

Principal activity and objectives 2020 – 2021

Youmanity seeks to devise, drive and deliver cultural projects for the benefit of communities globally. Promoting social inclusion, equality and diversity, projects are delivered throughout the year. They can be proactive as part of a planned calendar (e.g. World Mental Health Day, Suicide Prevention) or on a reactive ad-hoc community basis (e.g. responding to the current pandemic). Most notable amongst the projects is the annual photography award where stories on themes ranging from human trafficking, gender and age discrimination to disability are shared by photographic entries from around the world. Entries are selected by a panel of judges and subsequently showcased in exhibitions in London and beyond.



"A kiss from across the miles", by Nicola Parker - winner of Friend-Ship Screenshot Award © Youmanity

In 2020, the world went into lockdown. A situation of unparalleled proportions in which friends became our lifeline, developing important emotional connections. To promote much needed support, Youmanity Friend-Ship Screenshot Competition was to signify that social distance did not have to mean emotional isolation. Participants were encouraged to celebrate the importance of human connection through a screenshot.

The Friend-Ship Award Ceremony took place on 12th April via zoom. Dr Michael Pritchard - Director for Education and Public Affairs, The Royal Photographic Society - awarded 1st Prize to Nicola Parker for her screenshot entitled 'A kiss from Across the Miles'. Nicola's portrayed three generations - Nicola, daughter Molly, and 80-year old grandmother Mary - the latter blowing a kiss from a nursing home. Guest speakers at the event included David Mosse, Professor of Social Anthropology at SOAS university and the Italian Ambassador to Uganda, Rwanda and Burundi, Massimiliano Mazzanti.

World Mental Health Day 2020

To mark World Mental Health Day, Youmanity partnered with social projects company *ReflectingYOU* to deliver an innovative and interacting campaign. Passengers going

through Heron Quays on 10th October 2020 were invited to 'swap' places with fellow passengers. Photographers Pietro Rocchetta Casadio and Davide Giordani placed their

