

ACCELERATING COMMUNITY EMPOWERMENT

England & Wales · Charity number 1182685

Details

Other names	ACE RIO, ACE, ACE Projects, CRAWLEY COACHING, SEJA
Status	Registered
Legal form	CIO
Registered	2019-03-28
Register	View on the Charity Commission register

Contact

Address	Flat 1 90 Bartholomew Road Kentish Town London NW5 2AS
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Website	www.sejahubs.org

Activities

Objects: THE OBJECTS OF THE CIO ARE FOR THE BENEFIT OF CHILDREN AND YOUNG PEOPLE AGED 3-18 LIVING BELOW THE POVERTY LINE IN THE DEVELOPING WORLD.(1) TO ADVANCE IN LIFE AND RELIEVE NEEDS OF CHILDREN AND YOUNG PEOPLE AGED BETWEEN 3-18 LIVINGBELOW THE POVERTY LINE IN THE DEVELOPING WORLD THROUGH:(A) THE PROVISION OF RECREATIONAL AND LEISURE TIME ACTIVITIES PROVIDED IN THE INTERESTS OF SOCIAL WELFARE, DESIGNED TO IMPROVE THEIR CONDITIONS OF LIFE;(B) PROVIDING SUPPORT AND ACTIVITIES WHICH DEVELOP THEIR SKILLS, CAPACITIES AND CAPABILITIES TO ENABLE THEM TO PARTICIPATE IN SOCIETY AS MATURE AND RESPONSIBLE INDIVIDUALS; AND(C) ADVANCING THEIR EDUCATION IN PARTICULAR BUT NOT EXCLUSIVELY BY THE PROVISION OF NATIVE AND ENGLISH LANGUAGE CLASSES, GEOGRAPHY CLASSES AND THE STUDY OF ART, DANCE, PHOTOGRAPHY AND MEDIA.(D) PRESERVING AND PROTECTING OF HEALTH AND MENTAL WELLBEING OF SUCH CHILDREN AND YOUNG PEOPLE,EXPERIENCING EMOTIONAL, BEHAVIOURAL AND OTHER CHALLENGES AND COMPLEX NEEDS BY PROVIDING ART-AS-THERAPY PROGRAMMES AND FAMILY THERAPY SESSIONS, THAT, AMONGST OTHER THINGS, PROMOTE ENGAGEMENT WITH LEARNING AND INCLUSION IN SCHOOLS AND COMMUNITIES, FOR THE PUBLIC BENEFIT.(2) THE ADVANCEMENT OF EDUCATION FOR THE PUBLIC BENEFIT BY PROVIDING TRAINING AND SUPPORT FOR THOSE WHO WORK WITH THE CHILDREN AND YOUNG PEOPLE EXPERIENCING CHALLENGES IN THEIR LIVES.

Activities: SEJA (previously ACE Projects) collaborates with and accelerates local community leaders to provide a viable cultural alternative to the violent and antisocial lifestyle in communities experiencing higher levels of violence. All SEJA collaborating local leaders are themselves from the communities they look to serve.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Arts/culture/heritage/science, Amateur Sport, Economic/community Development/employment, Recreation
- **Who:** Children/young People, The General Public/mankind

Geography

- Brazil
- Croydon
- Lewisham
- Southwark

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£151,192	£164,967	-	-
2023-12-31	£198,722	£276,537	-	-
2022-12-31	£207,688	£276,456	-	-
2021-12-31	£176,410	£99,993	-	-
2020-12-31	£151,042	£92,318	-	-

Trustees

Name	Role	Appointed
Brita Fernandez Schmidt		2022-10-05
Claudio Rocha		2022-10-05
Julian Wootton		2022-10-05
Lorenzo Ada Martina Viglezio		2022-10-05

Accounts



SEJA
(previously ACE Projects)

1182685

Trustees Annual Report & Accounts

For the Year Ending 31 December 2024

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Legal and Administrative Information

Board of Trustees

Mimma Viglezio	Appointed: 05/10/2022
Julian Wootton	Appointed: 05/10/2022
Claudio Rocha	Appointed: 05/10/2022
Brita Fernandez Schmidt	Resigned: 05/07/2024

