP

**SEENARYO****TRUSTEES' REPORT****FOR THE YEAR ENDED 31 DECEMBER 2022**

The Trustees present their report and financial statements for the year ended 31 December 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Constitution and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

OBJECTIVES AND ACTIVITIES***Purposes and aims:***

The Charity's purposes as set out in the objects contained in the Charity's constitution are:

To relieve the charitable needs of marginalised communities, primarily in Lebanon and Jordan, by: the advancement of education and provision of arts for those in the community who are in need thereof, so as to advance them in life and enable them to participate more fully in society.

How the Charity achieves its objectives:

Theatre can unleash a community's collective power. Being center stage – with space to play and a platform to speak out – gives people the tools to lead change in their communities.

Seenaryo is a leading specialist in theatre and play-based learning with under-served communities in Lebanon and Jordan. We use theatre and play to transform education and support people to learn, lead, heal and thrive in their classrooms and communities. Having reached over 100,000 children, youth, women and teachers since 2015, Seenaryo was one of Expo 2020 Dubai's 120 Global Innovators, has lectured for New York University on their Teacher Fellowship, and has been featured in Al Jazeera and Prospect Magazine.

In 2022, Seenaryo created 39 original theatre productions. We also trained 668 teachers to transform learning through play using the Seenaryo Playkit mobile phone app, reaching 15,574 schoolchildren.

Through theatre and play, our mission is to support under-served people to find their voices as powerful agents of change.

In order to achieve this, we aim to:

1. **Facilitate skills development** by supporting individuals to build social skills, life skills, critical thinking and wellbeing
2. **Challenge mistrust and polarisation** by bringing conflict-affected communities into dialogue with each other
3. **Create wider and alternative employment pathways and professional capacity** within classrooms and communities
4. **Transform teaching and learning** to become child-centered, engaging and inclusive
5. **Advocate globally** for play-based learning and participatory theatre in the Arab region

Our values are:

- **Meaningful participation** at all levels including the way we which we run workshops, work with partners and train teachers – allowing all voices to be heard
- **Evidence-based approaches** that use science and research to inform our programme content, delivery, monitoring and evaluation strategy
- **Deep rootedness in local contexts & partnerships** working with and for communities for the long term
- **Agility & innovation** in our use of technology, our approach to teaching and learning, and our responses to the changing needs of participants
- **Accessibility & inclusivity** in terms of creating spaces and resources that actively engage and amplify traditionally excluded groups
- **Effective women's participation** at all levels, including organisational structure as well as programme design and delivery
- **The intrinsic value of artistic excellence** beyond its use as a tool for social impact

Seenaryo has two strands of work: Seenaryo in Communities and Seenaryo in Schools. Through our Seenaryo in Communities strand, we work with children, youths and women, facilitating the creation of original and high-quality theatre, in which participants create their own narratives. While making theatre, we are continuously training up facilitators, trainees and youth leaders to lead the work themselves. Through our Seenaryo in Schools strand, we transform classrooms to become participatory and child centered. Our main Schools project is the Seenaryo Playkit, an app and training for teachers of 3 – 8 year olds, which gives them the skills to teach their curriculum through theatre, games, songs and stories.

Ensuring the Charity's work achieves its aims:

The Charitable Incorporated Organisation (CIO) has reviewed its objectives and activities and in doing so, has considered the successes of each key activity and the benefits they have brought to the groups of people who are the intended beneficiaries of the CIO's activities.

The review has helped ensure the CIO that its activities remain focused on the achievement of its stated purposes. In reviewing its aims and objectives, and in planning its future activities, the CIO operates in accordance with the Charity Commission's general guidance on public benefit. In particular, as part of the review, the Trustees consider how future planned activities will contribute to the Charity's aims and objectives.

PUBLIC BENEFIT

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake. The Charity Commission in its Charities and Public Benefit Guidance requires that two key principles be met to show that an organisation's aims are for the public benefit. First, there must be an identifiable benefit. Second, the benefit must be to the public or a section of the public.

How the Charity delivers public benefit:

Seenaryo's projects have measurable impact on our participants and associates, both at the individual level and for the community at large.

1. **Facilitate skills development** by supporting individuals to build social skills, life skills, critical thinking and wellbeing

We foster skills development by giving the communities we work with a space to create and express themselves. We believe that the higher the artistic merit of our final product, the greater the pride we instill in our beneficiaries: in a situation with scant resources, storytelling, theatre and play are amongst the most

significant things that can be created.

Our programmes target a wide variety of life skills: language, emotional, social, cognitive and physical. By participating and collaborating, beneficiaries develop communication skills and empathy. By learning through theatre, and play they develop artistic and performance skills, as well as skills for leadership, problem-solving and critical thinking. Where our beneficiaries are adults, these skills increase their employability, often providing a direct pathway to employment.

2. Challenge mistrust and polarisation by bringing conflict-affected communities into dialogue with each other

Most of Seenaryo's programmes bring groups of participants from diverse national, religious and class backgrounds together for the first time. We particularly focus on bringing together refugees and migrants with the Lebanese and Jordanian communities hosting them. We know that the close and intense level of trust and collaboration that creative work requires have tangible impacts in terms of participants' understanding and acceptance of those with differing nationalities, ethnicities and religious views, and appreciation of the lives and situations of those different from them. We present our work to local and international audiences, with the aim of challenging their assumptions about refugees and the Arab region and building understanding and solidarity.

3. Create wider and alternative employment pathways and professional capacity within classrooms and communities

We increase the skills and employability of the adults and teachers we train in both our Communities and Schools learning strands. We train facilitators to use participatory tools, provide ongoing mentorship, and are often subsequently able to employ our trainees to lead our programmes, or connect them to employment pathways with other organisations. We train schoolteachers and give them access to Seenaryo's teaching resources including the Playkit, allowing them to use arts in teaching the curriculum and build their skills in delivering student-led learning – approaches which have become standard good practice in education systems globally, but which are very much lacking in the countries in which we work. Many of the early years teachers we train are new to teaching; they teach out of necessity but lack experience, and our training equips them with urgently needed skills.

4. Transform teaching and learning to become child-centered, engaging and inclusive

We know that empowering schoolteachers to improve the quality of their teaching and learning is key to transforming children's life chances at scale. We support teachers to understand and implement positive classroom management methods, as well as deliver participatory, play-based teaching activities and inclusive teaching techniques, all with the goal of making the classroom child-centered and thereby increasing children's engagement and participation in their learning. By engaging headteachers in the training process, we aim to transform the whole school environment and not just work with individual teachers. We focus on early years education in particular because teacher training is most overlooked at this level, with teaching often seen as unskilled childcare; and because children under 5 are at their most vulnerable, while having the capacity to become "resilient for life" (Harvard Center on the Developing Child).

5. Advocate globally for play-based learning and participatory theatre in the Arab region

Through communicating the value, evidence and impact of our work with local grassroots partners and wider partners and stakeholders, Seenaryo aims to shift the landscape and investment in arts and education practice in the region to become participatory and play-based.

Who benefited from the services of Seenaryo?

Seenaryo aims to benefit under-served communities in the Arab region, with a particular focus on refugees and the communities that host them in Lebanon and Jordan. Lebanon and Jordan host the highest proportion of refugees per capita in the world (collectively, around 1.8 million Syrian refugees depending on estimates – not including a further 2.5 million Palestinian refugees), most of whom live significantly under the poverty line (for example, the United Nations estimates that over 90% of Syrian refugees in Lebanon are now living in extreme poverty).

We work with groups of children, young adults and women. As well as working with refugees, we focus on working with participants with disabilities, those living in poverty and those affected by trauma. Among our participants who are children, we particularly target children who are growing up in care.

Around half of the refugees in Lebanon and Jordan are children, of whom over a third do not attend school, while those who do – alongside children from the host countries – contend with an under-funded and oversubscribed public education sector (problems severely exacerbated by in the wake of the Covid-19 pandemic and the economic crisis in Lebanon) and an 'under-qualified and unskilled teaching force' (Lebanon's Ministry of Education). This is in a context where less than 2% of global humanitarian aid goes towards education.

We have a focus on training schoolteachers, who themselves work with children as our ultimate beneficiaries; most of the teachers with whom we work are young adults and the vast majority are women.

According to the Gender Gap Index 2020, Lebanon and Jordan are respectively 145th and 138th of 153 countries. The labour force participation rate for women is 26% in Lebanon and only 15% in Jordan. They are also affected by social and political marginalisation and an increase in sexual and gender-based violence. Women make up a disproportionate number of Syrian refugees in Lebanon and Jordan. Not only have many women been through extreme trauma, but they also find themselves sole breadwinners for their families – all while coming from a broadly patriarchal society where women did not have the same access, opportunities or education as men.

Youth in Lebanon and Jordan face a particularly uncertain future, with unprecedented unemployment levels of over 30% in both Lebanon and Jordan (the MENA region has the world's highest unemployment rate), brain drain and a lack of access to quality employment or training opportunities. Many reach adulthood without having the opportunity to develop social and emotional skills and critical thinking, let alone professional capacities.

Given these pressures on children, women and young adults, Seenaryo believe there is an urgent need for projects that equip these groups with the tools not just to survive, but to thrive.

The Trustees confirm that in setting the Charity's objectives and in planning its activities they have had due regard to the Charity Commission's guidance on public benefit, and they will continue to ensure that each year they consider how the Charity continues to meet the public benefit objectives outlined in section 4 of the Charities Act 2011. The Trustees are satisfied that the Charity meets with the requirements and conforms with the Act's definition of a Charity, meeting all of the key elements of the two key principles.

FOREWORD FROM VICTORIA LUPTON, FOUNDER & CEO

In times of crisis and places of conflict, what can the arts contribute? At Seenaryo, we measure the impact of our work through its effect in other areas of peoples' lives. We see schoolchildren in Lebanon and Jordan becoming more engaged in their learning, youth building transferable life skills and accessing more diverse employment, and positive interactions between communities in conflict.

But there's a deeper, and harder-to-measure value to arts. Even in the darkest times, history tells us that those suffering turn to creative expression as an essential part of living, not a luxury. Inmates of Auschwitz forwent their food rations to stage plays, operas and a children's choir. Moz Azimitabar, a detainee for 8 years in Australia's Manus immigration detention camp, said: "Music is a tool for preserving my sense of personhood, it is so I don't forget that I am a human being." And Jordanian Seenaryo participant Buthaina said: "The beautiful thing about this project is knowing who you are and what your path is, where you will be going and why." Participating in arts is an intrinsically dignifying experience.

2022 was the year that we reached the 100,000th person since we made our first play with a handful of children in Shatila refugee camp seven years ago. One of the boys who participated in that play was Ahmad, who's now a 20-year-old Palestinian man. In 2022 he travelled for the first time in his life when we toured his play to Germany: "We got to see a country in Europe and learn how other people live. I learnt from this process how to be free and to feel this freedom on stage."

Every one of those 100,000 people has a different story to tell about Seenaryo: from Farhan, an 11-year-old boy from Syria who works 13-hour days in a supermarket to provide for his family and says that making theatre stopped him from "feeling sad and alone"; to Ghadi, who couldn't focus in his Math classes until his teacher trained with Seenaryo. "Now she teaches us with songs and games. We're focusing and loving Math so much more than before."

2022 saw our first international tour, our first project in Palestine and our first time training public school teachers. It was also the year that the world's attention shifted, understandably, to the horrific invasion of Ukraine. Meanwhile, the situation in Lebanon and Jordan continues to worsen, with hyperinflation at 171% in Lebanon and soaring unemployment in both countries.

2023 has a lot in store for us, with a major new programme delivering the curriculum through theatre in secondary schools, investment in our teacher training app and an ambitious women's leadership training sponsored by UN Women. At Seenaryo, we will remain focused on the struggle towards a thriving future for the Arab region, by investing in the skills, resilience and dignity of young people in Lebanon and Jordan.

Because dignity is precisely what Arab youth have been demanding for 12 years. And it's what people around the world have demanded throughout history, even amid the most extreme times of conflict and repression.

ACHIEVEMENT AND PERFORMANCE

In 2022, Seenaryo:

- Reached **17,223** people, directly or indirectly
- Had **886** children, youth and women participating in theatre, who created **39** original productions
- Trained **95** youth and women in theatre facilitation and leadership
- Trained **668** teachers in **85** schools in play-based teaching methods who in turn reached **15,574** children

Seenaryo in Communities highlights

- A Showbuild in Akkar attracted an **audience of over 400 people**, who travelled from neighbouring villages to attend the performance. It was one of our biggest audiences to date. We led a huge rollout of Playkit trainings during the summer holidays, training 268 teachers to use music, dance and play in the classroom before school returned in September.
- We produced a piece of **street theatre** in the Chouf region of Lebanon; the ensemble performed their play around the historic streets of Deir El Qamar.
- We **toured a Seenaryo production internationally** for the first time. The cast of *I see my ghost coming from afar* travelled to Esslingen in Germany to take part in the Theaterwelten Festival.

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2022

- Seenaryo Jordan **worked in Palestine for the first time**, carrying out Theatre Leadership Training for a group of young theatre makers at Al-Harah Theatre in Beit Jala.
- We wrapped production on our **first feature length documentary**, *Tilka*, which we plan to screen widely in 2023.

Seenaryo in Communities participant evaluation

Children (230 children evaluated)

- **95%** of children knew how to **work better in a team**
- **92%** of children were better able to **articulate their feelings**
- **91%** of children **understood the feelings** of others better
- There was a **21%** increase in those who felt able to **express themselves physically**

“At the beginning we faced a real challenge trying to include the concept of theatre in what we offer at our centre, no one had ever really done theatre in Mafraq before and they had a distorted image of what it was. After seeing their children taking part in several performances, the **parents were touched** by the positive impact of theatre and the clear changes in their children in terms of their **self-confidence and breaking the barrier of fear**.” – Dina, Director of our partner Sama El Badia in Mafraq, Jordan

“I was so happy to see so many people in the audience. I didn't expect the village to engage so much with theatre; it just goes to show how **important art is and what impact it can have on society**.” – Alaa Khlifat, Princess Basma Foundation, Jordan

Youth (46 youth evaluated)

- **92%** of youth now have an outlet to **express their feelings** (compared to 52% before)
- **89%** felt they gained skills that will be **useful in their professional life**
- **97%** made **new friends**
- **9/10** was the mean score for **quality of project** overall

“When I took my first step onto the airplane it was an amazing feeling – my first time traveling to another country. I learned from the experience how to be free and how to **feel this freedom when I'm moving on stage**.” – Ahmad, a Palestinian participant who has grown up in Lebanon and toured to Germany

“The show took me on a journey right from the first second, up until the very end. It evoked many emotions from me – **I was so connected** to it.” – audience member in Germany

“It was one of the few times in my life that I felt like **someone was really listening** to me.” – Farah, a participant who toured to Germany

Women (20 women evaluated)

- **89%** of women felt more able to cope with their **fears & problems**
- **100%** enjoyed using their body for **movement & expression** more
- **100%** felt they have more of an **outlet for their feelings** (compared to **45%** before)
- **10/10** was the mean score for **quality of facilitators' instruction & support**

“The themes were presented in a subtle and accessible way. It made me see things that I haven't

experienced myself, but that others have. **It was eye-opening.**" – Audience member, *Inside Out* Women's Studio, Lebanon

Theatre Leadership Trainees (63 trainees evaluated)

- **100%** of trainees felt more **confident applying to jobs** in theatre and education
- **100%** had more of their **own ideas** and could think more freely for themselves
- **98%** felt better able to **articulate their ideas**
- **78%** increase in those who will have more conversations with people from **different nationalities** (from 45% to 80%)
- **12.5%** increase in those who think of themselves as a **leader** (from an average of 8/10 to 9/10)
- **9/10** mean score for **quality of support** provided by Seenaryo

"I had a **beautiful warmth inside seeing how excited** the children were for each session. I was so happy to facilitate this Satellite." – Ramia, Theatre Leadership Training trainee

"**I became a different person** during the Seenaryo project. I learnt to express my feelings freely. I got to know my body better and how to react in a room full of people." – Aya, Theatre Leadership Training trainee

Seenaryo in Schools Highlights

- We led a **huge rollout of Playkit trainings** during the summer holidays, funded by the UK's FCDO, training 268 teachers to use music, dance and play in the classroom before school returned in September.
- The Playkit **reached public schools** in Lebanon and Jordan in 2022 for the first time. We worked with the Ministry of Education to implement the trainings.

Seenaryo in Schools Teacher Evaluation

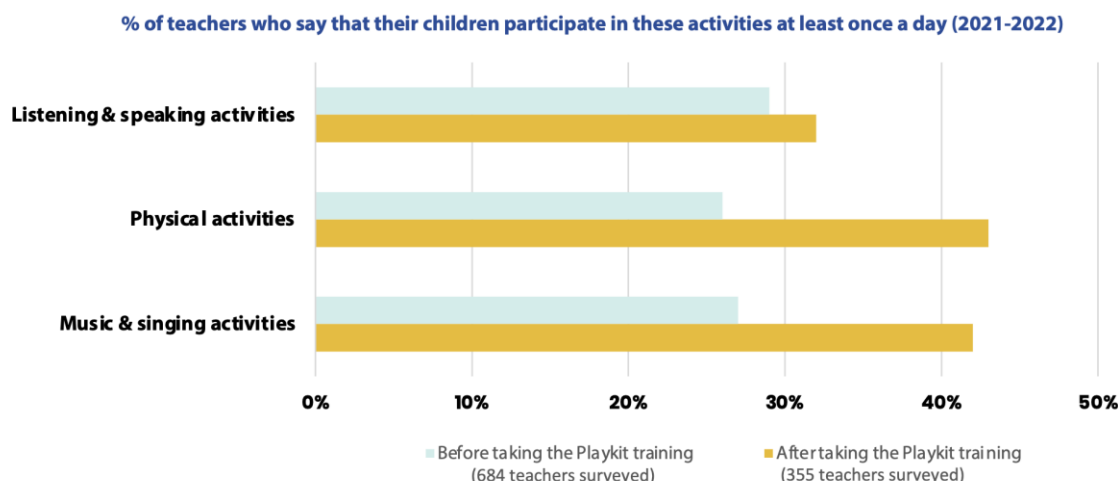
(211 teachers evaluated out of 800 trained)

- **89%** of teachers **use the Playkit app** at least once a week (**38%** of them use it every day)
- **98%** said the Playkit introduced them to **new techniques** and teaching practices
- **86%** said their teaching practices had **changed significantly** since using the Playkit
- **97%** agreed that the Playkit is a **valuable resource** for Early Childhood Education (with **63%** strongly agreeing)
- **14%** more teachers understand how to create an **inclusive learning environment** (from 86% to 98%)
- **9/10** mean score for how much teachers **learnt** during the Playkit training

"Miss Nimri has become so much better with us since the Seenaryo training. Math used to be really hard and we couldn't focus in her class, it wasn't fun at all. Now things are so different – she teaches us with songs and games.