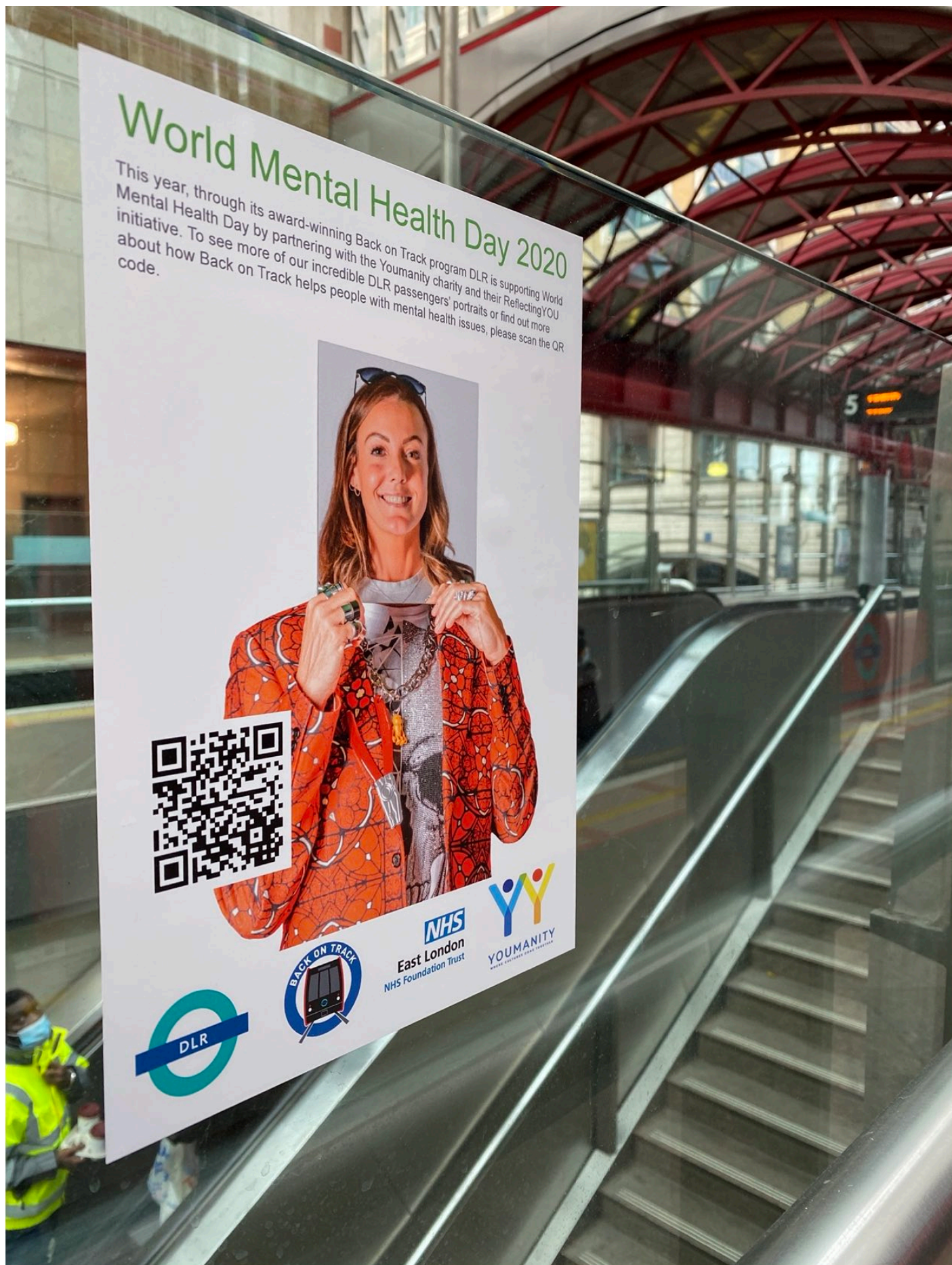


DLR passengers Assia Al-Jerrari and Alexander Adjei swap places with the help of a mirror © Youmanity

camera at an angle that allowed passengers' head and body combined in a single composite image. ReflectingYOU explored the idea that humans share far more characteristics than they would like to think.



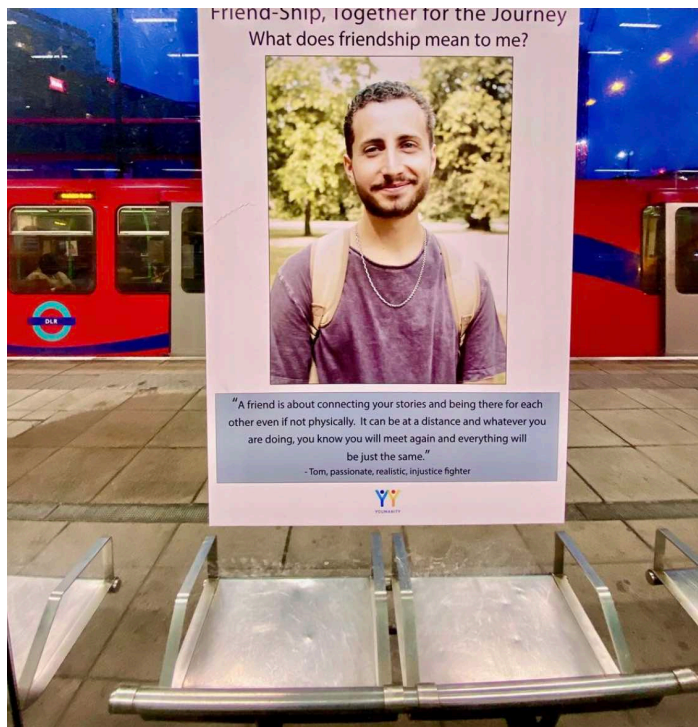
DLR passengers Cristina Baroni and Max Viccardi swap places with the help of a mirror © Youmanity