Executives

G M B Crawley	Co-Founder (Appointed: 01/01/2020)
D P Brown	Co-Founder (Appointed: 01/01/2020)

Charity Secretary

J A Barrett	Appointed: 01/04/2020
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Accountants

Ross Marquis
Busybookkeeping
23 Chiltern Drive,
Surbiton, Surrey,
KT5 8LP (+44 (0) 203 2894875)

Independent Examination

Jo Shenton
J Leon & Company
32 Hampstead High Street
London
NW3 1JQ (+44 (0) 20 7435 7800)

Charity Offices

GRD Floor
90 Bartholomew Road
Kentish Town
London
NW5 2AS

Charity Registration Number

1182685

Annual Report & Accounts 2024

Co-Founder Letter – George Crawley

Dear Friends of SEJA,

*2024 has been a defining year for us. Not only did we vision the **Digital Impact Hub**, our most ambitious project yet, but we also marked six years of SEJA. Six years of walking alongside changemakers, six years of building trust with donors, and six years of proving that when you invest in local leadership, you change lives.*

What began as two friends in Rio de Janeiro trying to help in small ways has grown into a global ecosystem of changemakers. Today, more than 200 leaders have been supported through SEJA, and thousands of young people each week are finding safe spaces, creative outlets, and hope for the future. These are not just statistics; they are the stories of Samuel turning tragedy into Grupo Favela, of Mistre transforming VUSS Surf School into a DHL-backed social project, and of countless young people who now have a different vision of what is possible.

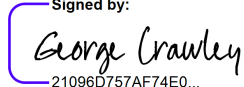
[The Digital Impact Hub](#) is the next step in this journey. By combining grassroots trust with digital innovation, we are scaling what has always been at the heart of SEJA: connection. Donors and changemakers no longer need to feel isolated; they can find each other, learn from one another, and build impact together.

As we reflect on the first six years, I am filled with gratitude-for the leaders who inspire us daily, for the donors and partners who have walked beside us, and for the young people whose courage reminds us why SEJA exists. Our story is still being written, but one thing is clear: we have laid the foundation for a global movement that puts local leadership at the heart of change.

“The noblest art is that of making others happy.” - P.T. Barnum

With thanks and hope,

George Crawley
Co-Founder

Signed by:

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Public Benefit

In accordance with Section 17 of the Charities Act 2011, the Trustees confirm they have had due regard to the Charity Commission's guidance on public benefit.

SEJA's activities provide clear public benefit by:

- Enabling disadvantaged young people to access safe, positive, and creative spaces.
- Supporting changemakers to grow projects that reduce violence, build community cohesion, and advance education.
- Promoting health and well-being through cultural, sporting, and educational programmes.
- Offering professional development to leaders, ensuring the sustainability of grassroots projects.

Trustee Recruitment, Appointment, and Induction

Trustees are appointed in accordance with the CIO constitution. Candidates are identified through an open search and/or trustee and partner networks to ensure a broad mix of skills and lived experience. New trustees receive an induction pack covering the constitution, recent minutes, financial reports, risk register, safeguarding policies, and the Charity Commission's guidance on trustee duties (CC3). Ongoing training is provided as needed.

Related Parties and Conflicts of Interest

The trustees maintain a register of interests and follow a conflicts of interest policy. Trustees declare relevant interests at each meeting and withdraw from decisions where a conflict arises. No trustee received any remuneration for their role as trustee in 2024. There were no related party transactions requiring disclosure in the year.

Safeguarding Statement

The charity has a safeguarding policy and code of conduct applicable to staff, volunteers, and delivery partners. All incidents and concerns are reported to the designated safeguarding lead and, where appropriate, to relevant authorities. Safeguarding training is provided proportionate to role, and due diligence is undertaken on partners. In 2024 there were no serious safeguarding incidents reportable to the Charity Commission.

Fundraising Statement

SEJA does not engage in high-volume public fundraising and is not a member of the Fundraising Regulator. Fundraising activities are conducted in-house and with trusted partners in accordance with the Code of Fundraising Policy. The charity received no complaints regarding fundraising in 2024. Donor data is handled in line with our privacy policy and applicable data protection legislation.