"One of the biggest changes I noticed in my teachers is that their **focus has become the student, not the curriculum.**" – Headteacher

"We like Seenaryo's feelings song because it helps introduce the children to different types of emotions. They're **kinder to each other now** – if they know someone is 'tired' for example, they will support that student." – Playkit teacher



FINANCIAL REVIEW

The results for the year are set out on page 18 and show that during the year under review, the Charity generated total revenues of £457,434 of which £217,750 related to general funds and £239,684 were received as restricted funds towards specific activities. Included within total revenue were in kind donations valued by the trustees at £30,750. Expenditure for the period totalled £583,811 of which £149,650 related to general fund expenditure and £434,161 related to restricted funds.

The results show an excess of expenditure over income on general funds of £116,747 and this when subtracted from general reserves brought forward gives a balance £297,769 held in general funds at the year-end date. Included within this total are designated funds set aside by the trustees to be held for future operating needs and opportunities that may arise.

During the year the trustees transferred a further £28,620 from its general reserves, divided equally between the designated operating reserve fund and the designated opportunity reserve fund. At the year end the Charity held £204,296 in its designated reserve funds.

The results also reveal a surplus of income over expenditure of £10,710 on restricted funds. At the year-end date restricted funds stood at £71,886.

RESERVE POLICY

The purpose of Seenaryo's Reserves Policy is to ensure the stability of the mission, programmes, employment, and ongoing operations of the organization and to provide a source of internal funds for organizational priorities such as major program opportunities and capacity building.

Operating Reserve

The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Seenaryo for Operating Reserves to be used and replenished within a reasonably short period of time.

Opportunity Reserve

The Opportunity Reserve is intended to provide funds to meet special targets of opportunity or need that

further the mission of the organization. The Opportunity Reserve is also intended as a source of internal funds for organizational capacity building such as staff development, research and development, or investment in infrastructure that will build long-term capacity.

Amount of Reserves

Both the Operating and Opportunity Reserves are defined as designated funds set aside by action of the Board of Trustees. The minimum amount to be designated for either fund is established in an amount sufficient to maintain ongoing operations and programs measured for a set period of time. Both reserves serve a dynamic role and will be reviewed and adjusted in response to internal and external changes.

The target minimum for each of the Operating and Opportunity Reserves is equal to three months of average operating costs so a total of six months for the combined Reserves, which for the year 2022 is £102,148 for three months or a total of £204,296. The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, travel, program, and ongoing professional services. Depreciation, in-kind, and other non-cash expenses are not included in the calculation.

The amount of the Operating and Opportunity Reserves minimum targets will be calculated each year after approval of the annual budget, and included in the regular financial reports.

PRINCIPAL FUNDING SOURCES

The principal funding sources of the charity during the period derived from:

- **Trusts & Foundations:** a combination of grants from UK, European and international philanthropic organisations including The Linbury Trust, The Asfari Foundation, The Arthur and Holly Magill Foundation, The Schroder Foundation, Nommontu, The British & Foreign School Society, The Galashan Trust, The Haas Family Giving Fund, The Roger & Ingrid Pilkington Charitable Trust, The Rebecca Dykes Foundation, The Archie Lloyd Charitable Foundation
- **Government & multilateral agency grants:** including the Canadian Government (CFLI), German Government (Goethe-Institut Libanon), UK Aid FCDO, French Government (Institut Français du Liban), Women's Peace & Humanitarian Fund
- **Earned income:** through NGO partners who pay for Seenaryo's services: including Caritas, INTERSOS and Back to the Future (via AVSI, War Child Holland in Lebanon, and Terre des hommes Italy in Lebanon)
- **Individual private giving:** mostly given through the Seenaryo Supper (Seenaryo's annual, non-ticketed fundraising dinner) and our annual online Crowdfunding campaign, as well as direct debit supporters and regular supporters through our Giving Circle. Seenaryo supporters also regularly hold fundraisers for us, whether online or through marathons or other events. Our philanthropic donors are based in the UK, Jordan, Lebanon, US and Hong Kong, as well as other countries around the world, and our membership of Chapel & York Foundation allows US and Hong Kong-based donors to give in a tax efficient manner.

INVESTMENT POLICY

Given the nature of the Charity's work, funds need to be readily accessible and therefore, most of the Charity's funds are kept in bank accounts in GBP.

RISK POLICY

The Board of Trustees regularly reviews the risks to which the Charity is exposed and has established

monitoring procedures to understand and mitigate those risks. The principal risks identified are as follows. Full risk mapping, policies and mitigation procedures can be found in Seenaryo's Staff Handbook and Risk Register:

- Health and Safety issue: a participant, trainee or staff member is severely injured during a programme
- Child Protection Issue: abuse of some form of child participants, namely physical or sexual
- Loss of regular funder / donor
- Funder / donor involved in public scandal
- Partner pulls out of a programme
- Staff leave before a replacement can be found
- Staff member or trustee commits fraud, or is involved in an undisclosed conflict of interest situation
- Act of terrorism in place of work
- Accidentally supporting terrorist groups via our work with partner organisations
- Large scale political change or further economic or social collapse in Lebanon, Jordan or Syria

FUNDING PRACTICES

Seenaryo has a Due Diligence Procedure for the Acceptance of Gifts, which is consulted before accepting major gifts. We do not engage in street-level fundraising or public appeals beyond our social media following.

Regulation standards and monitoring

Seenaryo complies with the standards and the requirements of the Fundraising Regulator. We regularly monitor through a range of methods that we are complying with relevant legislation and regulations to ensure that we adhere and continue to maintain high standards.

Complaints

Seenaryo has a Complaints Policy that is regularly updated and defines the main procedures for handling complaints. All complaints information is handled sensitively, telling only those who need to know and following any relevant data protection requirements. No complaints were received during the period under review.

MANAGING COMMUNICATION

Seenaryo contacts all donors within a calendar quarter after receiving the donation, and includes a copy of its most recent annual Impact Report and most recent annual video in this email.

Seenaryo has a quarterly emailed Newsletter. The Seenaryo team subscribes all donors to the newsletter in line with the GDPR guidelines around processing data based on the legitimate interest of subscribers. Anybody else can sign up to the newsletter through Seenaryo's website, and we regularly invite our contacts to join Seenaryo's mailing list. All mailing lists subscribers are entitled to unsubscribe at any point by contacting Seenaryo or by following the instructions in all emails.

Seenaryo also has active social media platforms (Instagram, Facebook, Twitter, YouTube, LinkedIn @seenaryo), and invites all donors and others in our network to follow these accounts.

Finally, Seenaryo's annual Seenaryo Suppers and online Crowdfunding campaigns are always an important opportunity to get donors up to date with recent work, through speeches, videos, performances, and printed Impact Reports.

PROTECTING THE PUBLIC

Seenaryo has a full and detailed Safeguarding and Child Protection document, which sets out a policy that requires all adults involved in Seenaryo's work with vulnerable adults and particularly children to accept the duty to safeguard the welfare of beneficiaries, and particularly to prevent physical, sexual, neglect and emotional abuses of all children with whom they come into contact.

Seenaryo recognises the need to demonstrate to the wider community the importance it gives to child protection issues. Seenaryo is committed to procedures and philosophies which have been developed to protect children themselves, but which also protect adult members from misunderstandings and false accusations of abuse, and which promote the reputation of Seenaryo. The Safeguarding policy document is made available to all staff, all partners and all other interested parties (e.g. parents).

Seenaryo additionally has a Code of Conduct, a Bullying, Harassment & Abuse Policy and a Protection Against Sexual Exploitation & Abuse Policy which outline the behaviour expected of all Seenaryo staff, including trustees.

All of Seenaryo's policies - including those on Controlling Risks, Behaviour & Ethics, Financials & Due Diligence, Staff Rights & Responsibilities, and the Family Friendly suite of policies, are publicly available to read online at: <https://www.seenaryo.org/policies>.

PLANS FOR THE FUTURE

In late 2022, Seenaryo published a new strategy covering the period 2023-25. The principal strategic priorities in the strategy, which Seenaryo plans to focus on in the coming years, are:

1. **INNOVATION LAB** Be smart, collaborative and creative in our project design, exploring new ways to deepen the impact of theatre and play
2. **ENDORSEMENT** Position ourselves as the regional experts in participatory theatre and play-based learning through certification, press & public speaking
3. **INVESTMENT IN TRAINING & RESOURCES** Increase reach of Communities programme by 50% and reach of Schools programme to 10,000 teachers and 200,000 children by spending on resource development and distribution
4. **LARGER GRANTS** Ready ourselves to manage larger grants – and secure them

More specifically, in 2023-24 Seenaryo aims to achieve the following:

Seenaryo in Communities Programme

- Deliver a number of Youth Studio productions in new regions in both Lebanon and Jordan
- Implement a major new women's leadership programme in Bekaa, Lebanon, training women as political and community leaders through theatre
- Increase our pool of freelance facilitators by 50%
- Build a partnership with a UK drama school
- Update and develop the Seenaryo Cookbook, our guidebook for facilitators, with further content sections

Seenaryo in Schools Programme

- Launch "Seenaryo Scenechangers", which trains youth in Lebanon and Jordan to deliver the curriculum through theatre in primary and secondary schools - Seenaryo's first time working in classrooms with older children

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- Refactor and relaunch the Seenaryo Playkit app with new features
- Build a partnership with a major UK university to evaluate, improve and endorse the Seenaryo Playkit's pedagogical approach
- Scale Playkit trainings across government schools in Lebanon and Jordan
- Start training teachers in one new country (Palestine or Iraq)

Operations, Fundraising & Communications

- Develop a new set of Standard Operating Procedures covering all finance, procurement and operations to ensure donor compliance and operational effectiveness at a larger scale
- Launch a CRM (Customer Relationship Management) database to track and systematize relations with donors and partners
- Apply for at least 3 larger grants (£100k+) to allow sustainable scaling
- Develop Seenaryo's public profile by securing international press, awards and increasing Seenaryo's representation in relevant international conferences
- Build out HR policies including performance management, job evaluation and competency frameworks

STRUCTURE, GOVERNANCE AND MANAGEMENT

Seenaryo is a charitable incorporated organisation incorporated and registered as a charity on 13th July 2017 (registered charity number 1173822). Seenaryo was established under a constitution stating the objects and powers of the charitable incorporated organisation and is governed under its constitution.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Antonio Gould

Lina Khatib

Nikhil Alexander Khosla

Shifa Obeid

Salim Salama

Luke Hayman (appointed 27 April 2023)

Ziba Sarikhani (appointed 10 July 2023)

Recruitment, appointment and training of trustees

How trustees are appointed

Trustees are appointed based on their ability to apply skills, knowledge and experience which are useful for the ongoing success of the Charity. Potential trustees are identified after the following recruitment process involving the Trustees and management team:

- a) Filling out board recruitment matrix to identify the required and desired skills and competencies
- b) Sending board recruitment document to potential candidates both within the organisation's networks and external to them (e.g. through web searches for potential candidates)
- c) Approaching and interviewing potential candidates
- d) A resolution is passed at a properly convened meeting of the Charity's Trustees. Every Trustee is appointed for a term of four years, and any Trustee can be reappointed by a board decision after his or her term ends
- e) All new Trustees are properly inducted, with a copy made available to them of the current version of the CIO's constitution, the CIO's latest Trustees' Annual Report and statement of accounts and the

minutes of Trustee meetings from the previous twelve months

Statement: None of the Trustees have any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Terms for trustees

All trustees except the first trustees must be appointed for a term of four years.

The first Charity Trustees were as follows, and were appointed for the following terms:

- a) Zoe Tyndall for four years (left 19/08/2021 – after four years and one month)
- b) Jennifer Allsopp for three years (left 14/10/2020 – after three years and three months)
- c) Oliver Paterson for two years (left 01/11/2019 – after two years and four months)

Organisational Structure

The Board of Trustees is responsible for the CIO as set out in the Constitution, with day-to-day administration and management performed by the core team members, with active Board of Trustees participation.

The Board of Trustees meets quarterly to make decisions with regard to the financial, strategic and programmatic operations of the CIO. The launch of entirely new activities (i.e. new programmatic directions which have not been trialed before) must be approved by the Board of Trustees. For the scaling or expansion of existing activities, the Board of Trustees is responsible for setting the strategic direction, while the office staff implement the specific projects.

RELATIONSHIPS WITH OTHER ORGANISATIONS

Seenaryo's programmatic activities in Jordan are carried out by Seenaryo Jordan (Jordan NGO number: 201903111761) who are a sub-branch of the charity. Seenaryo also partners closely with Seenaryo Lebanon (Lebanon NGO number: 1156), an independent NGO registered in Lebanon with the same mission and aims. Relations between Seenaryo UK and Seenaryo Lebanon are governed by a rolling Funding & Governance Agreement.

Seenaryo's model of work is deeply grounded in partnerships with other organisations – in particular, local NGOs active on the ground in our countries of work. This is because Seenaryo believes that bringing our arts and education expertise to existing organisations that manage buildings on the ground is a way to build capacity among these organisations – upgrading their provision of education and other activities and introducing artistic tools where they may not previously exist. This magnifies the indirect impact of Seenaryo's work.

We also partner with many organisations to deliver the Seenaryo Playkit to their early years teachers, with partner organisations either paying for our services as earned revenue, or Seenaryo fundraising from third party donors to provide these services to those organisations that are not able to pay for our trainings.

VOLUNTEERS

Seenaryo depends on the help of over 40 volunteers to fundraise for and deliver our charitable activities. We would like to thank all those that have helped Seenaryo throughout the period, including the many volunteer helpers at the Seenaryo Supper fundraiser.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

Charity law requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year. In preparing financial statements giving a true and fair view, the Trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- Prepare financial statements on a going concern basis unless it is inappropriate to presume that the Charity will continue to operate

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and which enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity's Constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud or other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees' report was approved by the Board of Trustees and signed on its behalf by:


Alex Khosla (Sep 20, 2023 22:44 GMT+1)

Nikhil Alexander Khosla, Trustee and Chair

Dated: Sep 20, 2023

SEENARYO**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES**

I report on the financial statements of Seenaryo for the year ended 31 December 2022, which are set out on pages 18 to 34.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

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

This report, including my statement, has been prepared for and only for the charity's trustees as a body. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body for my examination work, for this report, or for the statements I have made.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the 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 trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

Since the charity's gross income exceeded £250,000, your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination by being a qualified member of the Institute of ICAEW which is one of the listed bodies.

In connection with my examination, which is complete, no matters have come to my attention which give me reasonable cause to believe that in any material respect:

- accounting records were not kept in respect of Seenaryo in accordance with section 130 of the 2011 Act; or
- 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 financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a 'true and fair' view which is not a matter considered as part of an independent examination.

SEENARYO

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

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

DR Hoose

David Hoose (Sep 21, 2023 07:47 GMT+1)

David Hoose FCA
Mazars LLP
Two Chamberlain Square
Birmingham
B3 3AX

Date: Sep 21, 2023

SEENARYO**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2022**

		Unrestricted funds £	Restricted funds £	Total 2022 £	Total 2021 £
	Notes				
Income from:					
Donations and legacies	2	217,570	226,938	444,508	537,603
Charitable activities	3				
Communities		-	-	-	11,782
Schools		180	12,746	12,926	8,037
Total income		217,750	239,684	457,434	557,422
Expenditure on:					
Raising funds	5	55,762	-	55,762	40,963
Charitable activities	6	93,888	434,161	528,049	512,645
Total expenditure		149,650	434,161	583,811	553,608
Net income / (expenditure) for the year		68,100	(194,477)	(126,377)	3,814
Transfers between funds		(205,187)	205,187	-	-
Net income / (expenditure) before other recognised gains and losses		(137,087)	10,710	(126,377)	3,814
Net gain / (loss) on unrealised foreign currency balances		20,340	-	20,340	(7,526)
Net movement in funds	15	(116,747)	10,710	(106,037)	(3,712)
Reconciliation of funds:					
Total funds brought forward		414,516	61,156	475,672	479,384
Total funds carried forward		297,769	71,866	369,635	475,672

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15 to the financial statements.

SEENARYO
BALANCE SHEET
AS AT 31 DECEMBER 2022

		2022		2021	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	11		-		1,666
					<u>1,666</u>
Current assets					
Debtors	12	23,445		73,029	
Cash at bank and in hand		<u>357,273</u>		<u>419,037</u>	
		<u>380,718</u>		<u>492,066</u>	
Net current assets			<u>380,718</u>		<u>492,066</u>
Creditors: amounts falling due within one year	13		<u>(11,083)</u>		<u>(18,060)</u>
Total assets less current liabilities	14		369,635		475,672
Total net assets			<u>369,635</u>		<u>475,672</u>
The funds of the charity:	15				
Restricted income funds			71,866		61,156
Unrestricted income funds:					
Designated funds		204,296		175,676	
General funds		<u>93,473</u>		<u>238,840</u>	
Total unrestricted funds			297,769		414,516
Total charity funds			<u>369,635</u>		<u>475,672</u>

The financial statements were approved by the Board on Sep 20, 2023
and signed on its behalf by:


Alex Khosla (Sep 20, 2023 22:44 GMT+1)

Name: Nikhil Alexander Khosla
Trustee and Chair

SEENARYO**STATEMENT OF CASH FLOWS
AS AT 31 DECEMBER 2022**

	Note	2022	2021
		£	£
Cash flows from operating activities:	16		
Net cash provided by / (used in) operating activities		(61,764)	(30,950)
Cash flows from investing activities:			
Purchase of fixed assets		-	-
Net cash provided by / (used in) investing activities		-	-
Net cash provided by / (used in) financing activities		-	-
Change in cash and cash equivalents in the year		(61,764)	(30,950)
Cash and cash equivalents at the beginning of the year		419,037	449,987
Cash and cash equivalents at the end of the year	17	357,273	419,037

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022****1. Accounting policies****a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities (Accounts and Reports) Regulations 2008.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

b) Public benefit entity

The Charitable Incorporated Organisation (CIO) meets the definition of a public benefit entity under FRS 102.

c) Going concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast doubt on the ability of the Charity to continue as a going concern. As explained in the Trustees Annual Report, since the year end the global pandemic and spread of COVID-19 has severely impacted many economies throughout the world.

The Trustees have assessed the impact Covid-19 may have on the Charity's forecast and projections and have made this assessment for a period of at least one year from the date of approving these financial statements. The Charity has concluded that it has sufficient resources to continue in operational existence for the foreseeable future and consequently it is appropriate to continue to adopt the going concern basis in preparing its financial statements.

d) Income

Voluntary income including donations, gifts, legacies or grants from various individuals, corporations and charitable foundations are recognised where there is entitlement, any conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably. Such income is only deferred when:

- a) The donor specifies that the grant or donation must only be used in future accounting periods.
- b) The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income generated from fund raising events is recognised when earned.

Income tax recoverable in relation to donations received under gift aid or deeds of covenant is recognised at the time of the donation.

All incoming resources are reported gross before expenses.

For Legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made, or when a distribution is received from the estate. Receipt of a legacy in whole or in part is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022****1. Accounting policies (continued)****e) Donations of gifts, services and facilities**

Donated services and donated facilities are recognised as income when the charity has control over the item, 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 that economic benefit can be measured reliably by the Board of Trustees using best estimates.

f) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g) Fund accounting

Restricted Income Funds -Funds provided by external donors subject to particular conditions imposed by the donor on the purpose to which the fund can be spent. The restrictions are as indicated by the title of each fund and (where appropriate) the name of the funder.