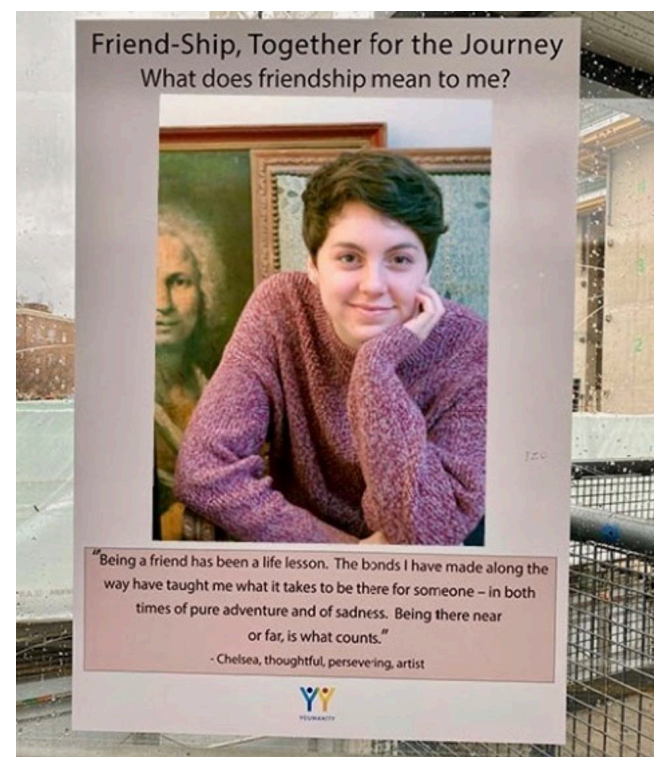
A ReflectingYOU composite photograph on display at Canary Wharf © Youmanity

World Suicide Prevention Day 2020

To mark World Suicide Awareness Day, Youmanity teamed up with KeolisAmey Docklands to showcase a photography exhibition. In an effort to prevent suicide and mental health issues associated with social isolation, in 2018-2019 our photographers asked Londoners what friendship actually meant to them. Their statements were taken together with a portrait of its author. The photographs and accompanying quotes were displayed on the DLR network through to January 2021.



The Friend-Ship photography Project on DLR to reclaim the importance of friendship



Mental Health Week 2020

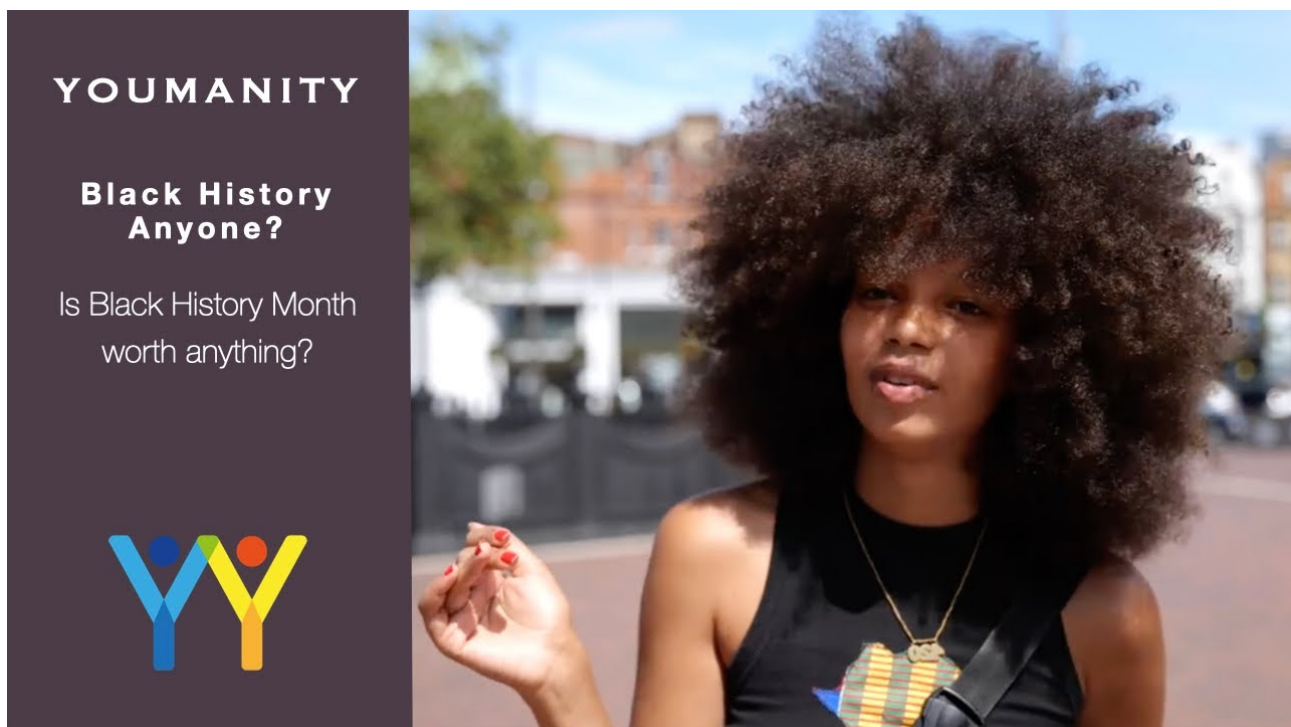
To mark Mental Health Week, Angelo Iudice, Chair of Youmanity, delivered a talk to Paypal staff. The talk focused on the importance of 'Being your Authentic Self' in the workplace. The narrative used was autobiographical, tracing Angelo's personal journey and the founding of Youmanity in 2008.

