



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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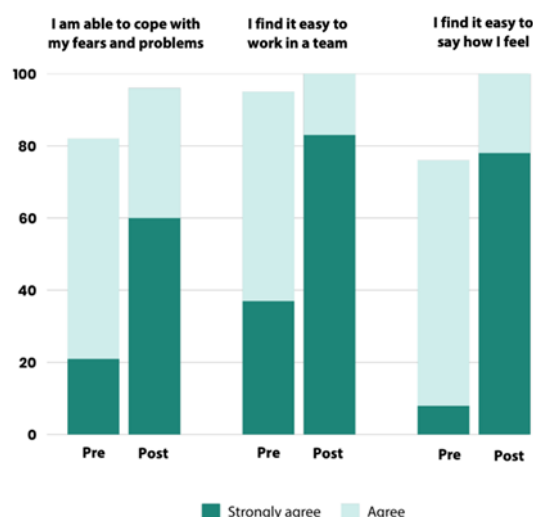
- **Resilience in Action award from HundrED:** Seenaryo won an award at the HundrED Summit in Helsinki, in acknowledgement of our emergency response in Lebanon and Palestine.
- **TILKA screening in the UK Parliament:** A few days after the ceasefire announcement in Lebanon, Helen Hayes MP hosted a screening 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."

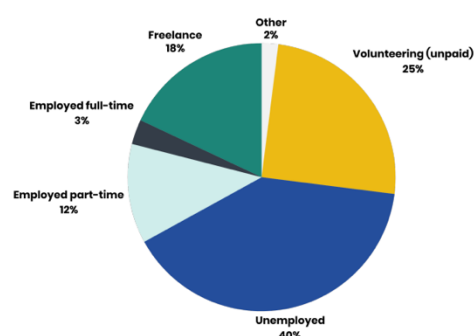
We train future leaders | Evaluation from 2024

"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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"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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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

SEENARYO**NOTES 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			
	Unrestricted	Designated	Restricted	Total
	£	£	£	£
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.

SEENARYO**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>