Unrestricted Funds -Resources available for use at the discretion of the trustees for any purpose within the objects of the charity.

Designated Funds -Unrestricted funds which the trustees have decided at their discretion to set aside to use for a specific purpose.

h) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of provision of space and services undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i) Allocation of support costs

Support costs relate to those costs incurred directly in support of expenditure on the Charity's objects, which cannot be directly attributed to particular activities.

Governance costs include those costs incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements. Both support and governance costs have been allocated between the Foundation's charitable activities and the basis on which the support costs have been allocated are set out in the notes to accounts.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022****1. Accounting policies (continued)****j) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|------------------------------------|----------------|
| • Database | 33.33% on cost |
| • Office Equipment | 33.33% on cost |
| • Fixtures, fittings and equipment | 33.33% on cost |

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered.

Prepayments are valued at the amount prepaid net of any trade discounts due.

l) Cash and cash equivalents

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

m) Creditors and provisions

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

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

n) Pensions

Employer contributions to employees defined contribution pension schemes are charged to Statement of Financial Activities during the year.

o) Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the average rate of exchange for the period. Exchange differences are taken into account in arriving at the operating result.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022****1. Accounting policies (continued)****p) Critical accounting estimates and judgements**

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

2. Income from donations and legacies

	Unrestricted	Restricted	2022	2021
	£	£	£	£
Donation from grants	184,120	224,638	408,758	521,553
Donation in kind	33,450	2,300	35,750	16,050
	217,570	226,938	444,508	537,603

Income from unrestricted donations includes monies received from fundraising supper £106,869 (2021: £29,407).

Donation in kind in 2022 relates to the value of goods and services provided freely to the Charity in respect of fundraising activities (£11,450), legal advice in Lebanon (£5,000) and office rent (£17,000) all of which are unrestricted. The Charity also received an in kind restricted donation of £2,300 towards project venue hire in 2022.

Donations in kind in 2021 relates to the value of goods and services provided freely to the Charity in respect of fundraising activities (£1,350), project venue hire (£300) and office rent (£12,000) all of which are unrestricted. The Charity also received an in kind restricted donation of £2,400 towards project venue hire in 2021.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022****3. Income from charitable activities**

	Unrestricted	Restricted	2022	2021
	£	£	£	£
Earned income - Communities				
Children's Theatre Lebanon	-	-	-	11,782
Earned income – Schools				
Distance Learning	-	-	-	7,449
Playkit Resource Development	-	-	-	85
Playkit Teacher Training	-	-	-	503
Playkit Lebanon	-	4,583	4,583	-
Playkit Jordan	-	8,163	8,163	-
Unrestricted earned income	180	-	180	-
	180	12,746	12,926	19,819

4. Allocation of support costs and Governance costs

The Charity initially identifies the costs of its support functions. It then identifies those costs which relate to the governance function. Having identified its governance costs, the remaining support cost together with the governance costs are allocated between the Charity's charitable activities and the basis on which the support costs are set out below.

	Basis of	Support			
	apportionment	Costs	Governance	2022	2021
		£	£	£	£
Human resources and related costs	Time	41,276	-	41,276	27,877
Travelling costs	Usage	1,020	-	1,020	2,528
Office overheads	Usage	47,084	-	47,084	33,149
Independent examiners' fee	Governance	-	4,320	4,320	4,380
Bookkeeping and payroll costs	Governance	-	188	187	11,096
Legal and professional fees	Governance	-	-	-	1,536
		89,380	4,508	93,888	80,566

Human resource cost totalling £357,986 (2021:£318,568) including £75,482 relating to freelance services, have been charged directly to the projects to which they relate. The balance of human resource cost £79,028 (2021: £59,918) has been allocated between fundraising expenditure £37,752 (2021: £32,041) and charitable expenditure £41,276 (2021: £27,877).

5. Analysis of fundraising expenses

	2022	2021
	£	£
Activity attributed directly	18,010	8,922
Support costs (note 4)	37,752	32,041
	55,762	40,963

SEENARYO
**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022**
6. Analysis of charitable expenditure 2022

	Charitable activities		2022
	Communities	Schools	
	£	£	£
Children's Theatre Lebanon	46,440	-	46,440
Children's Theatre Jordan	66,033	-	66,033
Youth Theatre Lebanon	61,866	-	61,866
Youth Theatre Jordan	49,200	-	49,200
Women's Theatre Lebanon	67,271	-	67,271
Playkit Lebanon	-	68,770	68,770
Playkit Jordan	-	74,581	74,581
	290,810	143,351	434,161
Support costs (note 4)	46,944	46,944	93,888
Total expenditure 2022	337,754	190,295	528,049

Of the total charitable expenditure, £93,888 was unrestricted (2021: £269,594) and £434,161 was restricted (2021: £282,776).

Analysis of charitable expenditure 2021

	Charitable activities		2021
	Communities	Schools	
	£	£	£
Children's Theatre Lebanon	48,505	-	48,505
Children's Theatre Jordan	87,072	-	87,072
Youth Theatre Lebanon	40,520	-	40,520
Youth Theatre Jordan	46,239	-	46,239
Women's Theatre Lebanon	38,962	-	38,962
Women's Theatre Jordan	26,358	-	26,358
Playkit Resource Development	-	16,912	16,912
Playkit Teacher Training	-	64,988	64,988
Grant payments to Lebanon	-	62,523	62,523
	287,656	144,423	432,079
Support costs (note 4)	40,283	40,283	80,566
Total expenditure 2021	327,939	184,706	512,645

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022****7. Analysis of staff costs, trustee remuneration and expenses, and the costs of key management personnel**

Staff costs were as follows:

	2022	2021
	£	£
Salaries and wages	346,042	256,628
Social security	10,489	10,938
Employer's contribution to defined contribution pension schemes	3,622	3,635
Training and benefits	-	8,310
Freelance services	76,861	98,976
	437,014	378,487

No employee earned more than £60,000 during the year (2021: £nil).

The total employee cost including pension contributions of the key management personnel were £203,122 (2021: £170,957).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2021: £nil). No charity trustee received payment for professional or other services supplied to the charity (2021: £nil).

No trustees were made payments for reimbursement of travel and subsistence costs relating to attendance at meetings of the trustees (2021: £nil).

8. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2022	2021
	No.	No.
Charitable activities	16	15
	16	15

9. Related party transactions

There are no related party transactions to disclose for 2022 (2021: none).

During the year the charity received donations totaling £3,063 from trustees (2021: £3,240).

Seenaryo Jordan is a branch of the UK charity and therefore all income and expenditure of the branch is included in the financial statements. The charity works closely with Seenaryo Lebanon, an independent NGO with similar aims and objectives. During the year the charity provided grants totaling £17,110 to Seenaryo Lebanon (2021: £20,512).

SEENARYO
**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022**

10. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

11. Tangible fixed assets

	Motor car	Office Equipment	Total
	£	£	£
Cost or valuation			
At the start of the year	5,000	2,000	7,000
Additions in the year	-	-	-
At the end of the year	5,000	2,000	7,000
Depreciation			
At the start of the year	3,334	2,000	5,334
Charge	1,666	-	1,666
At the end of the year	5,000	2,000	7,000
Net book value			
At the end of the year	-	-	-
At the start of the year	1,666	-	1,666

12. Debtors

	2022	2021
	£	£
Taxation recoverable	3,348	21,133
Accrued income	20,097	47,883
Prepayments	-	4,013
	23,445	73,029

SEENARYONOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022**13. Creditors: amounts falling due within one year**

	2022	2021
	£	£
Taxation and social security	4,790	3,294
Other creditors and accruals	6,293	14,766
	11,083	18,060

14. Analysis of net assets between funds as at 31 December 2022

	General	Designated	Restricted	Total
	Unrestricted			
	£	£	£	£
Tangible fixed assets	-	-	-	-
Net current assets	93,473	204,296	71,866	369,635
Net assets at the end of the year	93,473	204,296	71,866	369,635

Analysis of net assets between funds as at 31 December 2021

	General	Designated	Restricted	Total
	Unrestricted			
	£	£	£	£
Tangible fixed assets	1,666	-	-	1,666
Net current assets	237,174	175,676	61,156	474,006
Net assets at the end of the year	238,840	175,676	61,156	475,672

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022****15. Movement in funds**

During the year	At 1 January 2022 £	Incoming resources & gains £	Outgoing Resources & gains £	Transfers £	At 31 December 2022 £
Restricted funds:					
Communities					
Children's Theatre Lebanon	15,806	33,441	(46,440)	15,412	18,219
Children's Theatre Jordan	36,483	57,477	(66,033)	23,095	51,022
Youth Theatre Lebanon	5,218	13,884	(61,866)	22,069	(20,695)
Youth Theatre Jordan	922	18,533	(49,200)	30,815	1,070
Women's Theatre Lebanon	-	38,218	(67,271)	25,549	(3,504)
Schools					
Playkit Lebanon	1,364	49,972	(68,770)	35,693	18,259
Playkit Jordan	1,363	28,159	(74,581)	52,554	7,495
Total restricted funds	61,156	239,684	(434,161)	205,187	71,866
Unrestricted funds:					
Designated funds:					
Operating Reserve	87,838	-	-	14,310	102,148
Opportunity Reserve	87,838	-	-	14,310	102,148
Total designated funds	175,676	-	-	28,620	204,296
General funds	238,840	217,750	(149,650)	(233,807)	93,473
Total unrestricted funds	414,516	217,750	(149,650)	(205,187)	297,769
Total funds	475,672	457,434	(583,811)	-	369,635

Transfers

Various transfers were made from unrestricted to restricted funds to offset the overspend on these programmes. A note that the majority of overspend was on staff time which was not fully funded by granting bodies. A note that £1,175 of funds logged as restricted income for the playkit were transferred to unrestricted funds at the year end. This is because these funds were earned income and as such they were unrestricted at point of receipt. A note that £10,094 of funds logged as restricted income for Playkit were transferred to unrestricted funds at the year end. This is because these funds were earned income and as such they were unrestricted at point of receipt.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022****15. Movement in funds (continued)**

Additionally transfers were made to our designated operating and opportunity reserves to account for six months of operational costs based on our original 2021 projections. From 2020 onwards, Seenaryo calculates these six months as: half of the total unrestricted overheads, plus half of the total staff costs, plus half of the total fundraising costs for the year.

	At 1 January 2021 £	Incoming resources & gains £	Outgoing Resources & gains £	Transfers £	At 31 December 2021 £
During the year					
Restricted funds:					
Seenaryo in Communities					
Children's Theatre Lebanon	10,883	56,238	(44,136)	(7,179)	15,806
Children's Theatre Jordan	1,382	93,320	(73,960)	15,741	36,483
Youth Theatre Lebanon	-	17,859	(18,439)	5,798	5,218
Youth Theatre Jordan	1,559	16,157	(29,131)	12,337	922
Women's Theatre Lebanon	26,362	473	(16,611)	(10,224)	-
Women's Theatre Jordan	-	10,626	(13,273)	2,647	-
Seenaryo in Schools					
Playkit Resource Development	1,028	53,628	(52,112)	(2,335)	209
Playkit Teacher Training	-	12,742	(16,865)	6,641	2,518
Staff salaries and Overheads					
Staff salaries	-	18,249	(18,249)	-	-
Total restricted funds	41,214	279,292	(282,776)	23,426	61,156
Unrestricted funds:					
Designated funds:					
Operating Reserve	69,182	-	-	18,656	87,838
Opportunity Reserve	69,182	-	-	18,656	87,838
Total designated funds	138,364	-	-	37,312	175,676
General funds	299,806	278,130	(278,358)	(60,738)	238,840
Total unrestricted funds	438,170	278,130	(278,358)	(23,426)	414,516
Total funds	479,384	557,422	(561,134)	-	475,672

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022****15. Movement in funds (continued)****Designated Funds****Operating Reserve**

The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Seenaryo for Operating Reserves to be used and replenished within a reasonably short period of time. At the year-end there was £102,148 utilised Operating Reserve carried forward.

Opportunity Reserve

The Opportunity Reserve is intended to provide funds to meet special targets of opportunity or need that further the mission of the organisation. The Opportunity Reserve is also intended as a source of internal funds for organisational capacity building such as staff development, research and development, or investment in infrastructure that will build long-term capacity. At the year-end there was £102,148 of utilised Opportunity Reserve carried forward.

Purposes of restricted funds**Seenaryo in Communities****Children's Theatre Lebanon**

The restricted fund relates to monies received towards weekly theatre projects with children in Lebanon, where participants develop their theatre skills and produce an original show after each cycle. This fund also relates to monies received towards the weeklong intensive projects, where participants create a piece of theatre which includes original songs, dances and set design. At the year-end the unexpended balance was £18,219.

Children's Theatre Jordan

The restricted fund relates to monies received towards weekly theatre projects with children in Jordan, where participants develop their theatre skills and produce an original show after each cycle. This fund also relates to monies received towards the weeklong intensive projects, where participants create a piece of theatre which includes original songs, dances and set design. At the year-end the unexpended balance was £51,022.

Youth Theatre Lebanon

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Lebanon, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to Theatre Leadership Training for youth. Productions of note in note in 2021 include 31 / 12 and As If Nothing Happened. At the year-end the balance was (£20,695).

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022**

15. Movement in funds (continued)**Youth Theatre Jordan**

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Jordan, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to Theatre Leadership Training for youth. Productions of note in 2021 include The Airport of Visastan and Between Flock and Fantasy. At the year-end the unexpended balance was £1,070.

Women's Theatre Lebanon

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with women in Lebanon, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to Theatre Leadership Training for women. Production of note in 2021 was Tilka. At the year-end the balance was (£3,504).

Women's Theatre Jordan

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Jordan, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to Theatre Leadership Training for women. Production of note in 2021 was House of Hope. At the year-end this fund was fully expended.

Play-based learning**Playkit Lebanon**

This restricted fund relates to monies received towards the Seenaryo Playkit in Lebanon. The Seenaryo Playkit is an in-person teacher training and app aimed at teachers of 3 to 8 years old, and monies are spent on developing the training and app as resources (the app includes flashcards, teacher tutorial videos, and written instructions for games, songs and interactive stories), as well as on delivering in-person training to allow teachers to deliver their curriculum through play. At the year-end the unexpended balance was £18,259.

Playkit Jordan

This restricted fund relates to monies received towards the Seenaryo Playkit in Jordan. Please see above for a description of the Seenaryo Playkit. At the year-end the unexpended balance was £7,495.

SEENARYO**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022****16. Reconciliation of net income / (expenditure) to net cash flow from operating activities**

	2022	2021
	£	£
Net income / (expenditure) for the reporting period (as per the statement of financial activities)	(106,037)	(3,712)
Depreciation charges	1,666	1,667
(Increase) / decrease in debtors	49,584	(34,753)
Increase / (decrease) in creditors	(6,977)	5,848
Net cash provided by / (used in) operating activities	<u>(61,764)</u>	<u>(30,950)</u>

17. Analysis of cash and cash equivalents

	At 1 January		Other	At 31 December
	2022	Cash flows	Changes	2022
	£	£	£	£
Cash in hand	419,037	(61,764)	-	357,273
Total cash and cash equivalents	<u>419,037</u>	<u>(61,764)</u>	<u>-</u>	<u>357,273</u>

SEENARYO

England & Wales - Charity number 1173822

Accounts

SEENARYO
REPORT OF THE TRUSTEES
AND THE UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST DECEMBER 2021

SEENARYO

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FOR THE YEAR ENDED 31ST DECEMBER 2021

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SEENARYO

REFERENCE AND ADMINISTRATIVE INFORMATION

FOR THE YEAR ENDED 31ST DECEMBER 2021

Charity Number	1173822
Principal Office address	4A Dumbarton Road London SW2 5LU
Trustees:	Antonio Gould Lily Harriss Lina Khatib Alex Khosla Shifa Obeid Salim Salama
Independent examiner:	M Koureas FCCA Hetherington and Co Ltd 289 Green Lanes London N13 4XS
Bankers	The Co-operative Bank PO Box 101 1 Balloon Street, Manchester, M60 4EP



SEENARYO

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2021

The Trustees present their report and financial statements for the year ended 31 December 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Constitution and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

OBJECTIVES AND ACTIVITIES

Purposes and aims:

The Charity's purposes as set out in the objects contained in the Charity's constitution are:

To relieve the charitable needs of marginalised communities, primarily in Lebanon and Jordan, by: the advancement of education and provision of arts for those in the community who are in need thereof, so as to advance them in life and enable them to participate more fully in society.

How the Charity achieves its objectives:

Seenaryo is a leading specialist in theatre and play-based learning with marginalised communities in Lebanon and Jordan. We use theatre and play to transform education and support people to learn, lead, heal and thrive in their classrooms and communities. Having reached over 86,000 children, youth, women and teachers since 2015, Seenaryo was one of Expo 2020 Dubai's 120 Global Innovators, has lectured for New York University on their Teacher Fellowship, and has been featured in Al Jazeera and Prospect Magazine.

In 2021, Seenaryo created 59 original theatre productions. We also trained 800 teachers to transform learning through play using the Seenaryo Playkit mobile phone app, reaching 13,705 schoolchildren.

Through theatre and play, our mission is to support marginalised people to be powerful agents of their own lives and positive contributors to their societies.

In order to achieve this, we aim to:

1. **Facilitate skills development** by supporting individuals to build social skills, life skills, critical thinking and wellbeing
2. **Foster social cohesion** by bringing conflict-affected communities in dialogue with each other
3. **Create wider and alternative employment pathways and professional capacity** within classrooms and communities
4. **Transform teaching and learning** to become child-centred, engaging and inclusive
5. **Advocate globally** for play-based learning and participatory theatre in the Arab region

SEENARYO
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2021

Our values are:

- **Meaningful participation** at all levels including the way we which we run workshops, work with partners and train teachers – allowing all voices to be heard
- **Evidence-based approaches** that use science and research to inform our programme content, delivery, monitoring and evaluation strategy
- **Deep rootedness in local contexts & partnerships** working with and for communities for the long term
- **Agility & innovation** in our use of technology, our approach to teaching and learning, and our responses to the changing needs of participants
- **Accessibility & inclusivity** in terms of creating spaces and resources that actively engage and amplify traditionally excluded groups
- **Effective women's participation** at all levels, including organisational structure as well as programme design and delivery
- **The intrinsic value of artistic excellence** beyond its use as a tool for social impact

Seenaryo has two strands of work: Theatre and Play-based learning. Through our Theatre strand, we work with children, youth and women, facilitating the creation of original and high-quality theatre, in which participants create their own narratives. While making theatre, we are continuously training up facilitators, trainees and youth leaders to lead the work themselves. Through our Play-based learning strand, we've developed a bank of resources and training for early years teachers, supporting them to deliver their curriculum through child centered and play-based methods. This includes the Seenaryo Playkit phone app, as well as distance learning initiatives supporting parents and teachers during Covid-19.