Leader Policy

SEJA provides funding and in-kind support to grassroots leaders in furtherance of its charitable purposes. All partnerships follow a documented assessment process, with due diligence proportionate to funding size and risk. Funding is monitored through reporting, site visits (where feasible), and ongoing mentorship. Funds are distributed monthly to mitigate risk.

Reserves Policy (add to Financial Overview)

The trustees aim to maintain free reserves equivalent to 3–4 months of core operating costs to ensure continuity in the event of income shortfalls or unexpected expenditure. As at 2nd January 2025, free reserves were £30,000, which the trustees consider broadly in line with the target range given current commitments and pipeline.

Going Concern Statement

The trustees consider the charity to be a going concern for at least 12 months from the date of approval of these accounts. This assessment reflects committed income, prudent cost controls, and cash-flow forecasts, as well as a major donor commitment made in late 2024 and received on 1 January 2025, which strengthens liquidity.

Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and the charity's constitution. The trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of the charity's affairs and of its income and expenditure for the year. The trustees are responsible for keeping proper accounting records, safeguarding the assets of the charity, and taking reasonable steps for the prevention and detection of fraud and other irregularities.

Trustees' Report

The Trustees present their annual report and financial statements for the year ending 31st December 2024.

This report has been prepared in line with the Charities SORP (FRS 102) and Charity Commission guidance (CC16), and is intended to provide a clear and transparent account of SEJA's activities, governance, and impact.

Charity Overview

- **Name:** SEJA (previously ACE Projects)
- **Registration Number:** 1182685
- **Legal Status:** Charitable Incorporated Organisation (CIO), registered 27 March 2019

Structure, Governance, and Management

SEJA is governed by its CIO Constitution. Trustees serve three-year terms, renewable by vote at the AGM. The Board meets periodically, supported by subcommittees for finance and strategy.

Trustees bring expertise from philanthropy, law, communications, and grassroots organising, ensuring balanced oversight. In July 2024, trustee Brita Fernandez Schmidt stepped down after nearly two years of valued service, leaving the Board with strengthened systems for governance and accountability.

Risk Management:

The Trustees regularly review the charity's risk register and implement strategies to mitigate operational, financial, and reputational risks. In 2024, particular attention was given to managing uncertainty in global markets and the potential impact on SEJA's income streams. Actions taken included diversifying sources of income, strengthening financial management systems, and maintaining a designated reserves fund. The Trustees also monitored risks related to the roll-out of SEJA's new digital platform, ensuring that safeguarding, accessibility, and data security were properly addressed.

Charitable Objectives

SEJA's mission is to support children and young people living below the poverty line, particularly those in communities facing violence, inequality, or exclusion. Our objectives are to:

1. To advance in life and relieve needs of children and young people aged between 3-18 living below the poverty line in the developing world through:
 - a. The provision of recreational and leisure time activities provided in the interests of social welfare, designed to improve their conditions of life;
 - b. Providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals; and
 - c. Advancing their education in particular but not exclusively by the provision of native and English language classes, geography classes and the study of art, dance, photography and media.
 - d. Preserving and protecting of health and mental well-being of such children and young people, experiencing emotional, behavioural and other challenges and complex needs by providing art-as-therapy programmes and family therapy sessions, that, amongst other things, promote engagement with learning and inclusion in schools and communities, for the public benefit.
 - e. The advancement of education for the public benefit by providing training and support for those who work with children and young people experiencing challenges in their lives.

Impact Overview for 2024

2024 was a year of expansion, resilience, and innovation for SEJA. Building on six years of grassroots support, SEJA modelled and visioned its impact digitally, enabling us to connect new local leaders worldwide while continuing to deliver deep, place-based programmes in Brazil and London. The launch of the Digital Impact Hub was a milestone in our journey-designed to give changemakers access to professional development, mentoring, and donor connections no matter where they are.