FILMS

Throughout the last decade Youmanity produced a number of powerful and positive educational short films. Intended for a wide audience and addressing a number of themes and subjects. All of Youmanity's film material is freely available via YouTube. To access the channel click [here](#)

Black History Anyone?

What does Black Culture mean these? In this film social equality advocate Cherie Johnson asked the local residents in Brixton for their views. It was found that an annual 'Black History Month' event is not enough to commemorate the African genocide. Black History needs to be part of the school curriculum.



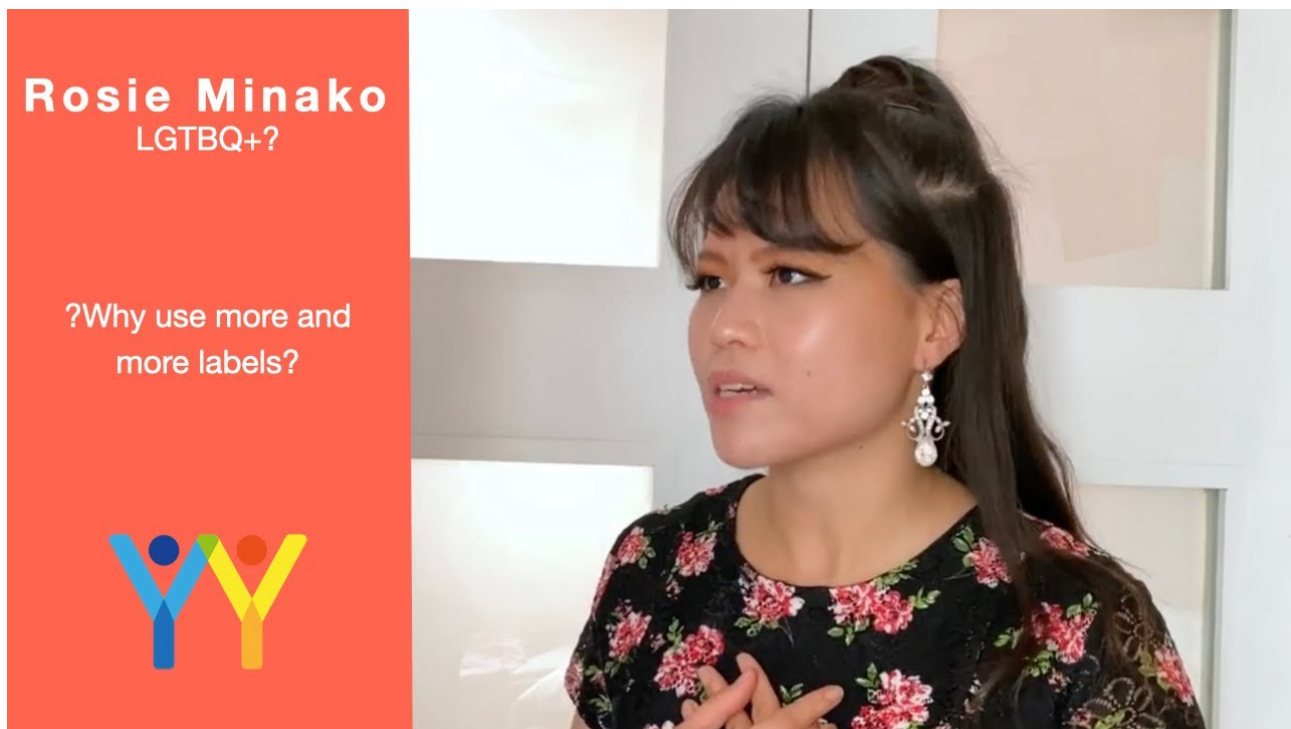
Click on image to watch film © Youmanity

In the Spotlight

'In the Spotlight' is a series of short video diaries (20 episodes) in which convicted offender-turned acclaimed musician Maxwell D and human rights advocate Rosie Minako, address pressing social issues head-on. Each video diary from each contributor explores issues ranging from prisoner rehabilitation and knife crime reduction to LGBTQ+ and gender discrimination.