Ensuring the Charity's work achieves its aims:

The Charitable Incorporated Organisation (CIO) has reviewed its objectives and activities and in doing so, has considered the successes of each key activity and the benefits they have brought to the groups of people who are the intended beneficiaries of the CIO's activities.

The review has helped ensure the CIO that its activities remain focused on the achievement of its stated purposes. In reviewing its aims and objectives, and in planning its future activities, the CIO operates in accordance with the Charity Commission's general guidance on public benefit. In particular, as part of the review, the Trustees consider how future planned activities will contribute to the Charity's aims and objectives.

PUBLIC BENEFIT

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake. The Charity Commission in its Charities and Public Benefit Guidance requires that two key principles be met to show that an organisation's aims are for the public benefit. First, there must be an identifiable benefit. Second, the benefit must be to the public or a section of the public.

How the Charity delivers public benefit:

Seenaryo's projects have measurable impact on our participants and associates, both at the individual level and for the community at large.

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TRUSTEES' REPORT
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1. Facilitate skills development by supporting individuals to build social skills, life skills, critical thinking and wellbeing

We foster skills development by giving the communities we work with a space to create and express themselves. We believe that the higher the artistic merit of our final product, the greater the pride we instill in our beneficiaries: in a situation with scant resources, storytelling, theatre and play are amongst the most significant things that can be created.

Our programmes target a wide variety of life skills: language, emotional, social, cognitive and physical. By participating and collaborating, beneficiaries develop communication skills and empathy. By learning through theatre, and play they develop artistic and performance skills, as well as skills for leadership, problem-solving and critical thinking. Where our beneficiaries are adults, these skills increase their employability, often providing a direct pathway to employment.

2. Foster social cohesion by bringing conflict-affected communities in dialogue with each other

Most of Seenaryo's programmes bring groups of participants from diverse national, religious and class backgrounds together for the first time. We particularly focus on bringing together refugees and migrants with the Lebanese and Jordanian communities hosting them. We know that the close and intense level of trust and collaboration that creative work requires have tangible impacts in terms of participants' understanding and acceptance of those with differing nationalities, ethnicities and religious views, and appreciation of the lives and situations of those different from them. We present our work to local and international audiences, with the aim of challenging their assumptions about refugees and the Arab region and building understanding and solidarity.

3. Create wider and alternative employment pathways and professional capacity within classrooms and communities

We increase the skills and employability of the adults and teachers we train in both our Theatre and Play-based learning strands. We train facilitators to use participatory tools, provide ongoing mentorship, and are often subsequently able to employ our trainees to lead our programmes, or connect them to employment pathways with other organisations. We train schoolteachers and give them access to Seenaryo's teaching resources including the Playkit, allowing them to use arts in teaching the curriculum and build their skills in delivering student-led learning – approaches which have become standard good practice in education systems globally, but which are very much lacking in the countries in which we work. Many of the early years teachers we train are new to teaching: they teach out of necessity but lack experience, and our training equips them with urgently-needed skills.

4. Transform teaching and learning to become child-centred, engaging and inclusive

We know that empowering schoolteachers to improve the quality of their teaching and learning is key to transforming children's life chances at scale. We support teachers to understand and implement positive classroom management methods, as well as deliver participatory, play-based teaching activities and inclusive teaching techniques, all with the goal of making the classroom child-centred and thereby increasing children's engagement and participation in their learning. By engaging headteachers in the training process, we aim to transform the whole school environment and not just work with individual teachers. We focus on early years education in particular because teacher training is most overlooked at this level, with teaching often seen as unskilled childcare; and because children under 5 are at their most vulnerable, while having the capacity to become "resilient for life" (Harvard Center on the Developing Child).

5. Advocate globally for play-based learning and participatory theatre in the Arab region

Through communicating the value, evidence and impact of our work with local grassroots partners and wider partners and stakeholders, Seenaryo aims to shift the landscape and investment in arts and education practice in the region to become participatory, play-based and child-centered.

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FOR THE YEAR ENDED 31 DECEMBER 2021

Who benefited from the services of Seenaryo?

Seenaryo aims to benefit marginalised communities in the Arab region, with a particular focus on refugees and the communities that host them in Lebanon and Jordan. Lebanon and Jordan host the highest proportion of refugees per capita in the world (collectively, around 1.8 million Syrian refugees depending on estimates – not including a further 2.5 million Palestinian refugees), most of whom live significantly under the poverty line (for example, the United Nations now estimates that over 90% of Syrian refugees in Lebanon are now living in extreme poverty).

We work with groups of children, young adults and women. Around half of the refugees in Lebanon and Jordan are children, of whom over a third do not attend school, while those who do – alongside children from the host countries – contend with an under-funded and oversubscribed public education sector (problems severely exacerbated by in the wake of the Covid-19 pandemic and the economic crisis in Lebanon) and an 'under-qualified and unskilled teaching force' (Lebanon's Ministry of Education). This is in a context where less than 2% of global humanitarian aid goes towards education.

We have a focus on training schoolteachers, who themselves work with children as our indirect beneficiaries; most of the teachers with whom we work are young adults and the vast majority are women.

Women make up a disproportionate number of Syrian refugees in Lebanon and Jordan. Not only have many women been through extreme trauma, but they also find themselves sole breadwinners for their families – all while coming from a broadly patriarchal society where women did not have the same access, opportunities or education as men.

Youth in Lebanon and Jordan face a particularly uncertain future, with unprecedented unemployment levels of over 30% in both Lebanon and Jordan, brain drain and a lack of access to quality employment or training opportunities. Given these pressures on children, women and young adults, Seenaryo believe there is an urgent need for projects that equip these groups with the tools not just to survive, but to thrive.

The Trustees confirm that in setting the Charity's objectives and in planning its activities they have had due regard to the Charity Commission's guidance on public benefit, and they will continue to ensure that each year they consider how the Charity continues to meet the public benefit objectives outlined in section 4 of the Charities Act 2011. The Trustees are satisfied that the Charity meets with the requirements and conforms with the Act's definition of a Charity, meeting all of the key elements of the two key principles.

FOREWORD FROM THE DIRECTORS

In 2015 our founders headed to Lebanon's Shatila refugee camp to make theatre with a group of children. The participants developed stories about dinosaurs, drought and an astronomer's daughter – and Seenaryo came to life. Since that summer we have reached over 86,000 people in Lebanon and Jordan from 3 to 70 years old.

The end of 2020 saw our countries of operation bruised by Covid, traumatised by the Beirut explosion and struggling through an economic and political crisis. We began 2021 eager to bring communities together and support them in finding a voice as powerful agents of change amid injustice.

"I am here, I want to make my voice heard and talk on behalf of every woman who has lived through challenges in her life and yet is still standing" – Seenaryo Studio participant.

Through theatre and play we Zoomed to the Moon, built a House of Hope and added Colour to our Queendom. Through our projects this year, nearly 20,000 children, youth, women and teachers have overcome adversity and shown that they have a profound capacity for imagination as well as the power to share their story.

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FOR THE YEAR ENDED 31 DECEMBER 2021

ACHIEVEMENT AND PERFORMANCE

In 2021, Seenaryo:

- Reached **19,554** beneficiaries, directly or indirectly
- Had **865** children, youth and women participating in theatre, who created **59** original productions
- Trained **184** youth and women in theatre facilitation and leadership
- Trained **800** teachers in play-based teaching methods who in turn reached **13,705** children
- Had a combined social media following of **10,741**

Theatre highlights

- We ran our first two-week theatre residency at **Hammana Artist House** and began development of a documentary about the process, which is due to be released in 2022.
- We produced ***House of Hope***, our first short film, which reached an audience of 4.7k on YouTube.
- We developed a new online modality to deliver theatre projects, which resulted in creating 17 hybrid theatre-films, some of which were showcased as part of our ***Zoom to the Moon*** online festival, reaching an audience of 2.25k on YouTube.
- We had our first collaboration with the **Lebanese Ministry of Education** to roll-out Seenaryo theatre cycles across 7 public schools in the country.
- Seenaryo trainees in Jordan participated in a mentoring programme with Paul Smethurst, the Resident Artist at **Matthew Bourne's New Adventures**.
- The **Jordanian Ministry of Culture** granted us permits to enter **Za'atari Camp** for a theatre project in partnership with Questscope.
- The cast of our 2020 production, ***I see my ghost coming from afar***, engaged in dialogue with youth in Germany, talking about making theatre, gender and sexuality – as part of the **Theaterwelten Festival**.
- We produced ***The Queendom of Colours***, a tale of friendship, exile and forgiveness; this children's picture book is an adaptation of the very first Seenaryo show written by children in Jordan.
- We conducted a theatre research project with the **University of Bath**, looking into child protection in humanitarian settings.

Theatre participant evaluation

Children (564 children & 306 parents evaluated out of 669 children reached)

- 92% of children feel they now have an **outlet to express their feelings**, (71% said they did not have an outlet pre-project)
- 94% of parents agree that their children feel more able to **cope with worries and fears**
- There was a 10% increase in empathy, with children strongly agreeing they are **more able to understand the feelings of others**

"My son calls Seenaryo 'children's heaven'!" – Hasna, mother of a participant

"I've changed a lot in this theatre workshop. If we had an idea, the facilitators let us try things out, which gave me confidence. The play is like life – it has a beginning, middle and end. There's a problem and we find a solution, just like in life." – Karim, child participant

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Youth (160 youth evaluated out of 160 reached)

- There was an 8% increase in tolerance, with youth strongly agreeing they are **more accepting of different views and opinions**
- 79% of youth stated post-project that they will have at least one new **meaningful relationship with someone from a different nationality or religion**
- 95% of youth agreed they have gained **skills that will be useful in their professional life**

"Being a girl is not just a label, it's a story. And theatre gives me the voice to tell this story." – Fatima, youth participant

"The first couple of weeks were hard, I felt uncomfortable in my body, with my size. But I discovered the group was safe and everyone cared about each other. I felt able to talk and tell my friends how I felt and realized there's no shame in talking about how you feel. This word 'shame' (3aib) plays a big role in our culture. I'm trying to understand that there isn't shame in expressing feelings." – Ibrahim, youth participant

Women (25 women evaluated out of 36 reached)

- There was a 57% increase in women feeling they have a **chance to explore themselves and their story** in their daily lives
- There was a 20% increase in women stating they feel **confident and capable**
- 96% of women agreed they have **more of their own ideas and can think more freely**

"This experience was like being born again. I no longer worry about other people's judgement. I just want to be me." – Fatima, woman participant

"Meeting with the other women, realising I can do something, and that I have something to offer made me feel good...and loved." – Namarig, woman participant

Trainees (34 trainees evaluated)

- There was a 27% increase in those feeling confident **applying to jobs in theatre and education**
- 85% strongly agreed they had gained skills that would be **useful in their professional life**
- 9/10 was the mean score given for the knowledge and skills **gained from this programme compared to others**

"Those three days were the equivalent of months of training." – Marah, trainee

"This training is another world; the techniques and ideas are different to what I've done before. I've learnt things here that I haven't learnt anywhere else." – Saif, trainee

Play-based learning highlights

- We produced a song for every letter of the English, Arabic and French alphabets, adding 80 new tracks to the **Seenaryo Playkit app**.
- The International Rescue Committee (IRC) rolled out Seenaryo's **I Learn From Home** to 4000 families they

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FOR THE YEAR ENDED 31 DECEMBER 2021

work with.

- **I Learn From Home** was 'Highly Commended' at the **Tech4Good Awards** under the Education category.
- We developed 17 new tutorial videos, adding to our library of activities on the **Seenaryo Playkit** app.
- Our 2021 Education Campaign was recognized by **Ability Net's People's Award**.
- Seenaryo was featured at Expo Dubai in the United Nations pavilion as one of 38 organisations working towards the **United Nation's Sustainable Development Goals**.
- NGOs Caritas, War Child, Terre des Hommes and AVSI cited **I Learn From Home** as one of the most successful models of distance learning.

Teacher evaluation

(211 teachers evaluated out of 800 trained)

- There was a 21% decrease in teachers reporting that they **struggle to engage children** who show disruptive behaviour
- 94% of teachers feel our resources have helped improve their teaching practices to create an **inclusive learning environment**
- 99% of teachers feel the Playkit is a **valuable resource for all early childhood educators**
- 96% of teachers feel their teaching practices have **changed significantly** since using the Playkit
- 71% of teachers agree the Playkit **aligns well with their curriculum**
- 10/10 was the mean score given for the **quality of our training for teachers**

"Communication is way better. It's not just study, study, study – we're exploring their personalities!"

"Exercises like check-ins give them a chance to say how they feel, and that changed their behaviour in class."

"Students are more disciplined and they listen more actively. They're also excited for what's coming next."

"We thought we already had an interactive approach with our children, but everything in this training was new and we will definitely use it."

CASE STUDY: IKHLASS

While Seenaryo develops play-based resources and training, it is the teachers and caregivers on the ground that we work with who are delivering the impact. **Back to the Future**, who commissioned our **I Learn From Home** programme gave extra attention to children with learning difficulties. Ikhlass, three years old, is one of their students at the HELP Akroum Center, in Wadi Khaled, North Lebanon.

Ikhlass has difficulty speaking – something which her mother Maha was ashamed of; she initially refused to allow Ikhlass to participate in the programme's lessons. "You cannot understand what my daughter is saying, so why am I sending you her videos? It is pointless – she will not learn."

Teacher Fodda Abdallah refused to give up on Ikhlass. Determined to make a breakthrough, she followed up with her daily, giving Ikhlass the time she needed to understand the lessons at her own pace. Fodda also encouraged Maha to join her daughter in the lessons – something she was reluctant to do at first.

Through **I Learn From Home's** play-based activities, Ikhlass started interacting and even started singing our Playkit songs. "Never did I imagine in a million years that my child would be able to speak, let alone sing! She has been completely transformed – I'm so happy!" For the remainder of lockdown, Maha regularly shared videos of Ikhlass responding to the play-based lessons. It was a daily routine they looked forward to.

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FINANCIAL REVIEW

The results for the year are set out on page 16 and show that during the year under review, the Charity generated total revenues of £557,422 of which £278,130 related to general funds and £279,292 were received as restricted funds towards specific activities. Included within total revenue were in kind donations valued by the trustees at £16,050. Expenditure for the period totalled £553,608 of which £270,832 related to general fund expenditure and £282,776 related to restricted funds.

The results show an excess of expenditure over income on general funds of £23,654 and this when added to the general reserves brought forward gives a balance £414,516 held in general funds at the year-end date. Included within this total are designated funds set aside by the trustees to be held for future operating needs and opportunities that may arise.

During the year the trustees transferred a further £37,312 from its general reserves, divided equally between the designated operating reserve fund and the designated opportunity reserve fund. At the year end the Charity held £175,676 in its designated reserve fund.

The results also reveal a surplus of income over expenditure of £19,942 on restricted funds. At the year-end date restricted funds stood at £61,156.

RESERVE POLICY

The purpose of Seenaryo's Reserves Policy is to ensure the stability of the mission, programmes, employment, and ongoing operations of the organization and to provide a source of internal funds for organizational priorities such as major program opportunities and capacity building.

Operating Reserve

The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Seenaryo for Operating Reserves to be used and replenished within a reasonably short period of time.

Opportunity Reserve

The Opportunity Reserve is intended to provide funds to meet special targets of opportunity or need that further the mission of the organization. The Opportunity Reserve is also intended as a source of internal funds for organizational capacity building such as staff development, research and development, or investment in infrastructure that will build long-term capacity.

Amount of Reserves

Both the Operating and Opportunity Reserves are defined as designated funds set aside by action of the Board of Trustees. The minimum amount to be designated for either fund is established in an amount sufficient to maintain ongoing operations and programs measured for a set period of time. Both reserves serve a dynamic role and will

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be reviewed and adjusted in response to internal and external changes.

The target minimum for each of the Operating and Opportunity Reserves is equal to three months of average operating costs. The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, travel, program, and ongoing professional services. Depreciation, in-kind, and other non-cash expenses are not included in the calculation.

The amount of the Operating and Opportunity Reserves minimum targets will be calculated each year after approval of the annual budget, reported to the Finance Committee, and included in the regular financial reports.

PRINCIPAL FUNDING SOURCES

The principal funding sources of the charity during the period derived from:

- **Trusts & Foundations:** a combination of grants from UK, European and international philanthropic organisations including The Linbury Trust, The Arthur and Holly Magill Foundation, The Schroder Foundation, Goethe-Institut Libanon, Bath University, The Rebecca Dykes Foundation, Team Archie
- **Government grants:** including the Canadian Government (CFLI)
- **Earned income:** through NGO partners who pay for Seenaryo's services: including Amel Association, Caritas, Back to the Future (via AVSI, War Child Holland in Lebanon, and Terre des hommes Italy in Lebanon)
- **Individual private giving:** mostly given through the Seenaryo Supper – Seenaryo's annual, non-ticket fundraising dinner, which is run by volunteers and hosted by supporters

INVESTMENT POLICY

Given the nature of the Charity's work, funds need to be readily accessible and therefore, most of the Charity's funds are kept in highly liquid instruments, principally bank accounts.

RISK POLICY

The Board of Trustees regularly reviews the risks to which the Charity is exposed and has established monitoring procedures to understand and mitigate those risks. The principal risks identified are as follows. Full risk mapping, policies and mitigation procedures can be found in Seenaryo's Staff Handbook and Risk Register:

- Health and Safety issue: a participant, trainee or staff member is severely injured during a programme
- Child Protection Issue: abuse of some form of child participants, namely physical or sexual
- Loss of regular funder / donor
- Funder / donor involved in public scandal
- Partner pulls out of a programme
- Staff leave before a replacement can be found
- Staff member commits fraud
- Act of terrorism in place of work
- Accidentally supporting terrorist groups via our work with partner organisations
- Large scale political or economic changes in Lebanon, Jordan or Syria

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FUNDING PRACTICES

Seenaryo has a Due Diligence Procedure for the Acceptance of Gifts, which is consulted before accepting major gifts. We do not engage in street-level fundraising or public appeals beyond our social media following.

Regulation standards and monitoring

Seenaryo complies with the standards and the requirements of the Fundraising Regulator. We regularly monitor through a range of methods that we are complying with relevant legislation and regulations to ensure that we adhere and continue to maintain high standards.

Complaints

Seenaryo has a Complaints Policy that is regularly updated and defines the main procedures for handling complaints. All complaints information is handled sensitively, telling only those who need to know and following any relevant data protection requirements. No complaints were received during the period under review.

MANAGING COMMUNICATION

Seenaryo contacts all donors within a calendar quarter after receiving the donation, and includes a copy of its most recent annual Impact Report and most recent annual video in this email.

Seenaryo has a quarterly emailed Newsletter. The Seenaryo team subscribes all donors to the newsletter in line with the GDPR guidelines around processing data based on the legitimate interest of subscribers. Anybody else can sign up to the newsletter through Seenaryo's website, and we regularly invite our contacts to join Seenaryo's mailing list. All mailing lists subscribers are entitled to unsubscribe at any point by contacting Seenaryo or by following the instructions in all emails.

Seenaryo also has active social media platforms (Instagram, Facebook, Twitter, YouTube, LinkedIn @seenaryo), and invites all donors and others in our network to follow these accounts.