At the same time, our cultural programmes remained central to SEJA's DNA. [KEBRA 2024](#) was one of the year's standout successes. What began in 2019 as a small grassroots dance battle has grown into a major international cultural festival, celebrating Hip Hop as a tool for identity, resistance, and transformation. In 2024, KEBRA brought together more than 100 dancers and over 1,000 spectators, featuring some of Brazil's most renowned breakers, poets, and artists. It showcased Hip Hop's role as a global social movement while remaining deeply rooted in Brazil's vulnerable communities. Led by SEJA's cultural team-Dani, Ayesca, Samuel, and JP-the festival embodied leadership from within the culture, proving that Hip Hop is not just entertainment, but a driver of long-term opportunity. One example was B-Boy Kley, who after winning KEBRA built

a sustainable career on the international stage, a story that reflects the festival's power to change lives.

Alongside large-scale cultural moments like KEBRA, SEJA continued to invest in individual leaders and their communities. Our programmes in 2024 included:

- 45 workshop days (180 hours) of professional development.
- 710 hours of one-to-one mentorship with grassroots leaders.
- 85 changemakers supported (a 21% increase from 2023).
- 3,500 children and young people engaged weekly, with a further 75,000 indirect beneficiaries reached through cultural activities and events.
- £150,000 (globally) invested directly into communities, through changemaker salaries and project costs.

Stories from the Field

VUSS Surf Project, Rio de Janeiro

Over the past six years, SEJA has empowered changemakers to grow and sustain their impact, with partners increasing their reach by an average of 120% and raising 300% more funds annually compared to before their partnership with SEJA. Among the many inspiring stories is the journey of VUSS, a surf school founded by Mistre in Rio de Janeiro.

When SEJA first connected with Mistre, his project was little more than a dream. Today, VUSS is thriving, supported by DHL, a major international brand. "The workshops helped us grow and believe in ourselves. Winning our first grant was a milestone moment. Before SEJA, grants felt out of reach—they existed, but not for us. SEJA gave us the skills and confidence to make it happen," Mistre explains. VUSS now provides hundreds of children with safe, positive spaces on the shoreline of Rio's favelas, offering not just surfing lessons, but a sense of belonging and future opportunity.

Grupo Favela Dance Company, Complexo do Alemão

Another story of transformation is that of Samuel, who grew up in one of Rio's most violent favelas. Initially, breakdancing saved his life, giving him a form of self-expression that opened new doors. But tragedy struck when his brother—an emerging dancer—was killed in a shootout. Samuel spiralled into despair until he found SEJA, which equipped him with the tools to channel his pain into purpose.

He went on to found Grupo Favela, a contemporary dance company now performing across Brazil. With SEJA's support, the group has taken shows like *Motirõ* and *Corpo Negro* to national festivals, receiving standing ovations and recognition as professionals. For Samuel, the journey has been deeply personal: "SEJA gave me the belief that I could turn my dream of starting a favela-based contemporary dance company into reality." Today, Grupo Favela offers young

people the opportunities his brother never had-the chance to be seen, heard, and valued before it is too late.

Founder's Letter – Dylan Brown

Dear Friends,

2024 was a milestone year in every sense. We celebrated six years of SEJA's journey, a journey that began in the favelas of Rio and has now grown into a platform with global reach.

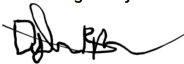
These six years have taught us resilience. From supporting leaders during the pandemic to expanding into new cities like Salvador and London, we've learned that grassroots leadership can thrive anywhere when given the right support. Our Professional Development Programme alone has delivered over 43,000 hours of workshops and 23,000 hours of mentorship since inception, helping leaders grow their projects by more than 120% and raise 300% more funds than before. Those numbers are powerful, but the true impact lies in the children whose lives have been redirected-from the football pitch in Lewisham to the surf schools of Rio.

This year, we also dreamed up the Digital Impact Hub, demonstrating that our model is not only effective on the ground but also scalable through technology. For me, this milestone symbolises the bridge SEJA has always aimed to be: linking donors to changemakers, local leaders to global resources, and community dreams to real opportunities.

Six years on, we are only just beginning. We have built a foundation strong enough to carry us into a new chapter, one defined by growth, solidarity, and impact at scale.

Thank you for believing in this journey.