I Feel Beauty

Starring Rory McGuire, this film explores the concept of beauty. The camera follows Rory - a young man affected by a facial birthmark - as he reflects on what 'beauty' means to him. The film is receiving a number of accolades worldwide, including Best Short Film at the Prague Film Awards.



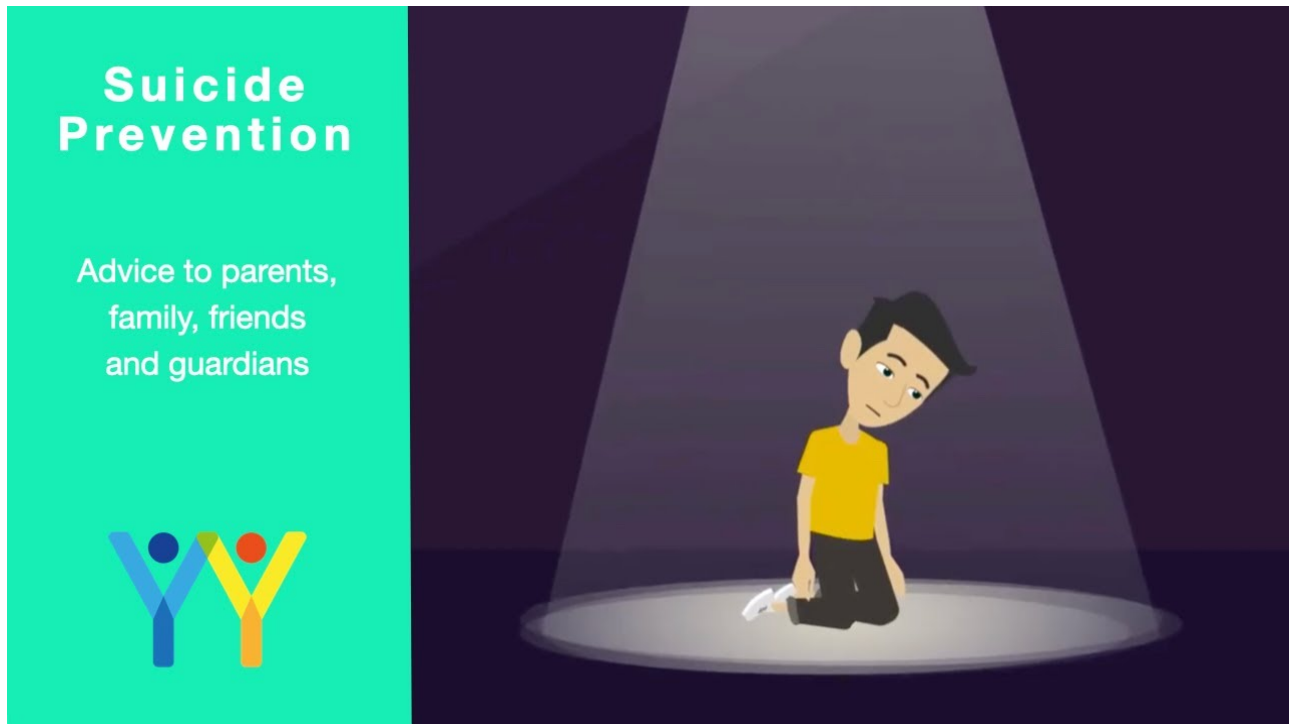
Click on image to watch film © Youmanity



CARTOONS

Lockdowns caused significant disruption to the lives of many people, in particular those those affected by mental health issues. Youmanity set out to produce a number of cartoons to promote public health advice, raise awareness of suicide prevention, promote human connection, kindness, as well as explaining how depression and anxiety

affects people. The content, narration and animation devised, driven and delivered by Youmanity.