Finally, Seenaryo's annual Seenaryo Suppers are always an important opportunity to get donors up to date with recent work, through speeches, videos, performances, and printed Impact Reports.

PROTECTING THE PUBLIC

Seenaryo has a full and detailed Safeguarding and Child Protection document, which sets out a policy that requires all adults involved in Seenaryo's work with vulnerable adults and particularly children to accept the duty to safeguard the welfare of beneficiaries, and particularly to prevent physical, sexual, neglect and emotional abuses of all children with whom they come into contact.

Seenaryo recognises the need to demonstrate to the wider community the importance it gives to child protection issues. Seenaryo is committed to procedures and philosophies which have been developed to protect children themselves, but which also protect adult members from misunderstandings and false accusations of abuse, and which promote the reputation of Seenaryo. The Safeguarding policy document is made available to all staff, all

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partners and all other interested parties (e.g. parents).

Seenaryo additionally has a Code of Conduct which outlines the behaviour expected of all Seenaryo staff, including trustees.

PLANS FOR THE FUTURE

The Charity plans to continue the activities outlined above in the forthcoming years, subject to satisfactory funding arrangements. For the ensuing year, plans are being further developed in order to:

- Scale Seenaryo's impact by focusing on training in both our Theatre and Play-Based Learning programmes: in particular, through training adults in Theatre Leadership and funding their initiatives.
- Build Seenaryo's reputation for expertise through partnerships with academic or government institutions, and through securing high-profile press coverage.
- Invest in the Playkit's content and platform to allow it to function and scale as a standalone app; create communities of teachers committed to play-based learning and communicating regularly in order to ensure the Playkit's sustained impact.
- Secure larger-scale institutional funding in order to ensure financial sustainability and more ambitious, joined-up programming.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Seenaryo is a charitable incorporated organisation incorporated and registered as a charity on 13th July 2017 (registered charity number 1173822). Seenaryo was established under a constitution stating the objects and powers of the charitable incorporated organisation and is governed under its constitution.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Antonio Gould
Lily Harriss
Lina Khatib
Alexander Khosla
Shifa Obeid (joined 26/08/2021)
Salim Salama

Recruitment, appointment and training of trustees

How trustees are appointed

Trustees are appointed based on their ability to apply skills, knowledge and experience which are useful for the ongoing success of the Charity. Potential trustees are identified after the following recruitment process involving the Trustees and management team:

- a) Filling out board recruitment matrix to identify the required and desired skills and competencies
- b) Sending board recruitment document to potential candidates both within the organisation's networks and external to them (e.g. through web searches for potential candidates)

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FOR THE YEAR ENDED 31 DECEMBER 2021

- c) Approaching and interviewing potential candidates
- d) A resolution is passed at a properly convened meeting of the Charity's Trustees. Every Trustee is appointed for a term of four years, and any Trustee can be reappointed by a board decision after his or her term ends
- e) All new Trustees are properly inducted, with a copy made available to them of the current version of the CIO's constitution, the CIO's latest Trustees' Annual Report and statement of accounts and the minutes of Trustee meetings from the previous twelve months

Statement: None of the Trustees have any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Terms for trustees

All trustees except the first trustees must be appointed for a term of four years.

The first Charity Trustees were as follows, and were appointed for the following terms:

- a) Zoe Tyndall for four years (left 19/08/2021 – after three years and nine months)
- b) Jennifer Allsopp for three years (left 14/10/2020 – after three years and two months)
- c) Oliver Paterson for two years (left 01/11/2019 – after two years and four months)

Organisational Structure

The Board of Trustees is responsible for the CIO as set out in the Constitution, with day-to-day administration and management performed by the core team members, with active Board of Trustees participation.

The Board of Trustees meets quarterly to make decisions with regard to the financial, strategic and programmatic operations of the CIO. The launch of entirely new activities (i.e. new programmatic directions which have not been trialled before) must be approved by the Board of Trustees. For the scaling or expansion of existing activities, the Board of Trustees is responsible for setting the strategic direction, while the office staff implement the specific projects.

RELATIONSHIPS WITH OTHER ORGANISATIONS

Seenaryo's programmatic activities in Jordan are carried out by Seenaryo Jordan (Jordan NGO number: 201903111761) who are a sub-branch of the charity. Seenaryo also partners closely with Seenaryo Lebanon (Lebanon NGO number: 1156), an independent NGO registered in Lebanon with the same mission and aims.

Seenaryo's model of work is deeply grounded in partnerships with other organisations – in particular, local NGOs active on the ground in our countries of work. This is because Seenaryo believes that bringing our arts and education expertise to existing organisations that manage buildings on the ground is a way to build capacity among these organisations – upgrading their provision of education and other activities, and introducing artistic tools where they may not previously exist. This magnifies the indirect impact of Seenaryo's work.

We also partner with many organisations to deliver the Seenaryo Playkit to their early years teachers, with partner organisations either paying for our services as earned revenue, or Seenaryo fundraising from third party donors to provide these services to those organisations that are not able to pay for our trainings.

SEENARYO
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2021

VOLUNTEERS

Seenaryo depends on the help of over 40 volunteers to fundraise for and deliver our charitable activities. We would like to thank all those that have helped Seenaryo throughout the period, including the many volunteer helpers at the Seenaryo Supper fundraiser.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

Charity law requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year. In preparing financial statements giving a true and fair view, the Trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- Prepare financial statements on a going concern basis unless it is inappropriate to presume that the Charity will continue to operate

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and which enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity's Constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud or other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees' report was approved by the Board of Trustees and signed on its behalf by:



Alexander Khosla, Trustee and Chair

Dated: ~~28~~ 29 October 2022

**INDEPENDENT EXAMINERS REPORT
TO THE TRUSTEES OF
SEENARYO**

I report to the charity trustees on my examination of the accounts of the Seenaryo for the period ended 31st December 2021, which are set out on pages 16 to 30.

Responsibilities and basis of report

As the trustees of the Charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act'). You are satisfied that your charity is not required by charity law to be audited and have chosen instead to have an independent examination.

I report in respect of my examination of the Charity's accounts as carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Charity's gross income exceeds £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants 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 my examination which gives me cause to believe that in any material respect:

1. accounting records were not kept in accordance with section 130 of the 2011 Act; or
2. the accounts do not accord with the accounting 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.



M Koureas FCCA
Hetherington & Co
Chartered Certified Accountants
Second Floor, 289 Green Lanes,
Palmers Green,
London N13 4XS

Dated: 28 October 2022

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 December 2021

		Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
	Note						
Income from:							
Donations and legacies	2	258,311	279,292	537,603	300,431	265,653	566,084
Charitable activities	3						
Theatre		11,782	–	11,782	1,065	–	1,065
Play-based learning		8,037	–	8,037	64,637	–	64,637
Total income		278,130	279,292	557,422	366,133	265,653	631,786
Expenditure on:							
Raising funds	5	40,963	–	40,963	33,383	–	33,383
Charitable activities	6	229,869	282,776	512,645	76,881	284,413	361,294
Total expenditure		270,832	282,776	553,608	110,264	284,413	394,677
Net income / (expenditure) for the year		7,298	(3,484)	3,814	255,869	(18,760)	237,109
Transfers between funds		(23,426)	23,426	–	(15,537)	15,537	–
Net income / (expenditure) before other recognised gains and losses		(16,128)	19,942	3,814	240,332	(3,223)	237,109
Net gain/ (loss) on unrealised foreign currency balances		(7,526)	–	(7,526)	14,654	–	14,654
Net movement in funds	15	(23,654)	19,942	(3,712)	254,986	(3,223)	251,763
Reconciliation of funds:							
Total funds brought forward		438,170	41,214	479,384	183,184	44,437	227,621
Total funds carried forward		414,516	61,156	475,672	438,170	41,214	479,384

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15 to the financial statements.

Seenaryo

Balance sheet

As at 31 December 2021

	Note	£	2021 £	£	2020 £
Fixed assets:					
Tangible assets	11		1,666		3,333
			<u>1,666</u>		<u>3,333</u>
Current assets:					
Debtors	12	73,029		38,276	
Cash at bank and in hand		419,037		449,987	
		<u>492,066</u>		<u>488,263</u>	
Liabilities:					
Creditors: amounts falling due within one year	13	18,060		12,212	
		<u>18,060</u>		<u>12,212</u>	
Net current assets / (liabilities)			<u>474,006</u>		<u>476,051</u>
Total assets less current liabilities			<u>475,672</u>		<u>479,384</u>
Total net assets / (liabilities)	14		<u>475,672</u>		<u>479,384</u>
The funds of the charity:	15				
Restricted income funds			61,156		41,214
Unrestricted income funds:					
Designated funds		175,676		138,364	
General funds		238,840		299,806	
		<u>414,516</u>		<u>438,170</u>	
Total unrestricted funds			<u>414,516</u>		<u>438,170</u>
Total charity funds			<u>475,672</u>		<u>479,384</u>

These financial statements were approved by the Board on 28 October 2022 and signed on its behalf by:



Name: Alexander Khosla
Trustee and Chair

Seenaryo

Statement of cash flows

For the year ended 31 December 2021

	Note	2021 £	£	2020 £	£
Cash flows from operating activities	16				
Net cash provided by / (used in) operating activities			(30,950)		202,713
Cash flows from investing activities:					
Purchase of fixed assets		—		(5,000)	
Net cash provided by / (used in) investing activities			—		(5,000)
Net cash provided by / (used in) financing activities			—		—
Change in cash and cash equivalents in the year			(30,950)		197,713
Cash and cash equivalents at the beginning of the year			449,987		252,274
Cash and cash equivalents at the end of the year	17		419,037		449,987

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities (Accounts and Reports) Regulations 2008.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

b) Public benefit entity

The Charitable Incorporated Organisation (CIO) meets the definition of a public benefit entity under FRS 102.

c) Going concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast doubt on the ability of the Charity to continue as a going concern. As explained in the Trustees Annual Report, since the year end the global pandemic and spread of COVID-19 has severely impacted many economies throughout the world.

The Trustees have assessed the impact Covid-19 may have on the Charity's forecast and projections and have made this assessment for a period of at least one year from the date of approving these financial statements.

The Charity has concluded that it has sufficient resources to continue in operational existence for the foreseeable future and consequently it appropriate to continue to adopt the going concern basis in preparing its financial statements.

d) Income

Voluntary income including donations, gifts, legacies or grants from various individuals, corporations and charitable foundations are recognised where there is entitlement, any conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably. Such income is only deferred when:

- a) The donor specifies that the grant or donation must only be used in future accounting periods.
- b) The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income generated from fund raising events is recognised when earned.

Income tax recoverable in relation to donations received under gift aid or deeds of covenant is recognised at the time of the donation.

All incoming resources are reported gross before expenses.

For Legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made, or when a distribution is received from the estate. Receipt of a legacy in whole or in part is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate and the criteria for income recognition have not been met, then the legacy is treated as a contingent

f) Donations of gifts, services and facilities

Donated services and donated facilities are recognised as income when the charity has control over the item, 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 that economic benefit can be measured reliably by the Board of Trustees using best estimates.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1 Accounting policies (continued)

e) Fund accounting

Restricted Income Funds —Funds provided by external donors subject to particular conditions imposed by the donor on the purpose to which the fund can be spent. The restrictions are as indicated by the title of each fund and (where appropriate) the name of the funder.

Unrestricted Funds —Resources available for use at the discretion of the trustees for any purpose within the objects of the charity.

Designated Funds —Unrestricted funds which the trustees have decided at their discretion to set aside to use for a specific purpose.

f) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of provision of space and services undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

g) Allocation of support costs

Support costs relate to those costs incurred directly in support of expenditure on the Charity's objects, which cannot be directly attributed to particular activities.

Governance costs include those costs incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements. Both support and governance costs have been allocated between the Foundation's charitable activities and the basis on which the support costs have been allocated are set out in the notes to accounts.

h) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|------------------------------------|----------------|
| ● Database | 33.33% on cost |
| ● Office Equipment | 33.33% on cost |
| ● Fixtures, fittings and equipment | 33.33% on cost |

i) Debtors

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

1 Accounting policies (continued)

j) Cash and cash equivalents

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

k) Creditors and provisions

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

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

l) Pensions

Employer contributions to employees defined contribution pension schemes are charged to Statement of Financial Activities during the year.

m) Foreign Currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the average rate of exchange for the period. Exchange differences are taken into account in arriving at the operating result.

n) Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

2 Income from donations and legacies

	Unrestricted £	Restricted £	2021 Total £	2020 Total £
Donation and grants	244,661	276,892	521,553	555,734
Donation in kind	13,650	2,400	16,050	10,350
	<u>258,311</u>	<u>279,292</u>	<u>537,603</u>	<u>566,084</u>

Income from unrestricted donations includes monies received from fundraising supper £29,407 (2020:£121,271). Donation in kind in 2021 relates to the value of goods and services provided freely to the Charity in respect of fundraising activities (£1,350), project venue hire (£300) and office rent (£12,000) all of which are unrestricted. The Charity also received an in kind restricted donation of £2,400 towards project venue hire in 2021. Donations in kind in 2020 relates to the value of goods and services provided freely to the Charity in respect of fundraising activities (£6,800), Documents and Comms for operations (£200), office rent (£1,200) as well as office equipment supplies (£1,700) which are all unrestricted.

Notes to the financial statements

For the year ended 31 December 2021

3 Income from charitable activities

	Unrestricted £	Restricted £	2021 Total £	2020 Total £
Earned income – Theatre				
Children's Theatre Lebanon	11,782	–	11,782	–
Women's Theatre Jordan	–	–	–	57
Youth Theatre Lebanon	–	–	–	1,008
Earned income – Play-based learning				
Distance Learning	7,449	–	7,449	40,782
Playkit Resouce Development	85	–	85	22
Playkit Teacher Training	503	–	503	23,833
Total income from charitable activities	19,819	–	19,819	65,702

4. Allocation of Support costs and Governance costs

The Charity initially identifies the costs of its support functions. It then identifies those costs which relate to the governance function. Having identified its governance costs, the remaining support cost together with the governance costs are allocated between the Charity's charitable activities and the basis on which the support costs are set out below.

	Basis of apportionment	Support Costs £	Governance £	2021 Total £	2020 Total £
Human resources and related costs	Time	27,877		27,877	22,687
Travelling costs	Usage	2,528		2,528	1,458
Office overheads	Usage	33,149		33,149	26,797
Independent examiners' fee	Governance		4,380	4,380	3,000
Bookkeeping and payroll costs	Governance		11,096	11,096	5,717
Legal and professional fees	Governance		1,536	1,536	2,102
		63,554	17,012	80,566	61,761

Human resource cost totalling £318,568 (2020:£239,964) including £98,976 relating to freelance services, have been charged directly to the projects to which they relate. The balance of human resource cost £59,918 (2020:£41,306) has been allocated between fundraising expenditure £32,041 (2020:£18,619) and charitable expenditure £27,877 (2020:£22,687).

5. Analysis of fundraising expenses

	2021 Total £	2020 Total £
Activity attributed directly	8,922	14,764
Support costs (note 4)	32,041	18,619
	40,963	33,383

6 Analysis of charitable expenditure 2021

	Charitable activities			2021 Total £
	Theatre £	Choir £	Play-based learning £	
Children's Theatre Lebanon	48,505	-	-	48,505
Children's Theatre Jordan	87,072	-	-	87,072
Youth Theatre Lebanon	40,520	-	-	40,520
Youth Theatre Jordan	46,239	-	-	46,239
Women's Theatre Lebanon	38,962	-	-	38,962
Women's Theatre Jordan	26,358	-	-	26,358
Children's Choir Lebanon	-	-	-	-
Distance Learning	-	-	16,912	16,912
Playkit Resource Development	-	-	64,988	64,988
Playkit Teacher Training	-	-	62,523	62,523
Grant payments to Lebanon	-	-	-	-
	287,656	-	144,423	432,079
Support costs (note 4)	40,283	-	40,283	80,566
Total expenditure 2021	327,939	-	184,706	512,645

Of the total charitable expenditure, £269,594 was unrestricted (2020: £95,610) and £282,776 was restricted (2020: £284,413).

Analysis of charitable expenditure 2020

	Charitable activities			2020 Total £
	Theatre £	Choir £	Play-based learning £	
Children's Theatre Lebanon	53,772	-	-	53,772
Children's Theatre Jordan	17,964	-	-	17,964
Youth Theatre Lebanon	22,385	-	-	22,385
Youth Theatre Jordan	6,965	-	-	6,965
Women's Theatre Lebanon	28,890	-	-	28,890
Women's Theatre Jordan	9,722	-	-	9,722
Children's Choir Lebanon	-	8,009	-	8,009
Distance Learning	-	-	40,219	40,219
Playkit Resource Development	-	-	57,172	57,172
Playkit Teacher Training	-	-	54,435	54,435
	139,698	8,009	151,826	299,533
Support costs	20,587	20,587	20,587	61,761
Total expenditure 2020	160,285	28,596	172,413	361,294

7 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2021 £	2020 £
Salaries and wages	256,628	189,952
Social security costs	10,938	8,940
Employer's contribution to defined contribution pension schemes	3,635	3,117
Training and benefits	8,310	8,096
Freelance services	98,976	71,164
	378,487	281,269

No employee earned more than £60,000 during the year (2020: £nil).

The total employee cost including pension contributions of the key management personnel were £170,957 (2020: £144,823).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2020: £nil). No charity trustee received payment for professional or other services supplied to the charity (2020: £nil).

No trustees were made payments for reimbursement of travel and subsistence costs relating to attendance at meetings of the trustees (2020: £nil).

8 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2021 No.	2020 No.
Charitable activities	15	10
	15	10

9 Related party transactions

There are no related party transactions to disclose for 2021 (2020: none).

During the year the charity received donations totaling £3,240 from trustees. (2020: £3,890)

Seenaryo Jordan is a branch of the UK charity and therefore all income and expenditure of the branch is included in the financial statements. The charity works closely with Seenaryo Lebanon, an independent NGO with similar aims and objectives. During the year the charity provided grants totalling £20,512 to Seenaryo Lebanon.

Notes to the financial statements

For the year ended 31 December 2021

10 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

11 Tangible fixed assets

	Motor Car £	Office Equipment £	Total £
Cost or valuation			
At the start of the year	5,000	2,000	7,000
Additions in year	–	–	–
At the end of the year	5,000	2,000	7,000
Depreciation			
At the start of the year	1,667	2,000	3,667
Charge for the year	1,667	–	1,667
At the end of the year	3,334	2,000	5,334
Net book value			
At the end of the year	1,666	–	1,666
At the start of the year	3,333	–	3,333

All of the above assets are used for charitable purposes.