Dylan Brown
Co-Founder

DocuSigned by:

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Marking Six Years of SEJA

2024 marked an extraordinary milestone for SEJA: six years of impact, growth, and transformation. What began in 2019 with two young founders running between favela projects in Rio de Janeiro has grown into a recognised charity with global reach, an ambitious digital platform, and a community of donors, partners, and changemakers spanning continents.

From Humble Beginnings to Organised Impact

The vision for SEJA was rooted in a simple but profound idea: that the best solutions to poverty and inequality come from the people who live closest to them. From our earliest days, we sought to stand alongside grassroots leaders, equipping them with funding, tools, and visibility. In 2018, we backed our first changemakers in Rio's favelas-leaders like Tio Lino, PlayLife, and Escolinha de Tênis Rocinha-ensuring children had safe places to learn and play.

The turning point came in 2019, when our first charity dinner in London raised over £100,000. Just days before the pandemic began, this event gave SEJA the resources and confidence to move forward. It also introduced us to a circle of supporters and partners who continue to shape our story today.

Resilience in the Face of Crisis

When the COVID-19 pandemic struck, SEJA's model was put to the test. Overnight, the communities we served faced an existential crisis, with schools closed, jobs lost, and violence escalating. Working through our local leaders, we pivoted quickly-delivering food parcels, hygiene kits, and remote learning opportunities to over 500 families. These were moments of deep hardship, but they also demonstrated the resilience of grassroots leadership. SEJA's role was not to take over, but to enable and amplify.

Growth Across Brazil and Beyond

As restrictions lifted, SEJA entered a period of expansion and innovation. In 2021, we launched our first London hub, testing our model in a new context and proving that grassroots challenges-and solutions-exist everywhere. In 2022, we expanded into Salvador, one of Brazil's most culturally significant cities, where systemic inequality meets a powerful spirit of resistance. By 2023, SEJA had formalised its cultural programming with the creation of KEBRA Festival, a celebration of Hip Hop's power to transform lives. KEBRA quickly became a flagship moment, drawing over 1,000 spectators and the best of Brazil's breaking scene. It was more than a festival-it was a platform for identity, belonging, and opportunity.

Building Capacity Through Professional Development

Central to SEJA's impact has been our Professional Development Programme. Over six years, we have delivered more than 43,000 hours of workshops and 23,000 hours of one-to-one mentorship, supporting leaders in areas such as governance, safeguarding, fundraising, and project management. These investments have allowed changemakers not only to grow their own impact but to become independent. Leaders once reliant on SEJA are now raising funds from major brands, securing government contracts, and employing staff from within their communities. Projects like Sports Fun 4 All, Estrelas de Amanha, and Ballet da Rale are just three examples of grassroots initiatives that have scaled far beyond their beginnings.

Measurable Impact at Scale

The numbers from SEJA's first six years are a testament to the power of this model:

- Over 200 changemakers supported with funding, mentorship, and training.
- 39 community centres strengthened in Brazil and the UK.
- 65,000+ young people impacted annually, through sport, education, and culture.
- £1.1 million raised for grassroots projects.
- Leaders report 120% growth in project reach and 300% growth in fundraising capacity after entering SEJA's programmes.

Behind these statistics are stories of real transformation-young people diverted from gangs into dance classes, girls building confidence through football, children finding mentors who believe in them, and communities united by cultural expression.

Powered by Partnership

SEJA's journey has only been possible thanks to a community of visionary partners.

- **Swarovski Foundation** was one of our earliest champions, enabling us to formalise our professional development work in Brazil.
- **Rexona/Unilever** partnered with us to empower youth leaders, supporting projects that bring sport and safe spaces to disadvantaged communities.
- **Big Yellow Storage** provided three years of sustained support, backing changemakers across London and Brazil while giving us the infrastructure to grow.
- **teamArchie** stood with us in the early years, helping us back grassroots projects in Rio when funding was scarce.
- **Watson Asset Management** has been a key driver of our 2024 digital vision, enabling the creation of the Digital Impact Hub and positioning us for global scale.
- **J Leon Philanthropy Council** has been SEJA's spine, providing consistent belief and partnership, helping SEJA weather challenges and plan for growth.

These funders, alongside hundreds of individual donors, have not only resourced SEJA's work but have become part of the SEJA family, walking alongside us as we reimagine what philanthropy can look like.