Click on image to watch cartoon © Youmanity



Youmanity collaborated with other charities and organisations, including Thrive London, Paypal, the British Council, the Royal Photographic Society, Westminster Libraries, the Metropolitan Police and the Haringey Suicide Prevention Group.

Youmanity Photography Award 2021

For 2021 Youmanity would like to promote cultural diversity using food as conduit for inclusion. Maintaining and sharing cross-cultural food practices by different racial and ethnic groups within multicultural societies is 'as necessary for humankind as biodiversity is for nature'. Culture, race and ethnicity are intricately connected and can be expressed with food preparation. Cooking and eating practices are often not only symbolic but also concrete ways that ethnic identities are preserved by migrants in multicultural societies ([D'Sylva & Beagan, 2011](#)). Entitled FOOD FEST, our 2021 award invites participants, amateur and professional, to submit a photo of their favourite food (and recipe) reflecting their culinary customs and traditions.



'FOOD FEST, Share the Food, Feel the Love' will be launched in the autumn, © Youmanity

Entrepreneurs for Autonomy Self development and Equality (EASE)

Launched by Youmanity in December 2019, EASE promotes the empowerment of refugee and vulnerable women. The project is being funded by the European Commission, Erasmus + program KA204. During 2020-2021 project partners from Portugal, Greece, Spain, Italy and Slovakia worked on a blueprint capable of testing participants' social and business skills. The EASE course modules are also being developed. Each partner country contributed to presentations, video material and exercises for students taking part in each module. Online training kits will allow women as well as trainers to access and monitor the progress made. EASE training is due to start in September 2021.



EASE project partners during an on online meeting © Youmanity



2Smile project partners during an on online meeting © Youmanity

2SMILE Project

Youmanity champions 2Smile, a pioneering project to develop a student-centred teaching approach for youths at risk of abandoning education. In September 2018 Youmanity was awarded a grant from the European Commission – Erasmus Plus+ program KA204. Project partners are from Ireland, Portugal, Greece, Finland, Romania and Italy. Since the project began, 2Smile encouraged an exploratory conversation among local communities and policy makers in all partner countries. The project has since developed a tool kit to be able to assess students' needs based on perception of the school system. Students are being tested before and after the introduction of the student-centred approach in their class. We have now reached the final stage of the project. This involves the implementation of the 2Smile tool kit in all participating schools across seven countries. Our partner school in the UK is Abbey Manor College in London. Unfortunately the pandemic caused this final stage of the project several delays as partner countries entered lockdown at different times. Zoom meetings then developed an online version of the pilot to be able to conclude this important project. Pilots in all seven countries have now been completed with partners now drafting a detailed report. Questionnaires will follow to evaluate the whole project.



A meditation kiosk at Canary Wharf © Youmanity

The Inner Journey

The Inner Journey Program was devised by Youmanity's Marketing Consultant Alessia Affinita, intellectual property GB1913430.3. This is a design package enabling public transport companies to transform train carriages (or buses) and platform spaces into an environment in which passengers can gather their thoughts and meditate. The inaugural Inner Journey programme is being introduced on DLR by Youmanity in partnership with

Brain Recharge and KeolisAmey Docklands, operator of DLR. The graphics and logistic aspect of the project are now complete. The world first Inner Journey trains and meditation spaces will be inaugurated in September 2021. To access the landing page for The Inner Journey click [here](#)



The worlds' first mindfulness train will serve the DLR network from September 2021

The Story of Daniel Moloney

'The Story of Daniel Moloney' is a film exploring the journey of a 22-year old affected by cystic hygroma - a rare condition which can result in a facial disfigurement. This film would like to raise awareness of what is like to live with a disfigurement that 'shouts' at people before the person can even say their name.



Daniel Moloney is affected by cystic hygroma, a condition causing facial disfigurements



YOUMANITY

FINANCIAL STATEMENTS

FOR

THE YEAR ENDED 30 JUNE 2021

Charity Registration Number 1178295

Company Registration Number 06621685

Youmanity

Report of the Trustees

For the Year Ended 30 June 2021

The final stage of the 2SMile project involves the implementation of the tool kit in the schools in all partner countries by 2021.

Youmanity is leading a new project - The Entrepreneurs for Autonomy, Self-development+Equity (EASE) under the Erasmus+ programme for the empowerment of refugee women. The project is funded by the consortium member for UK National Agency starting from Sep 2019 for a duration of 36 months.