12 Debtors

	2021 £	2020 £
Taxation recoverable	21,133	20,000
Accrued income	47,883	7,777
Other debtors	–	8,511
Prepayments	4,013	1,988
	73,029	38,276

13 Creditors: amounts falling due within one year

	2021 £	2020 £
Taxation and social security	3,294	2,113
Other creditors and accruals	14,766	10,099
	18,060	12,212

14 Analysis of net assets between funds as at 31 December 2021

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	1,666	–	–	1,666
Net current assets	237,174	175,676	61,156	474,006
Net assets at the end of the year	238,840	175,676	61,156	475,672

Analysis of net assets between funds as at 31 December 2020

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	3,333	–	–	3,333
Net current assets	296,473	138,364	41,214	476,051
Net assets at the end of the year	299,806	138,364	41,214	479,384

15 Movements in funds

During the year	At 1 January 2021 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2021 £
Restricted funds:					
Theatre					
Children's Theatre Lebanon	10,883	56,238	(44,136)	(7,179)	15,806
Children's Theatre Jordan	1,382	93,320	(73,960)	15,741	36,483
Youth Theatre Lebanon	–	17,859	(18,439)	5,798	5,218
Youth Theatre Jordan	1,559	16,157	(29,131)	12,337	922
Women's Theatre Lebanon	26,362	473	(16,611)	(10,224)	–
Women's Theatre Jordan	–	10,626	(13,273)	2,647	–
Play-based learning					
Playkit Resource Development	1,028	53,628	(52,112)	(2,335)	209
Playkit Teacher Training	–	12,742	(16,865)	6,641	2,518
Staff Salaries and Overheads					
Staff Salaries	–	18,249	(18,249)	–	–
Total restricted funds	41,214	279,292	(282,776)	23,426	61,156
Unrestricted funds:					
Designated funds:					
Operating Reserve	69,182	–	–	18,656	87,838
Opportunity Reserve	69,182	–	–	18,656	87,838
Total designated funds	138,364	–	–	37,312	175,676
General funds	299,806	278,130	(278,358)	(60,738)	238,840
Total unrestricted funds	438,170	278,130	(278,358)	(23,426)	414,516
Total funds	479,384	557,422	(561,134)	–	475,672

Transfers

Various transfers were made from unrestricted to restricted funds to offset the overspend on these programmes. A note that the majority of overspend was on staff time which was not fully funded by granting bodies. A note that our Distance Learning programme was funded through earned income which is unrestricted. For this reason this programme is not shown as a line item in the above table, it is shown within general funds.

15 Movements in funds (continued.....)

Additionally transfers were made to our designated operating and opportunity reserves to account for six months of operational costs based on our original 2021 projections. From 2020 onwards, Seenaryo calculates these six months as: half of the total unrestricted overheads, plus half of the total staff costs, plus half of the total fundraising costs for the year

	At 1 January 2020 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2020 £
During previous year					
Restricted funds:					
Theatre					
Children's Theatre Lebanon	16,012	48,643	(53,772)	-	10,883
Children's Theatre Jordan	8,844	10,502	(17,964)	-	1,382
Youth Theatre Lebanon	-	15,624	(22,385)	6,761	-
Youth Theatre Jordan	-	8,525	(6,966)	-	1,559
Women's Theatre Lebanon	-	55,252	(28,890)	-	26,362
Women's Theatre Jordan	-	9,474	(9,722)	248	-
		-	-		
Choirs					
Children's Choir Lebanon	1,399	6,554	(8,009)	56	-
Play-based learning					
Playkit Resource Development	12,182	46,018	(57,172)	-	1,028
Playkit Teacher Training	-	46,102	(54,435)	8,333	-
Staff Salaries and Overheads					
Staff Salaries		18,959	(18,959)	-	-
Office Rent	6,000	-	(6,139)	139	-
Total restricted funds	44,437	265,653	(284,413)	15,537	41,214
Unrestricted funds:					
Designated funds:					
Operating Reserve	27,000	-	-	42,182	69,182
Opportunity Reserve	27,000	-	-	42,182	69,182
Total designated funds	54,000	-	-	84,364	138,364
General funds	129,184	380,787	(110,264)	(99,901)	299,806
Total unrestricted funds	183,184	380,787	(110,264)	(15,537)	438,170
Total funds	227,621	646,440	(394,677)	-	479,384

15 Movements in funds (continued.....)

Designated Funds

Operating Reserve

The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Seenaryo for Operating Reserves to be used and replenished within reasonable short period of time. At the year-end there was £87,838 utilised Operating Reserve carried forward.

Opportunity Reserve

The Opportunity Reserve is intended to provide funds to meet special targets of opportunity or need that further the mission of the organisation. The Opportunity Reserve is also intended as a source of internal funds for organisational capacity building such as staff development, research and development, or investment in infrastructure that will build long-term capacity. At the year-end there was £87,838 utilised Opportunity Reserve carried forward.

Purposes of restricted funds

Theatre

Children's Theatre Lebanon

The restricted fund relates to monies received towards weekly theatre projects with children in Lebanon, where participants develop their theatre skills and produce an original show after each cycle. This fund also relates to monies received towards the weeklong intensive projects, where participants create a piece of theatre which includes original songs, dances and set design. At the year-end the unexpended balance was £15,806.

Children's Theatre Jordan

The restricted fund relates to monies received towards weekly theatre projects with children in Jordan, where participants develop their theatre skills and produce an original show after each cycle. This fund also relates to monies received towards the weeklong intensive projects, where participants create a piece of theatre which includes original songs, dances and set design. At the year-end the unexpended balance was £1,382.

Youth Theatre Lebanon

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Lebanon, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to theatre leadership training for youth. Productions of note in 2021 include 31/12 and As If Nothing Happened. At the year-end this fund was fully expended.

Youth Theatre Jordan

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Jordan, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to theatre leadership training for youth. Productions of note in 2021 include The Airport of Visastan and Between Flock and Fantasy. At the year-end the unexpended balance was £1,559.

Women's Theatre Lebanon

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with women in Lebanon, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to theatre leadership training for women. Production of note in 2021 was Tilka. At the year-end this fund was fully expended.

Women's Theatre Jordan

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Jordan, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to theatre leadership training for women. Production of note in 2021 was House of Hope. At the year-end the unexpended balance was £26,362.

Play-based learning**Playkit Resource Development**

This restricted fund relates to monies received towards the development of Seenaryo Playkit. Resources we develop include: the Playkit mobile phone app; flashcards; teacher tutorial videos; and expanding the bank of games, songs and interactive stories in the Playkit. At the year-end the unexpended balance was £1,028.

Playkit Teacher Training

This restricted fund relates to monies received towards providing training for teachers of 3 to 8 years old, supporting them to make their lessons interactive through music, story and play. It is delivered via an intensive 3-day teacher training. At the year-end this fund was fully expended.

16 Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2021 £	2020 £
Net income / (expenditure) for the reporting period (as per the statement of financial activities)	(3,712)	251,763
Depreciation charges	1,667	2,417
(Increase)/decrease in debtors	(34,753)	(7,254)
Increase/(decrease) in creditors	5,848	(44,213)
Net cash provided by / (used in) operating activities	<u>(30,950)</u>	<u>202,713</u>

17 Analysis of cash and cash equivalents

	At 1 January 2021 £	Cash flows £	Other changes £	At 31 December 2021 £
Cash in hand	449,987	(30,950)	–	419,037
Total cash and cash equivalents	<u>449,987</u>	<u>(30,950)</u>	<u>–</u>	<u>419,037</u>

SEENARYO

England & Wales - Charity number 1173822

Accounts

SEENARYO
REPORT OF THE TRUSTEES
AND THE UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST DECEMBER 2020

SEENARYO

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FOR THE YEAR ENDED 31ST DECEMBER 2020

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SEENARYO

REFERENCE AND ADMINISTRATIVE INFORMATION

FOR THE YEAR ENDED 31ST DECEMBER 2020

Charity Number	1173822
Principal Office address	1302 Grand Regent Tower 2 Cadmium Square London E2 0FG
Trustees:	Antonio Gould Lily Harriss Lina Khatib Alex Khosla Shifa Obeid Salim Salama Zoe Tyndall
Independent examiner:	M Koureas FCCA Hetherington and Co Ltd 289 Green Lanes London N13 4XS
Bankers	The Co-operative Bank PO Box 101 1 Balloon Street, Manchester, M60 4EP



SEENARYO

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2020

The trustees present their report and financial statements for the year ended 31 December 2020.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's Constitution and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

OBJECTIVES AND ACTIVITIES

Purposes and aims:

The Charity's purposes as set out in the objects contained in the Charity's constitution are:

To relieve the charitable needs of marginalised communities, primarily in Lebanon and Jordan, by: the advancement of education and provision of arts for those in the community who are in need thereof, so as to advance them in life and enable them to participate more fully in society.

How the Charity achieves its objectives:

Seenaryo is a leading specialist in participatory arts and education with marginalised communities in Lebanon and Jordan. Having reached 67,000 children, youth and women to date, Seenaryo uses arts and play to transform education and equip people with the tools to collaborate, think critically and build transferable skills. Seenaryo is one of Expo 2020 Dubai's 120 Global Innovators and has been featured in Al Jazeera and Prospect Magazine. Through theatre and play, our mission is to support marginalised people to be powerful agents of their own lives and positive contributors to their societies.

- We facilitate the creation of powerful, high-quality performances.
- We support individuals in building social skills, life skills, and wellbeing.
- We foster social cohesion within and between refugee communities and host groups.
- We facilitate intercultural understanding within the Arab region and with countries outside of it.

SEENARYO
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FOR THE YEAR ENDED 31 DECEMBER 2020

- We increase employment opportunities and professional capacity within teaching and facilitation.
- We transform teaching and learning to become child-centered, engaging and inclusive.

Seenaryo has two strands of work: Theatre and Play-based learning. Through our Theatre strand, we work with children, youth and women, facilitating the creation of original and high-quality theatre, in which participants create their own narratives. While making theatre, we are continuously training up facilitators, trainees and youth leaders to lead the work themselves. Through our Play-based learning strand, we've developed a bank of resources and training for early years teachers, supporting them to deliver their curriculum through child centered and play-based methods. This includes the Seenaryo Playkit phone app, as well as distance learning initiatives supporting parents and teachers during Covid-19.

Ensuring the Charity's work achieves its aims:

The Charitable Incorporated Organisation (CIO) has reviewed its objectives and activities and in doing so, has considered the successes of each key activity and the benefits they have brought to the groups of people who are the intended beneficiaries of the CIO's activities.

The review has helped ensure the CIO that its activities remain focused on the achievement of its stated purposes. In reviewing its aims and objectives, and in planning its future activities, the CIO operates in accordance with the Charity Commission's general guidance on public benefit. In particular, as part of the review, the Trustees consider how future planned activities will contribute to the Charity's aims and objectives.

PUBLIC BENEFIT

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake. The Charity Commission in its Charities and Public Benefit Guidance requires that two key principles be met to show that an organisation's aims are for the public benefit. First, there must be an identifiable benefit. Second, the benefit must be to the public or a section of the public.

SEENARYO
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FOR THE YEAR ENDED 31 DECEMBER 2020

How the Charity delivers public benefit:

Seenaryo's projects have measurable impact on our participants and associates, both at the individual level and for the community at large.

1. Confidence, wellbeing and resilience

We foster confidence, wellbeing and resilience by giving the communities we work with a space to create and express themselves. We believe that the higher the artistic merit of our final product, the greater the pride we instill in our beneficiaries: in a situation with scant resources, storytelling, music and theatre are amongst the most significant things that can be created. Participants in our two programme strands, learn through play; attend workshops; create new pieces of art; and share and perform them publicly. They are supported to take ownership of their work. As well as confidence, we build wellbeing and resilience in our participants. Overcoming nerves or taking part in a less-assured skill (acting, singing, writing, painting and dancing) is paramount: we nurture people whilst also pushing them beyond their comfort zone, allowing them to develop strength and resilience by persevering to achieve their goals.

2. Social skills and life skills

Our programmes target a wide variety of life skills: language, emotional, social, cognitive and physical. By participating and collaborating, beneficiaries develop communication skills and empathy. By learning through theatre, music, and play they develop artistic and performance skills, as well as skills for leadership, problem-solving and critical thinking. Where our beneficiaries are adults, these skills increase their employability, often providing a direct pathway to employment.

3. Engagement, participation and inclusion in learning

Schoolchildren benefit from student-centred, participatory teaching methods, which encourage freedom of expression and activity and are inclusive of many different types of learner (e.g. aural, visual, kinaesthetic). These approaches to pedagogy are proven to increase engagement and improve behaviour; to be more inclusive of those with emotional behavioural disorders, learning difficulties or trauma; and ultimately to improve learning.

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4. Professional capacity

We increase the skills and employability of the teachers and young adults we train in both our Theatre and Play-based learning strands. We train facilitators to use participatory tools, provide ongoing mentorship, and are often subsequently able to employ our trainees to lead our programmes. We train schoolteachers and give them access to Seenaryo's teaching resources including the Playkit, allowing them to use arts in teaching the curriculum and build their skills in delivering student-led learning – approaches which have become standard good practice in education systems globally, but which are very much lacking in the countries in which we work. Many of the teachers we train in “emergency” refugee schools are new to teaching: they teach out of necessity but lack experience, and our training equips them with urgently-needed skills.

5. Social cohesion and intercultural understanding

Most of Seenaryo's programmes bring groups of participants together for the first time. Often, participants come from many different national and class backgrounds. We try to bring together beneficiaries of many different nationalities, but particularly Syrian and Palestinian refugees with the Lebanese and Jordanian communities hosting them. We know that the close and intense level of trust and collaboration that creative work requires have tangible impacts in terms of participants' understanding and acceptance of those with differing nationalities, ethnicities and religious views, and appreciation of the lives and situations of those different from them. We present our work to local and international audiences, with the aim of challenging their assumptions about refugees and the Arab region and building understanding and solidarity.

6. Advocacy at the local and regional level for participatory, play-based and arts-based approaches

Through communicating the value, evidence and impact of our work with local grassroots partners and wider partners and stakeholders, Seenaryo aims to shift the landscape and investment in arts and education practice in the region to become participatory, play-based and child-centered.

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Who benefited from the services of Seenaryo?

Seenaryo aims to benefit marginalised communities in the Arab region, with a particular focus on refugees and the communities that host them in Lebanon and Jordan. Lebanon and Jordan host the highest proportion of refugees per capita in the world (collectively, between 2 and 3 million Syrian refugees depending on estimates – not including a further 2.5 million Palestinian refugees), many of whom live significantly under the poverty line.

We particularly work with groups of children, young adults and women. Around half of the refugees in Lebanon and Jordan are children, of whom over a third do not attend school, while those who do – alongside children from the host countries – contend with an under-funded and oversubscribed public education sector and an 'under-qualified and unskilled teaching force' (Lebanon's Ministry of Education). This is in a context where less than 2% of global humanitarian aid goes towards education.

We have a focus on training schoolteachers, who themselves work with children as our indirect beneficiaries; most of the teachers with whom we work are young adults and the vast majority are women.

Women make up a disproportionate number of Syrian refugees in Lebanon and Jordan. Not only have many women been through extreme trauma, but they also find themselves sole breadwinners for their families – all while coming from a broadly patriarchal society where women did not have the same access, opportunities or education as men.

Youth in Lebanon and Jordan face a particularly uncertain future, with unprecedented unemployment levels, brain drain and a lack of access to quality employment or training opportunities. Given these pressures on children, women and young adults, Seenaryo believe there is an urgent need for projects that equip these groups with the tools not just to survive, but to thrive.

The Trustees confirm that in setting the Charity's objectives and in planning its activities they have had due regard to the Charity Commission's guidance on public benefit, and they will continue to ensure that each year they consider how the Charity continues to meet the public benefit objectives outlined in section 4 of the Charities Act 2011. The Trustees are satisfied that the Charity meets with the requirements and conforms with the Act's definition of a Charity, meeting all of the key elements of the two key principles.

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FORWORD FROM THE DIRECTORS

As 2020 has been such a tumultuous year world-over, it can be hard to convey what made the year *particularly* difficult for the communities we serve. The recently-widowed father, Nader, who spent four months home-schooling his two toddlers: "It's hard, I can tell you. At that age, you need your mother". The 8-year-old, Ali, who was home alone during the Beirut explosion: for months afterwards, he ran outside screaming every time a plane flew overhead.

However, to see only the crises in Lebanon and Jordan is to see only victims. Seenaryo is lucky to witness the creativity and strength of people in impossible circumstances. When Nader started delivering I Learn From Home, our distance learning programme, he enjoyed it so much that he requested more materials each week. He reflected afterwards: "It's been a very difficult journey, but extremely rewarding. I now know that I'm capable of looking after my children". Since making a play, Ali isn't scared. He's made new friends with children from other nationalities because the story they've written (about a destroyed house and a dinosaur who wants his youth back) belongs equally to the whole group.

Both of these programmes were forged in response to crises – Covid-19 school closures and the Beirut explosion. By inventing new models, we were able not just to keep working, but to double our reach in 2020 to 31,635 beneficiaries. Seenaryo's core value is that of meaningful participation, and this is central not only to how we deliver projects but also to how we run our organisation. We're therefore deeply proud of our talented team which now stands at 13 core and 60 freelance staff.

Theatre and play allow us to lay aside difference and come together as communities, to find a voice as powerful agents of change amidst injustice, and to heal amidst tragedy. We hope that 2021 will allow us to return to our core in-person projects. But even if this is impossible, we move forward equipped with powerful, new capabilities: of lo-fi online interventions, collaborating over distance, and quick and courageous responses.

Victoria Lupton & Oscar Wood

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ACHIEVEMENT AND PERFORMANCE

In 2020, Seenaryo:

- Reached **31,635** beneficiaries, directly or indirectly
- Had **702** children, youth and women participating in theatre, who created **29** original productions
- Trained **116** youth and women in theatre facilitation and leadership
- Trained **842** teachers in play-based teaching methods who in turn reached **21,050** children
- Had a combined social media following of **8,456**, and had its social media videos watched **798k** times

Theatre

Participants:

Of 335 children, youth and women evaluated after a Seenaryo theatre project:

Confidence, self-expression & self-worth

- 96% **gained confidence** in themselves and their abilities
- 91% felt they could **express their ideas** more effectively
- 94% said they **learnt more about themselves**

"I was very tired during this period – everyone had stopped work; the economic situation was difficult. We were under a lot of pressure, psychologically. The workshops changed my mental state. I'd leave them very happy."

Communication skills & ability to cooperate

- 97% felt more able to **work in a group** or team
- 89% are now better able to **understand the feelings of others**

Critical thinking

- 81% felt they were doing **better in school, university or work**
- 88% have more of their own ideas and **could think for themselves**

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Horizontal social cohesion

- 92% made **new friends**
- 94% felt **more accepting of views** and opinions different to others
- 96% said they saw something from a **new perspective**

"We became closer through the workshops, all of us facing this situation together, although we were apart."

CASE STUDY: RANIA, BLACK LIVES MATTER

"Theatre has given me strength. I didn't used to have the courage before Seenaryo to face my fears, and talk about being black and Lebanese in front of people. Now I have the **courage to talk clearly**. I know how to stand on stage and interact with people, even from different nationalities.

I'm a black girl who lives in a racist country, and I grew up not appreciating my skin colour and my hair. I used to hide in the corner because of people's mean words, especially at school. **Seenaryo offered me the opportunity to talk about it**. I wasn't sure if this was a good idea because I was ashamed. At the same time, the Black Lives Matter movement that happened in 2020 encouraged me to talk about it. I said to myself, "**this is my time to speak up**." For me, **Seenaryo was my way to tell people what I'm feeling and how I'm proud of myself and my blackness**.