SEJA (UK) Financial Overview (2024)

In 2024, SEJA recorded total income of **£148k**, derived from corporate donations (£75k), grants (£31k), Gift Aid (£8k), major donor contributions (£18k), online donations (£16k), and a small amount of interest income.

Expenditure on charitable activities totalled **£108k**, covering Brazil impact delivery, cultural and sports programmes in London, freelance support, and was offset slightly by donations returned.

Administrative costs were **£49k**, comprising staffing and fundraising (£47k) alongside other necessary operating costs (£2k) such as accountancy, consultancy, IT, bank and payment fees, subscriptions, and interest. This gave a net operating deficit of **£9k** for the year. Despite this shortfall, SEJA closed 2024 with sufficient reserves to maintain operations, and the Trustees consider the organisation to be a going concern.

It should be noted that in November 2024 SEJA secured a commitment of **£40k from a private funder**. This donation was received in January 2025 and is therefore not reflected in the figures above, but the Trustees consider it raised in 2024.

Notably, **76% of global expenditure** was directed toward impact-focused work. These UK accounts reflect only the registered UK entity, but SEJA operates as a consortium with sister organisations in Brazil and the USA. Taken together, the consortium ensured that the majority of resources were committed to local projects and community-led delivery.

The Trustees acknowledge with gratitude the role of **Watson Asset Management**, a principal funder of SEJA's new digital vision, whose support has been central to our financial and strategic stability.

Challenges Faced (2024)

2024 was not without difficulty. Global economic uncertainty placed pressure on fundraising, and the roll-out of our digital platform required careful safeguarding, technical adaptation, and cultural sensitivity across contexts. Despite these challenges, SEJA delivered strong results, ending the year with a modest surplus and increased reserves.

Importantly, a major donor commitment made in late 2024-though not received until 1 January 2025-is included within these reserves, giving SEJA the stability and confidence to enter 2025 with momentum.

Volunteers and Team Contributions 24

Our impact is fuelled by people. In 2024, 6 volunteers gave their time and skills, and our staff—largely recruited from the communities we serve—ensured SEJA’s work remained authentic and grounded. Representation matters, and our commitment to employing from within continues to dismantle barriers and showcase the talent inherent in favela and estate communities.

Core Team

- Dylan Brown – Founder
- George Crawley – Founder
- Milene Vivas – Director of Impact
- Jeane Oliveira – CFO
- Jorge Batista – Field Manager
- Lais Pinho – Field Manager
- Dani Sands – Cultural Manager
- Ayesca Mayara – Cultural Manager
- Joey Bose – Grant Writing
- John Barrett – Charity Secretary

Looking to the Future (2025)

Six years in, SEJA has proven that when you invest in local leaders, you create lasting change. What began with small donations and local battles has grown into an ecosystem of changemakers connected to global resources.

The launch of our Digital Impact Hub in 2025 will mark the start of a new chapter. By combining grassroots trust with digital innovation, we are creating a global platform for change-bringing the same trust-based, community-led model that has transformed lives in Rio and London to changemakers across the globe.

As we reflect on our journey so far, we are filled with gratitude-for the leaders who inspire us daily, for the donors and partners who have made this work possible, and for the young people whose courage reminds us why SEJA exists.

Our story is still being written, but one thing is clear: the first six years of SEJA have laid the foundation for a global movement that puts local leadership at the heart of change. With this strong base, SEJA now enters its most ambitious chapter yet. Our commitment to youth, culture, and local leadership remains steadfast, and our vision for 2025 is one of growth, solidarity, and impact at scale.

Strategic Objectives for 2025

Looking ahead, SEJA's strategic priorities for 2025 build directly on the achievements of 2024:

- **Scale the Digital Impact Hub:** Extend the pilot digital system-tested with 10 changemakers across five continents-to a global network of 25 ambassador leaders.
- **Expand the Donor Portal:** Connect 10+ donors directly to grassroots projects, offering transparency and engagement via digital means.
- **Deepen Place-Based Work:** Continue to support physical community sites in Brazil and the UK, ensuring local leaders are resourced and backed by our funder base.
- **Grow Donor Community:** Attend major convenings (UNGA & COP) to recruit new funders and partners to support scaling of the digital model.
- **Rebrand and Engage New Audiences:** Build a refreshed online narrative, including the launch of SEJA's podcast [Not Another Impact Report](#), to attract a new generation of donors and directly connect them with changemakers on the ground.