Financial Review

The trustees review annually the financial resources and endeavor to pursue the charity's objectives without eroding the value of the capital endowment. The incoming resources of the charity in 2021 was £152,064 (2020: £262,814), and the expenditure was £132,789 (2020: £224,476), giving a surplus of £22,484 before recognition of loss on foreign exchange £3,208 (2020: surplus £960). the incoming resources include a grant from Erasmus+EASE programme.

Risk management

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

Trustees' Responsibilities in Relation to the Financial Statements

The trustees (who are also the directors of the company for the purposes of the company law) are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards. The law requires the charity trustees to prepare financial statements for each year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure for the accounting period.

In preparing the financial statements, the trustees are required to:

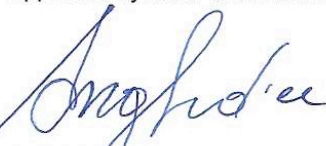
- * Select suitable accounting policies and then apply them consistently;
- * observe the methods and principles in the Charities SORP;
- * make judgements and estimates that are reasonable and prudent;
- * state whether applicable UK accounting standards have been followed, subject to any material departures, disclosed and explained in the financial statements;
- * prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act. They are also responsible for safeguarding the assets of the charity and the group and hence taking reasonable steps to the prevention and detection of fraud and other irregularities.

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

Approved by order of the board of trustees on

and signed on its behalf by:



A A Iudice
Director

Independent Examiner's Report

Report to the trustees/ members of

Charity Name Youmanity

On accounts for the year ended 30th June 2021

Charity number 1178295

Company registration number 06621685

Set out on pages 1 to 9

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. 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 accounts under section 145 of the 2011 Act,
- to follow the procedure laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act, and,
- to state whether particular matters have come to my attention.

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 accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, 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 accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

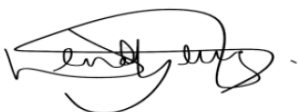
In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 130 of the 2011 Act, and,
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act

have not been met; or

2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Wendy Cheung

FCCA, MBA, BSc(Hon)

Fellow member of the Association of Chartered Certified Accountants

Date: 15th August 2021

Youmanity
For the Year Ended 30 June 2021
Statement of Financial Activities

Categories by activity	Notes	Restricted fund £	Unrestricted fund £	Total Fund 30.06.2021 £	Total Fund 30.06.2020 £
Incoming resources					
Income:					
Donations and fund raising events			56,347	56,347	6,667
Grant income		95,717	0	95,717	256,147
					0
Total	3	95,717	56,347	152,064	262,814
Resources expended					
Expenditure on:					
Charitable activities		102,249	24,832	127,081	227,296
Administration and management	4	1,250	1,250	2,500	-2,820
Total	5	103,499	26,082	129,581	224,476
Net income/(expenditure) before investment gains/(losses)		-7,782	30,265	22,483	38,338
Net gains/(losses) on investments		0	0	0	0
Net income/(expenditure)		-7,782	30,265	22,483	38,338
Transfers between funds		0	0	0	0
Other recognised gains/(losses):					
Gains and losses on revaluation of fixed assets for the charity's own use		0	0	0	0
Other gains/(losses)		-3,208	0	-3,208	960
Net movement in funds		-10,990	30,265	19,275	39,298
Fund Balances at brought forward		43,232	1,015	44,247	4,949
30.06.2021		32,242	31,280	63,522	44,247

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Company Act 2006.

Youmanity
For the Year Ended 30 June 2021
Balance Sheet

	Notes	Restricted fund £	Unrestricted fund £	Total this year 2021 £	Total last year 2020 £
Fixed assets					
Tangible assets	6	-	5,022	5,022	5,564
Total fixed assets		-	5,022	5,022	5,564
Current assets					
Debtors	7		-	-	-
Cash at bank and in hand	8	33,493	27,507	61,000	41,183
Total current assets		33,493	27,507	61,000	41,183
Creditors: amounts falling due within one year	9	1,250	1,250	2,500	2,500
Net current assets/(liabilities)		32,243	26,257	58,500	38,683
Total assets less current liabilities		32,243	31,279	63,522	44,247
Funds of the Charity					
Restricted income funds		32,243	-	32,243	43,232
Unrestricted funds			31,279	31,279	1,015
Total funds	10	32,243	31,279	63,522	44,247

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2020. No member of the company has deposited a notice, pursuant to section 476 of the Company Act 2006, requiring an audit of these accounts.