Now I'm going to share my problems in front of everyone without being shy. I'm **discovering myself more and building my personality**. I'm proud of what I'm doing even if others reject me."

Wellbeing, healing and resilience

- 94% are more able to **cope with their feelings**
- 86% felt better equipped to **face their fears** and problems

"I stopped being stuck with my daily chores – cleaning, cooking, looking after the children. The Seenaryo team allowed us to forget our difficulties and have hope that there is a tomorrow."

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Trainees:

Of 15 trainees evaluated:

- 87% have ideas for **new career paths**
- 8.9/10 was the mean score for the **quality of instruction** from trainers
- 9/10 was the mean score for the **quality of support** of provided by Seenaryo

CASE STUDY: FARAH

Farah started as a participant with Seenaryo in 2015. She was 13 years old, playing the role of a genie in *Careful What You Wish For*. Over the last five years she has **created and performed six shows with us** including two Studio productions which toured nationally. In recent years she has also been **training as a facilitator** with Seenaryo and this year she **co- led a Cycle project**. Handing over the baton to the communities we work with has been Seenaryo's ambition since inception, and it's exciting to see this happen with Farah, who grew up in Shatila refugee camp. "My leadership skills have been really enhanced by this project. I've become more confident, and more **focused on what I want to do in life**," says Farah.

Play-based learning

Seenaryo Playkit:

Of 129 teachers evaluated (two months after training):

- 94% found it easier to **include all students** (47% found it a challenge before)
- 86% said **classroom management** has become easier (66% found it a challenge before)
- 83% **act out a story** with their class once a week or more (43% didn't do any acting previously)
- 86% agree that **children's learning has improved**
"[Mustapha] would never actually enter the classroom until he saw these new activities we were doing together. Now he loves coming to class!" – Teacher

Distance Learning (I Learn from Home / Video Making):

Of 575 children and 28 coordinators evaluated:

- 96% of children's **cognitive skills** improved*
- 85% of children's **social & emotional skills** improved*
- 93% of children **participated actively** by sharing feedback / photos / videos
- 93% of coordinators said the children **continued learning effectively** through I Learn From Home

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*In line with the Lebanese Ministry of Education's Development Milestones

"What's noticeable is the enthusiasm of the parents who've taken on the role of teacher at home. In particular we've seen many of the men at home leading the learning!" – Coordinator

CASE STUDY: NADER

Nader is a **widowed father** of two boys. He left his house in the suburbs of Homs because of the **Syrian civil war** in 2013 and has been in Lebanon since. Nader's wife passed away in April 2019, and he is now raising his children alone.

The education centre at Beddawi camp – where Nader and his boys live – had to close as Covid-19 spread across the country. Nader, who works as a construction worker, **dropped out of school** at grade 11 to support his family and never completed his education. Providing a home education for his sons, Abdalraheem and Abdulrahman, was **not something he felt equipped for**.

Through the support of I Learn From Home, Nader started to lead lessons for them. He came to realise that the programme was **helping him improve his communication** with his children. All three of them were enjoying each other and **spending much-needed quality time together**.

He is now a full time caregiver and dedicates almost his entire day to educating them. He **encourages all fathers to follow in his footsteps** and do the same.

"It has been a very **difficult journey** to be honest, but **extremely rewarding**. I realised that I am **capable of looking after my children** and providing them with the best education they need."

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A NOTE ON UNPRECEDENTED EVENTS: COVID-19 AND THE BEIRUT EXPLOSION

COVID-19 severely impacted many economies throughout the world. On 23rd March 2020, the UK Government instructed many 'non-essential' businesses throughout the UK to temporarily cease or significantly limit their operations to control and contain the spread of the virus. The 'lockdown' together with other measures imposed nationally and worldwide such as travel bans, quarantines and social distancing had a profound impact not only to businesses but to society generally.

Across our three countries of operation, Seenaryo complied with national government guidelines regarding lockdowns. In 2020 most schools in Lebanon and Jordan remained closed from March onwards. Until guidelines allowed otherwise: core staff members had a period of working from home and programmes were taken online where possible, e.g. theatre workshops delivered by Zoom.

Additionally – within our existing strands of Theatre & Play-based learning – Seenaryo developed various new Covid-specific programmes, including:

- **I Learn From Home:** a remote learning programme delivering play-based educational materials direct to parents and children in over 2,500 families
- **Little Bird:** a lockdown music video working with 100 children, youth and women to produce an original song and video, written by participants
- **Video Making:** a teacher training supporting teachers in how to create interactive, playful video content for students

Beyond Covid, Lebanon has been going through widespread political unrest and economic crisis since before October 2019, when a national uprising brought a change of government and months of popular protests. These protests continued well into 2020, and the currency devaluation and capital controls spiralled into full-scale hyperinflation and economic collapse.

On 4th August, Lebanon was brought to its knees by an enormous explosion in the capital, Beirut. 220 people died, 6,000 were injured and 300,000 people were left homeless. Tens of thousands of children are suffering from trauma and displacement. Following the explosion, under the umbrella of our Theatre strand, Seenaryo delivered projects for communities affected by the explosion.

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After making appropriate enquiries, and reviewing the potential impact of Covid-19, the political & economic crisis in Lebanon, and the Beirut explosion, the Trustees have a reasonable expectation that the organisation has adequate resources to continue in operational existence for the foreseeable future.

FINANCIAL REVIEW

The results for the year are set out on page 23 and show that during the year under review, the Charity generated total revenues of £631,786 of which £366,133 related to general funds and £265,653 were received as restricted funds towards specific activities. Included within total revenue were in kind donations valued by the trustees at £10,350. Expenditure for the period totalled £380,023 of which £95,610 related to general fund expenditure and £284,413 related to restricted funds.

The results reveal a surplus of income over expenditure on general funds of £254,986 and this when added to the general reserves brought forward gives a balance £438,170 held in general funds at the year-end date. Included within this total are designated funds set aside by the trustees to be held for future operating needs and opportunities that may arise.

During the year the trustees transferred a further £84,364 from its general reserves, divided equally between the designated operating reserve fund and the designated opportunity reserve fund. At the year end the Charity held £138,364 in its designated reserve fund.

The results also reveal an excess of expenditure over income of £3,223 on restricted funds. At the year-end date restricted funds stood at £41,214.

RESERVE POLICY

The purpose of Seenaryo's Reserves Policy is to ensure the stability of the mission, programmes, employment, and ongoing operations of the organization and to provide a source of internal funds for organizational priorities such as major program opportunities and capacity building.

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Operating Reserve

The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Seenaryo for Operating Reserves to be used and replenished within a reasonably short period of time.

Opportunity Reserve

The Opportunity Reserve is intended to provide funds to meet special targets of opportunity or need that further the mission of the organization. The Opportunity Reserve is also intended as a source of internal funds for organizational capacity building such as staff development, research and development, or investment in infrastructure that will build long-term capacity.

Amount of Reserves

Both the Operating and Opportunity Reserves are defined as designated funds set aside by action of the Board of Trustees. The minimum amount to be designated for either fund is established in an amount sufficient to maintain ongoing operations and programs measured for a set period of time. Both reserves serve a dynamic role and will be reviewed and adjusted in response to internal and external changes.

The target minimum for each of the Operating and Opportunity Reserves is equal to three months of average operating costs. The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, travel, program, and ongoing professional services. Depreciation, in-kind, and other non-cash expenses are not included in the calculation.

The amount of the Operating and Opportunity Reserves minimum targets will be calculated each year after approval of the annual budget, reported to the Finance Committee, and included in the regular financial reports.

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PRINCIPAL FUNDING SOURCES

The principal funding sources of the charity during the period derived from:

- **Trusts & Foundations:** a combination of grants from UK, European and international philanthropic organisations including The Linbury Trust, The Arthur and Holly Magill Foundation, Goethe-Institut Libanon, Kids Rights, The Rebecca Dykes Foundation, Team Archie
- **Government grants:** including the Canadian Government (CFLI)
- **Corporate sponsorship:** including Norton Rose Fulbright
- **Earned income:** through NGO partners who pay for Seenaryo's services: including Amel Association, Caritas, Back to the Future (via AVSI, War Child Holland in Lebanon, and Terre des hommes Italy in Lebanon)
- **Individual private giving:** mostly given through the Seenaryo Supper – Seenaryo's annual, non-ticket fundraising dinner, which is run by volunteers and hosted by supporters

INVESTMENT POLICY

Given the nature of the Charity's work, funds need to be readily accessible and therefore, most of the Charity's funds are kept in highly liquid instruments, principally bank accounts. The Charity recognises that it needs to consider a larger range of alternative liquid investment options and therefore plans a review of its investment policy in the next financial year.

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RISK POLICY

The Board of Trustees regularly reviews the risks to which the Charity is exposed and has established monitoring procedures to understand and mitigate those risks. The principal risks identified are as follows. Full risk mapping, policies and mitigation procedures can be found in Seenaryo's Risk Policy:

- Health and Safety issue: a participant, trainee, or staff member is severely injured during a programme
- Child Protection Issue: abuse of some form of child participants, namely physical or sexual
- Loss of regular funder / donor
- Funder / donor involved in public scandal
- Partner pulls out of a programme
- Staff leave before a replacement can be found
- Staff member commits fraud
- Act of terrorism in place of work
- Accidentally supporting terrorist groups via our work with partner organisations
- Large scale political or economic changes in Lebanon, Jordan or Syria

FUNDING PRACTICES

Seenaryo has a Due Diligence Procedure for the Acceptance of Gifts, which is consulted before accepting major gifts. We do not engage in street-level fundraising or public appeals beyond our social media following.

Regulation standards and monitoring

Seenaryo complies with the standards and the requirements of the Fundraising Regulator. We regularly monitor through a range of methods that we are complying with relevant legislation and regulations to ensure that we adhere and continue to maintain high standards.

Complaints

Seenaryo has a Complaints Policy that is regularly updated and defines the main procedures for handling complaints. All complaints information is handled sensitively, telling only those who need to know and following any relevant data protection requirements. No complaints were received during the period under review.

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MANAGING COMMUNICATION

Seenaryo contacts all donors within a calendar quarter after receiving the donation, and includes a copy of its most recent annual Impact Report and most recent annual video in this email.

Seenaryo has a quarterly emailed Newsletter. The Seenaryo team subscribes all donors to the newsletter in line with the GDPR guidelines around processing data based on the legitimate interest of subscribers. Anybody else can sign up to the newsletter through Seenaryo's website, and we regularly invite our contacts to join Seenaryo's mailing list. All mailing lists subscribers are entitled to unsubscribe at any point by contacting Seenaryo or by following the instructions in all emails.

Seenaryo also has active social media platforms (Instagram, Facebook, Twitter, YouTube @seenaryo), and invites all donors and others in our network to follow these accounts. Finally, Seenaryo's annual Seenaryo Suppers are always an important opportunity to get donors up to date with recent work, through speeches, videos, performances, and printed Impact Reports.

PROTECTING THE PUBLIC

Seenaryo has a full and detailed Safeguarding and Child Protection document, which sets out a policy that requires all adults involved in Seenaryo's work with vulnerable adults and particularly children to accept the duty to safeguard the welfare of beneficiaries, and particularly to prevent physical, sexual, neglect and emotional abuses of all children with whom they come into contact.

Seenaryo recognises the need to demonstrate to the wider community the importance it gives to child protection issues. Seenaryo is committed to procedures and philosophies which have been developed to protect children themselves, but which also protect adult members from misunderstandings and false accusations of abuse, and which promote the reputation of Seenaryo. The Safeguarding policy document is made available to all staff, all partners and all other interested parties (e.g. parents).

Seenaryo additionally has a Code of Conduct which outlines the behaviour expected of all Seenaryo staff, including trustees.

SEENARYO
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2020

PLANS FOR THE FUTURE

The charity plans to continue the activities outlined above in the forthcoming years, subject to satisfactory funding arrangements. For the ensuing year, plans have been put in place and are being further developed in order to:

- Scale Seenaryo's Theatre strand by replicating existing theatre projects, reaching new communities across Jordan and Lebanon to equip more beneficiaries with artistic tools.
- Develop Seenaryo's bank of resources by continually adding new content (games, songs and stories), to the Seenaryo Playkit app and training. As well as developing our distance learning training and resource offer.
- Scale Seenaryo's Play-based learning strand by rolling out the Playkit app and trainings across schools in Lebanon and Jordan (and beyond those two countries); and reach more parents through I Learn From Home, in order to reach hundreds more teachers, parents and children.
- Invest in human resources: we aim to develop our pool of freelance trainers and facilitators in line with our expanding programmes.
- Build communications: Seenaryo's press coverage, social media reach and general profile and visibility are a key focus for the coming period.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Seenaryo is a charitable incorporated organisation incorporated and registered as a charity on 13th July 2017 (registered charity number 1173822). Seenaryo was established under a constitution stating the objects and powers of the charitable incorporated organisation and is governed under its constitution.

The trustees who served during the year and up to the date of signature of the financial statements were:

Antonio Gould	(joined 12/01/2020)
Lily Harriss	
Lina Khatib	(joined 12/01/2020)
Alexander Khosla	(joined 11/01/2020)
Shifa Obeid	(joined 26/08/2021)
Salim Salama	(joined 12/03/2020)
Zoe Tyndall	(left 19/08/2021)

SEENARYO
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2020

Recruitment, appointment and training of trustees

How trustees are appointed

Trustees are appointed based on their ability to apply skills, knowledge and experience which are useful for the ongoing success of the Charity. Potential trustees are identified after the following recruitment process involving the Trustees and management team:

- a) Filling out board recruitment matrix to identify the required and desired skills and competencies
- b) Sending board recruitment document to potential candidates both within the organisation's networks and external to them (e.g. through web searches for potential candidates)
- c) Approaching and interviewing potential candidates
- d) A resolution is passed at a properly convened meeting of the charity Trustees. Every Trustee is appointed for a term of four years, and any trustee can be reappointed by a board decision after his or her term ends
- e) All new Trustees are properly inducted, with a copy made available to them of the current version of the CIO's constitution, the CIO's latest Trustees' Annual Report and statement of accounts and the minutes of Trustee meetings from the previous twelve months

Statement: None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Terms for trustees

All trustees except the first trustees must be appointed for a term of four years.

The first charity trustees were as follows, and were appointed for the following terms:

- a) Zoe Tyndall for four years (left 19/08/2021 – after three years and nine months)
- b) Jennifer Allsopp for three years (left 14/10/2020 – after three years and two months)
- c) Oliver Paterson for two years (left 01/11/2019 – after two years and four months)

SEENARYO
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2020

Organisational structure

The Board of Trustees is responsible for the CIO as set out in the Constitution, with day-to-day administration and management performed by the core team members, with active Board of Trustees participation.

The Board of Trustees meets quarterly to make decisions with regard to the financial, strategic and programmatic operations of the CIO. The launch of entirely new activities (i.e. new programmatic directions which have not been trialled before) must be approved by the Board of Trustees. For the scaling or expansion of existing activities, the Board of Trustees is responsible for setting the strategic direction, while the office staff implement the specific projects.

RELATIONSHIPS WITH OTHER ORGANISATIONS

Seenaryo's model of work is deeply grounded in partnerships with other organisations – in particular, local NGOs active on the ground in our countries of work. This is because Seenaryo believes that bringing our arts and education expertise to existing organisations that manage buildings on the ground is a way to build capacity among these organisations – upgrading their provision of education and other activities, and introducing artistic tools where they may not previously exist. This magnifies the indirect impact of Seenaryo's work.

We also partner with many organisations to deliver the Seenaryo Playkit to their early years teachers, with partner organisations either paying for our services as earned revenue, or Seenaryo fundraising from third party donors to provide these services to those organisations that are not able to pay for our trainings.

VOLUNTEERS

Seenaryo depends on the help of over 40 volunteers to fundraise for and deliver our charitable activities. We would like to thank all those that have helped Seenaryo throughout the period, including the many volunteer helpers at the Seenaryo Supper fundraiser.

SEENARYO
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2020

STATEMENT OF TRUSTEES' RESPONSIBILITIES

Charity law requires the trustees to prepare financial statements for each financial year that give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year. In preparing financial statements giving a true and fair view, the trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards have been followed, subject to any departures disclosed and explained in the financial statements;
- Observe the methods and principles in the Charities SORP: and
- Prepare financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue to operate

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and which enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity's Constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud or other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees' report was approved by the Board of Trustees and signed on its behalf by:

.....

Alexander Khosla, Trustee and Chair

Dated: 27 October 2021

INDEPENDENT EXAMINERS REPORT
TO THE TRUSTEES OF
SEENARYO

I report to the charity trustees on my examination of the accounts of the Seenaryo for the period ended 31st December 2020, which are set out on pages 23 to 39.

Responsibilities and basis of report

As the trustees of the Charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act'). You are satisfied that your charity is not required by charity law to be audited and have chosen instead to have an independent examination.

I report in respect of my examination of the Charity's accounts as carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Charity's gross income exceeds £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants 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 my examination which gives me cause to believe that in any material respect:

1. accounting records were not kept in accordance with section 130 of the 2011 Act; or
2. the accounts do not accord with the accounting 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.



M Koureas FCCA
Hetherington & Co
Chartered Certified Accountants
Second Floor, 289 Green Lanes,
Palmers Green,
London N13 4XS

Dated: 27 October 2021

Seenaryo

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 December 2020

				2020			2019
	Note	Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
Income from:							
Donations and legacies	2	300,431	265,653	566,084	171,742	186,780	358,522
Charitable activities	3						
Theatre		1,065	–	1,065	–	–	–
Teacher Training & Resources		64,637	–	64,637	19,439	–	19,439
Total income		366,133	265,653	631,786	191,181	186,780	377,961
Expenditure on:							
Raising funds	5	33,383	–	33,383	25,585	–	25,585
Charitable activities	6	62,227	284,413	346,640	88,625	212,886	301,511
Total expenditure		95,610	284,413	380,023	114,210	212,886	327,096
Net income / (expenditure) for the year	6	270,523	(18,760)	251,763	76,971	(26,106)	50,865
Transfers between funds		(15,537)	15,537	–	–	–	–
Net movement in funds	16	254,986	(3,223)	251,763	76,971	(26,106)	50,865
Reconciliation of funds:							
Total funds brought forward		183,184	44,437	227,621	106,213	70,543	176,756
Total funds carried forward		438,170	41,214	479,384	183,184	44,437	227,621

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 16 to the financial statements.