Chair's Letter – Mimma Viglezio

Dear Friends of SEJA,

This past year was once again marked by political turmoil, wars, and hardship. It has been especially challenging for small charitable organisations like ours, since our resources were stretched to the limit. We urgently needed to find innovative solutions.

The challenges have driven us to think creatively, whilst remaining committed to ensuring that grassroots change makers receive the support they need to uplift those most marginalised in society.

I'm delighted to announce the launch of our Digital Impact Space, a transformative platform that will modernise giving, connect local leaders to global resources, and unlock opportunities for change-makers everywhere.

This bold step forward will scale SEJA's proven model to new heights, breaking barriers and ensuring donations go directly to where they are needed most. The Digital Impact Space

represents not just SEJA's future, but the future of grassroots empowerment and meaningful philanthropy.

Thank you, as always, for standing with us. Your support fuels our vision, and I truly believe that, together, we can achieve something extraordinary.

With gratitude,

Mimma Viglezio

Chair

Signed by:

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Independent Examiners Report



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

Report to the trustees

SEJA (previously ACE Projects)

On accounts for the year ended

31 December 2024

**Charity no
(if any)**

1182685

Set out on pages

18 - 19

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 December 2024.

Responsibilities and basis of report

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

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

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

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:

Date:

28/10/25

Name:

Jo Shenton

Relevant professional qualification(s) or body (if any):

BA ACA 8459903

Address:

J Leon & Company Limited

32 Hampstead High Street

London NW3 1JQ

Accounts (prepared on receipts and payments basis)



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name

No (if any)

Receipts and payments accounts

CC16a

For the period
from

Period start date

To

Period end date

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Individual Donations	15,872	-	-	15,872	1,742
Major Donor	17,750	-	-	17,750	61,350
Corporate Donations	20,100	58,275	-	78,375	50,362
Grants	6,000	25,000	-	31,000	73,918
Gift Aid	8,175	-	-	8,175	11,136
Other Income	20	-	-	20	214
Sub total (Gross income for AR)	67,918	83,275	-	151,192	198,722
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	67,918	83,275	-	151,192	198,722
A3 Payments					
Staff Costs	28,921	10,000	-	38,921	78,317
Marketing/Website	1,500	-	-	1,500	-
General Administration	1,423	-	-	1,423	1,357
Fundraising Costs	575	11,775	-	12,350	9,466
Impact Costs Brazil	20,042	88,493	-	108,535	164,846
Impact Costs London	-	1,390	-	1,390	22,370
Bank Fees	832	-	-	832	181
Interest Paid	16	-	-	16	-
	-	-	-	-	-
Sub total	53,309	111,658	-	164,967	276,537
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	53,309	111,658	-	164,967	276,537
Net of receipts/(payments)	14,609	- 28,383	-	- 13,775	- 77,815
A5 Transfers between funds	- 28,383	28,383	-	-	-
A6 Cash funds last year end	15,081	-	-	15,081	92,896
Cash funds this year end	1,306	-	-	1,306	15,081

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	ACE Projects	1,306	-	-
		-	-	-
		-	-	-
	Total cash funds	1,306	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	Computer	Unrestricted	3,557	-
	Website	Unrestricted	1,500	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	

Accounts



SEJA
(previously ACE Projects)

1182685

Trustees Annual Report & Accounts

For the Year Ending 31 December 2023

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Board of Trustees

Mimma Viglezio Appointed: 05/10/2022

Brita Fernandez Schmidt Appointed: 05/10/2022

Julian Wootton Appointed: 05/10/2022

Claudio Rocha Appointed: 05/10/2022

Executives

G M B Crawley Chief Executive Officer (Appointed: 01/01/2020)

D P Brown Chief Operating Officer (Appointed: 01/01/2020)