The trustees acknowledge their responsibilities for

- Ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Company Act 2006, and,
- Preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statement have been prepared in accordance with the special provisions of the Company Act 2006 relating to small charitable companies.

This report was approved by the board of Trustees on :

Signed by :


A A Iudice
Director

1 Basis of preparation

1.1 Basis of accounting

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts have been prepared in accordance with:

the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK (FRS 102), the Company Act 2006, and with the Charities Act 2011.

The charity constitutes a public benefit entity as defined by FRS 102.

1.2 Going concern

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. There are no key judgements that the charity has made which have a significant effect on the accounts. The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

1.3 Accounting policies

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met. It is probable that the income will be received and that the amount can be measured reliably.

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to specific headings, they have been allocated to activities on a basis consistent with the use of resources.

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

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

The charity is exempt from corporation tax on its charitable activities.

1.4 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 amounts 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 estimated 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 both current and future periods.

1 Basis of preparation

1.5 Fund accounting

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

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

1.6 Tangible fixed assets

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

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computer Equipment : 10% pa. on a straight line basis

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and carrying value of the asset and is recognised in net income/expenditure for the year.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with bank, 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.

1.8 Financial instruments

The charity only has financial assets and financial liabilities of the kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2. Taxation

The charity is exempt from corporation tax on its charitable activities.

Youmanity

For the Year Ended 30 June 2021

3 Analysis of income

		Restricted fund	Unrestricted fund	Total fund £	Prior year £
Analysis					
Donations	Donations and gifts	-	56,347	56,347	6,667
and legacies:	Gift Aid	-	-	-	-
	Legacies	-	-	-	-
	General grants provided by government/other organisations	95,717		95,717	256,147
	Sponsorships	-			
	Donated goods, facilities and services	-		-	-
	Other donation before commencement	-	-	-	-
Total		95,717	56,347	152,064	262,814

4. Governance cost

	This year £	Last year £
Independent examiner's fees	1,500	1,500
Accountancy fee	1,000	1,000
	-	-
Total governance cost	2,500	2,500

5. Analysis of expenditure

		Restricted fund	This year Unrestricted fund	Total funds £	Last year Total fund
Analysis					
Expenditure on raising funds:					
	Exhibitions and Awareness Campaigns	-	12,948	12,948	6,336
	Travel and subsistence	-	3,203	3,203	2,553
	Awards	-	1,906	1,906	-
	Postage and stationery	-	331	331	118
	Depreciation	-	541	541	1,133
	Bank charges	-	110	110	80
	Telephone	-	270	270	261
	Utilities	-	1,064	1,064	2,158
	Accountancy fee	1,250	1,250	2,500	- 2,900
	Legal & professional fee	-	-	-	-
	Restricted fund activities	102,249	4,459	106,708	214,737
		-	-	-	-
Total expenditure		103,499	26,082	129,581	224,476

Youmanity

For the Year Ended 30 June 2021

6. Tangible fixed assets

	2021	2020
Cost		
Cost brought forward	7670	6068
Additions	0	1602
	<u>7670</u>	<u>7670</u>
Depreciation		
Depreciation brought forward	2106	973
Charge for the year	542	1133
	<u>2648</u>	<u>2106</u>
Net book value at year end	<u>5022</u>	<u>5564</u>

7. Debtors and prepayments

The is no debtors nor prepayment during the year.

8. Cash at bank and in hand

	This year £	Last year £
	-	-
	-	-
Cash at bank and on hand	61,000	41,183
Total	<u>61,000</u>	<u>41,183</u>

9. Creditors and accruals**Analysis of creditors**

	Amounts falling due after	
	This year £	Last year £
Accruals and other creditors	2,500	2,500
	-	-
	-	-
Total	<u>2,500</u>	<u>2,500</u>

Youmanity
For the Year Ended 30 June 2021

10. Movement in funds

	1st July 2020	Incoming Resources	Outgoing Resources	30th June 2021
Unrestricted general funds				
Restricted funds				
2Smile & EASE project	40,168	95,717	103,499	32,345
Forex gain	3,063		3,208	3,208
Total Charity Funds	43,231	95,717	106,707	32,241