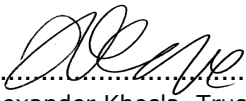
Seenaryo

Balance sheet

As at 31 December 2020

	Note	£	2020 £	2019 £
Fixed assets:				
Tangible assets	11		<u>3,333</u>	<u>750</u>
			3,333	750
Current assets:				
Debtors	12	38,276	31,022	
Cash at bank and in hand		449,987	<u>252,274</u>	
		488,263	283,296	
Liabilities:				
Creditors: amounts falling due within one year	13	12,212	<u>56,425</u>	
Net current assets / (liabilities)			<u>476,051</u>	<u>226,871</u>
Total assets less current liabilities			<u>479,384</u>	<u>227,621</u>
Total net assets / (liabilities)	15		<u>479,384</u>	<u>227,621</u>
The funds of the charity:	16			
Restricted income funds			41,214	44,437
Unrestricted income funds:				
Designated funds		138,364	54,000	
General funds		299,806	<u>129,184</u>	
Total unrestricted funds			<u>438,170</u>	<u>183,184</u>
Total charity funds			<u>479,384</u>	<u>227,621</u>

These financial statements were approved by the Board and signed on its behalf by:

Name.....
Trustee Alexander Khosla, Trustee & Chair
27 October 2021

Seenaryo

Statement of cash flows

For the year ended 31 December 2020

	Note	2020 £	£	2019 £	£
Cash flows from operating activities	17				
Net cash provided by / (used in) operating activities			202,713		72,768
Cash flows from investing activities:					
Purchase of fixed assets		(5,000)		–	
Net cash provided by / (used in) investing activities			(5,000)		–
Net cash provided by / (used in) financing activities			–		–
Change in cash and cash equivalents in the year			197,713		72,768
Cash and cash equivalents at the beginning of the year			252,274		179,506
Cash and cash equivalents at the end of the year	18		449,987		252,274

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities (Accounts and Reports) Regulations 2008.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

b) Public benefit entity

The Charitable Incorporated Organisation (CIO) meets the definition of a public benefit entity under FRS 102.

c) Going concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast doubt on the ability of the Charity to continue as a going concern. As explained in the Trustees Annual Report, since the year end the global pandemic and spread of COVID-19 has severely impacted many economies throughout the world.

The Trustees have assessed the impact Covid-19 may have on the Charity's forecast and projections and have made this assessment for a period of at least one year from the date of approving these financial statements. The Charity has concluded that it has sufficient resources to continue in operational existence for the foreseeable future and consequently it appropriate to continue to adopt the going concern basis in preparing its financial statements.

d) Income

Voluntary income including donations, gifts, legacies or grants from various individuals, corporations and charitable foundations are recognised where there is entitlement, any conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably. Such income is only deferred when:

- a) The donor specifies that the grant or donation must only be used in future accounting periods.
- b) The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income generated from fund raising events is recognised when earned.

Income tax recoverable in relation to donations received under gift aid or deeds of covenant is recognised at the time of the donation.

All incoming resources are reported gross before expenses.

For Legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made, or when a distribution is received from the estate. Receipt of a legacy in whole or in part is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate and the criteria for income recognition have not been met, then the legacy is treated as a contingent

f) Donations of gifts, services and facilities

Donated services and donated facilities are recognised as income when the charity has control over the item, 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 that economic benefit can be measured reliably by the Board of Trustees using best estimates.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1 Accounting policies (continued)

e) Fund accounting

Restricted Income Funds —Funds provided by external donors subject to particular conditions imposed by the donor on the purpose to which the fund can be spent. The restrictions are as indicated by the title of each fund and (where appropriate) the name of the funder.

Unrestricted Funds —Resources available for use at the discretion of the trustees for any purpose within the objects of the charity.

Designated Funds —Unrestricted funds which the trustees have decided at their discretion to set aside to use for a specific purpose.

f) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of provision of space and services undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

g) Allocation of support costs

Support costs relate to those costs incurred directly in support of expenditure on the Charity's objects, which cannot be directly attributed to particular activities.

Governance costs include those costs incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements. Both support and governance costs have been allocated between the Foundation's charitable activities and the basis on which the support costs have been allocated are set out in the notes to accounts.

h) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|------------------------------------|----------------|
| • Database | 33.33% on cost |
| • Office Equipment | 33.33% on cost |
| • Fixtures, fittings and equipment | 33.33% on cost |

i) Debtors

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

Notes to the financial statements

For the year ended 31 December 2020

1 Accounting policies (continued)

j) Cash and cash equivalents

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

k) Creditors and provisions

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

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

l) Pensions

Employer contributions to employees defined contribution pension schemes are charged to Statement of Financial Activities during the year.

m) Foreign Currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the average rate of exchange for the period. Exchange differences are taken into account in arriving at the operating result.

n) Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

2 Income from donations and legacies

	Unrestricted £	Restricted £	2020 Total £	2019 Total £
Donation and grants	290,531	265,203	555,734	351,384
Donation in kind	9,900	450	10,350	7,138
	<u>300,431</u>	<u>265,653</u>	<u>566,084</u>	<u>358,522</u>

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Notes to the financial statements

For the year ended 31 December 2020

Of the total donations and grants, £265,203 (2019: £167,173) was restricted and £290,531 (2019: £184,211) was unrestricted. Income from unrestricted donations includes monies received from fundraising supper £121,271 (2019:£110,195). Donations in kind in 2020 relates to the value of goods and services provided freely to the Charity in respect of fundraising activities (£6,800), Documents and Comms for operations (£200), office rent (£1,200) as well as office equipment supplies (£1,700) which are all unrestricted. The Charity also received an in kind restricted donation of £450 towards project Document and Comms in 2020. Donations in kind in 2019 relates to the value of goods and services provided freely to the Charity in respect of fundraising activities (£4,800), IT support (£800), hospitality (£1,111) as well as office equipment supplies (£259) which are all unrestricted. The Charity also received an in kind restricted donation of £168 towards project material costs in 2019.

3 Income from charitable activities

	Unrestricted £	Restricted £	2020 Total £	2019 Total £
Earned income – Theatre				
Women's Theatre Jordan	57	–	57	–
Youth Theatre Lebanon	1,008	–	1,008	–
Earned income – Play-based learning				
Distance Learning	40,782	–	40,782	–
Playkit Resouce Development	22	–	22	–
Playkit Teacher Training	23,833	–	23,833	19,439
		–	–	–
Total income from charitable activities	65,702	–	65,702	19,439

4. Allocation of Support costs and Governance costs

The Charity initially identifies the costs of its support functions. It then identifies those costs which relate to the governance function. Having identified its governance costs, the remaining support cost together with the governance costs are allocated between the Charity's charitable activities and the basis on which the support costs are set out below.

	Basis of apportionment	Support Costs £	Governance £	2020 Total £	2019 Total £
Human resources and related costs	Time	22,687		22,687	33,091
Travelling costs	Usage	1,458		1,458	1,269
Office overheads	Usage	12,143		12,143	20,716
Independent examiners' fee	Governance		3,000	3,000	4,600
Bookkeeping and payroll costs	Governance		5,717	5,717	3,235
Legal and professional fees	Governance		2,102	2,102	4,540
		36,288	10,819	47,107	67,451

Human resource cost totalling £239,964 (2019:£100,616) including £71,164 relating to freelance services, have been charged directly to the projects to which they relate. The balance of human resource cost £41,306 (2019:£33,091) has been allocated between fundraising expenditure £18,619 (2019:£15,377) and charitable expenditure £22,687 (2019:£17,714).

5. Analysis of fundraising expenses

	2020 Total £	2019 Total £
Activity attributed directly	14,764	10,207
Support costs (note 4)	18,619	15,378
	33,383	25,585

For the year ended 31 December 2020

6 Analysis of expenditure 2020

	Charitable activities			2020 Total £
	Theatre £	Choir £	Teacher Training & Resources £	
Children's Theatre Lebanon	53,772	–	–	53,772
Children's Theatre Jordan	17,964	–	–	17,964
Youth Theatre Lebanon	22,385	–	–	22,385
Youth Theatre Jordan	6,965	–	–	6,965
Women's Theatre Lebanon	28,890	–	–	28,890
Women's Theatre Jordan	9,722	–	–	9,722
Children's Choir Lebanon	–	8,009	–	8,009
Creative English Jordan	–	–	–	–
Distance Learning	–	–	40,219	40,219
Playkit Resource Development	–	–	57,172	57,172
Playkit Teacher Training	–	–	54,435	54,435
	139,698	8,009	151,826	299,533
Support costs (note 4)	15,702	15,702	15,702	47,107
Total expenditure 2020	155,400	23,711	167,528	346,640

Of the total charitable expenditure, £95,610 was unrestricted (2019: £114,210) and £284,413 was restricted (2019: £212,886).

Analysis of expenditure 2019

	Charitable activities			2019 Total £
	Theatre £	Choir £	Teacher Training & Resources £	
Children's Theatre Lebanon	17,866	–	–	17,866
Children's Theatre Jordan	19,168	–	–	19,168
Youth Theatre Lebanon	17,385	–	–	17,385
Youth Theatre Jordan	19,789	–	–	19,789
Women's Theatre Lebanon	31,318	–	–	31,318
Women's Theatre Jordan	–	–	–	–
Children's Choir Lebanon	–	15,313	–	15,313
Creative English Jordan	–	–	2,038	2,038
Distance Learning	–	–	–	–
Playkit Resource Development	–	–	63,804	63,804
Playkit Teacher Training	–	–	62,757	62,757
	105,526	15,313	128,599	249,438
Support costs	17,357	17,357	17,359	52,073
Total expenditure 2019	122,883	32,670	145,958	301,511

7 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2020 £	2019 £
Salaries and wages	189,952	128,014
Social security costs	8,940	2,978
Employer's contribution to defined contribution pension schemes	3,117	1,818
Training and benefits	8,096	898
Freelance services	71,164	–
	281,269	133,708

No employee earned more than £60,000 during the year (2019: £nil).

The total employee cost including pension contributions of the key management personnel were £144,823.

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2019: £nil). No charity trustee received payment for professional or other services supplied to the charity (2019: £nil).

No trustees were made payments for reimbursement of travel and subsistence costs relating to attendance at meetings of the trustees (2019: £nil).

8 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2020 No.	2019 No.
Charitable activities	10	6
Administration	–	1
	10	7

9 Related party transactions

There are no related party transactions to disclose for 2020 (2019: none).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Seenaryo

Notes to the financial statements

For the year ended 31 December 2020

10 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

11 Tangible fixed assets

	Motor Car £	Office Equipmen £	Total £
Cost or valuation			
At the start of the year	–	2,000	2,000
Additions in year	5,000	–	5,000
At the end of the year	5,000	2,000	7,000
Depreciation			
At the start of the year	–	1,250	1,250
Charge for the year	1,667	750	2,417
At the end of the year	1,667	2,000	3,667
Net book value			
At the end of the year	3,333	–	3,333
At the start of the year	–	750	750

All of the above assets are used for charitable purposes.

12 Debtors

	2020 £	2019 £
Taxation recoverable	20,000	14,877
Accrued income	7,777	15,803
Other debtors	8,511	–
Prepayments	1,988	342
	38,276	31,022

13 Creditors: amounts falling due within one year

	2020 £	2019 £
Taxation and social security	2,113	4,226
Deferred income	–	45,639
Other creditors and accruals	10,099	6,560
	12,212	56,425

14 Deferred income

Deferred income comprises grants for next year received in advance.

	2020 £	2019 £
Balance at the beginning of the year	45,639	–
Amount released to income in the year	(45,639)	–
Amount deferred in the year	–	45,639
Balance at the end of the year	–	45,639

15 Analysis of net assets between funds as at 31 December 2020

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	3,333	–	–	3,333
Net current assets	296,473	138,364	41,214	476,051
Net assets at the end of the year	299,806	138,364	41,214	479,384

Analysis of net assets between funds as at 31 December 2019

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	750	–	–	750
Net current assets	128,434	54,000	44,437	226,871
Net assets at the end of the year	129,184	54,000	44,437	227,621

16 Movements in funds

During the year	At 1 January 2020 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2020 £
Restricted funds:					
Theatre					-
Children's Theatre Lebanon	16,012	48,643	(53,772)	-	10,883
Children's Theatre Jordan	8,844	10,502	(17,964)	-	1,382
Youth Theatre Lebanon	-	15,624	(22,385)	6,761	-
Youth Theatre Jordan	-	8,525	(6,966)	-	1,559
Women's Theatre Lebanon	-	55,252	(28,890)	-	26,362
Women's Theatre Jordan	-	9,474	(9,722)	248	-
Choirs					
Children's Choir Lebanon	1,399	6,554	(8,009)	56	-
Play-based learning					
Playkit Resource Development	12,182	46,018	(57,172)	-	1,028
Playkit Teacher Training	-	46,102	(54,435)	8,333	-
Staff Salaries and Overheads					
Staff Salaries	-	18,959	(18,959)	-	-
Office Rent	6,000	-	(6,139)	139	-
Total restricted funds	44,437	265,653	(284,413)	15,537	41,214
Unrestricted funds:					
Designated funds:					
Operating Reserve	27,000	-	-	42,182	69,182
Opportunity Reserve	27,000	-	-	42,182	69,182
Total designated funds	54,000	-	-	84,364	138,364
General funds	129,184	366,133	(95,610)	(99,901)	299,806
Total unrestricted funds	183,184	366,133	(95,610)	(15,537)	438,170
Pension reserve	-	-	-	-	-
Total funds	227,621	631,786	(380,023)	-	479,384

For the year ended 31 December 2020

Transfers

Transfers from unrestricted to restricted funds: Youth Theatre Lebanon, Women's Theatre Lebanon, and Playkit Teacher Training were made to offset the overspend on these programmes. A note that for Playkit Teacher Training, these were in fact covered by Earned Income, which is included within our unrestricted funds. Our Distance Learning programmes were funded through earned income which is unrestricted. For this reason these programmes are not shown as line items in the above table, they are within general funds.

16 Movements in funds (continued.....)

Additionally transfers were made to our designated operating and opportunity reserves to account for six months of operational costs, based on our original 2020 projections. Previously this six month allocation has been calculated differently, however – as per trustee advice – Seenaryo now calculates six months as: half of the total unrestricted overheads, plus total staff, plus total fundraising costs for the year.

Seenaryo

Notes to the financial statements

For the year ended 31 December 2020

	At 1 January 2019 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2019 £
During previous year					
Restricted funds:					
Theatre					
Children's Theatre Lebanon	13,043	20,835	(17,866)	–	16,012
Children's Theatre Jordan	1,282	26,731	(19,169)	–	8,844
Youth Theatre Lebanon	143	7,233	(7,376)	–	–
Youth Theatre Jordan	–	17,346	(17,346)	–	–
Women's Theatre Lebanon	–	27,330	(27,330)	–	–
Choirs					
Children's Choir Lebanon	5,409	11,303	(15,313)	–	1,399
Play-based learning					
Creative English Jordan	3,840	–	(2,038)	(1,802)	–
Playkit Resource Development	33,791	40,393	(63,804)	1,802	12,182
Playkit Teacher Training	13,035	23,004	(36,039)	–	–
Staff Salaries and Overheads					
Staff Salaries		6,605	(6,605)	–	–
Office Rent		6,000	–	–	6,000
Total restricted funds	70,543	186,780	(212,886)	–	44,437
Unrestricted funds:					
Designated funds:					
Operating Reserve	27,000	–	–	–	27,000
Opportunity Reserve	27,000	–	–	–	27,000
Total designated funds	54,000	–	–	–	54,000
General funds	52,213	191,181	(114,210)		129,184
Total unrestricted funds	106,213	191,181	(114,210)	–	183,184
Total funds	176,756	377,961	(327,096)	–	227,621

16 Movements in funds continued.....

Designated Funds

Operating Reserve

The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Seenaryo for Operating Reserves to be used and replenished within reasonable short period of time. At the year-end there was £69,182 utilised Operating Reserve carried forward.

Opportunity Reserve

The Opportunity Reserve is intended to provide funds to meet special targets of opportunity or need that further the mission of the organisation. The Opportunity Reserve is also intended as a source of internal funds for organisational capacity building such as staff development, research and development, or investment in infrastructure that will build long-term capacity. At the year-end there was £69,182 utilised Opportunity Reserve carried forward.

Purposes of restricted funds

Theatre

Children's Theatre Lebanon

The restricted fund relates to monies received towards weekly theatre projects with children in Lebanon, where participants develop their theatre skills and produce an original show after each cycle. This fund also relates to monies received towards the weeklong intensive projects, where participants create a piece of theatre which includes original songs, dances and set design. At the year-end the unexpended balance was £10,883.

Children's Theatre Jordan

The restricted fund relates to monies received towards weekly theatre projects with children in Jordan, where participants develop their theatre skills and produce an original show after each cycle. This fund also relates to monies received towards the weeklong intensive projects, where participants create a piece of theatre which includes original songs, dances and set design. At the year-end the unexpended balance was £1,382.

Youth Theatre Lebanon

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Lebanon, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to theatre leadership training for youth. Productions of note in 2020 include *I see my ghost coming from afar* and *A Lovely Place*. At the year-end this fund was fully expended.

Youth Theatre Jordan

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Jordan, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to theatre leadership training for youth. Productions of note in 2020 include *Four O'Clock*. At the year-end this fund was fully expended. At the year-end the unexpended balance was £1,559.

Women's Theatre Lebanon

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with women in Lebanon, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to theatre leadership training for women. Productions of note in 2020 include *In the Middle* and *Candyfloss*. At the year-end the unexpended balance was £26,362.

Women's Theatre Jordan

The restricted fund relates to monies received towards the weekly theatre or large-scale productions with youth in Jordan, where participants develop their theatre skills, write their own scripts and produce an original show after each cycle. This fund also relates to theatre leadership training for women. Productions of note in 2020 include *The Door Between Us*. At the year-end this fund was fully expended.

Choirs**Children's Choir Lebanon**

This restricted fund relates to monies received towards the creation of a lockdown music video made during the Covid-19 pandemic. At the year-end this fund was fully expended. Seenaryo has since discontinued our Choir strand of work in order to focus on Theatre.

Play-based learning**Playkit Resource Development**

This restricted fund relates to monies received towards the development of Seenaryo Playkit. Resources we develop include: the Playkit mobile phone app; flashcards; teacher tutorial videos; and expanding the bank of games, songs and interactive stories in the Playkit. At the year-end date the unexpended balance was £1,028.

Playkit Teacher Training

This restricted fund relates to monies received towards providing training for teachers of 3 to 8 years old, supporting them to make their lessons interactive through music, story and play. It is delivered via an intensive 3-day teacher training. At the year-end this fund was fully expended.

Staff Salaries

This restricted fund relates to monies received towards the staff salaries. At the year-end this fund was fully expended.

Office Overheads

This restricted fund relates to the as yet unexpended monies received towards the office rent. At the year-end this fund was fully expended.

17 Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2020 £	2019 £
Net income / (expenditure) for the reporting period (as per the statement of financial activities)	251,763	50,865
Depreciation charges	2,417	500
(Increase)/decrease in debtors	(7,254)	(31,022)
Increase/(decrease) in creditors	(44,213)	52,425
Net cash provided by / (used in) operating activities	202,713	72,768

Seenaryo

Notes to the financial statements

For the year ended 31 December 2020

18 Analysis of cash and cash equivalents	At 1 January	Cash flows	Other changes	At 31
	2020 £	£	£	December 2020 £
Cash in hand	252,274	202,713	(5,000)	449,987
Total cash and cash equivalents	252,274	202,713	(5,000)	449,987