Charity Secretary

J A Barrett Appointed: 01/04/2020

Accountants

Jo Shenton
J Leon & Company
32 Hampstead High Street
London
NW3 1JQ (+44 (0) 20 7435 7800)

Independent Examination

Julie Burling
Ingenhaag LLP
39 Eastcheap
London
EC3M 1DT (+44 (0) 20 7626 6355)

Charity Offices

GRD Floor
90 Bartholomew Road
Kentish Town
London
NW5 2AS

Charity Registration Number

1182685

SEJA Annual Report & Accounts 2023

CEO's Letter – George Crawley

Dear SEJA Family,

As we close the chapter on another transformative year, I reflect on all we've achieved together. 2023 was not without its challenges, but thanks to the unwavering commitment of our team, local changemakers, volunteers, partners, and most importantly, the communities we serve, SEJA has emerged stronger.

*This past year, we expanded our reach in Brazil, the UK, and beyond. Through the **SEJA Cypher Circuit**, we brought events and impact to communities often overlooked. These events, which started as small local gatherings, have now become a vital part of SEJA's identity—helping young people express themselves, connect, and feel valued.*

*Our **Professional Development Program** was another cornerstone of our success. By investing in local leaders, we fostered autonomy, allowing these individuals to lead their communities with confidence and without reliance on external aid. This has always been our goal at SEJA: to lift-up communities to create their own sustainable futures.*

Looking ahead, I'm filled with optimism for 2024. We will be launching new projects in Salvador, expanding our footprint, and continuing to lift-up the young people who look to us for inspiration and support. Together, we will keep growing, learning, and transforming.

Thank you for your continued belief in our mission. SEJA is what it is because of you.

Warm regards,

George Crawley
Founder

Signed by:

21096D757AF74E0...

Public Benefit

In accordance with Section 17 of the Charities Act 2011, the Trustees have given careful consideration to the Charity Commission's general guidance on public benefit, ensuring that SEJA's activities continue to align with the charity's principal objectives of improving the lives of children and young people living below the poverty line in developing regions.

Trustees' Report

The Trustees are pleased to present their annual report and financial statements for the year ending 31st December 2023. This report has been prepared in accordance with the Statement

of Recommended Practice (SORP) 2005 and CC16 guidance, ensuring transparency and accountability in all SEJA activities.

Charity Overview

Charity Name: SEJA (previously ACE Projects)

Registration Number: 1182685

Principal Address: Ground Floor, 90 Bartholomew Road, London, NW5 2AS

Trustees:

The trustees managing the charity are named on page 4 of the full financial report.

Structure, Governance, and Management

SEJA is governed by a Charitable Incorporated Organisation (CIO) Constitution, established on 27th March 2019. The governance structure allows for the appointment of trustees for three-year terms, with reappointments subject to a vote at the Annual General Meeting. Trustees are selected based on their skills, knowledge, and relevant experience, ensuring that the board collectively provides the expertise needed to guide SEJA's strategic and operational activities.

Risk Management:

The Trustees regularly review the charity's risk register and implement strategies to mitigate any operational, financial, or reputational risks. In 2023, special attention was given to risks associated with global financial instability and its potential impact on funding streams. Measures such as diversification of income sources, more efficient financial management, and the establishment of a designated reserves fund have been put in place to address these concerns.

Charitable Objectives

SEJA's core mission remains to support children and young people (ages 3-18) who live below the poverty line in developing countries. Our objectives focus on improving their lives through:

1. To advance in life and relieve needs of children and young people aged between 3-18 living below the poverty line in the developing world through:
 - a. The provision of recreational and leisure time activities provided in the interests of social welfare, designed to improve their conditions of life;
 - b. Providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals; and

- c. Advancing their education in particular but not exclusively by the provision of native and English language classes, geography classes and the study of art, dance, photography and media.
- d. Preserving and protecting of health and mental well-being of such children and young people, experiencing emotional, behavioural and other challenges and complex needs by providing art-as-therapy programmes and family therapy sessions, that, amongst other things, promote engagement with learning and inclusion in schools and communities, for the public benefit.
- e. The advancement of education for the public benefit by providing training and support for those who work with children and young people experiencing challenges in their lives.

Impact Overview for 2023

SEJA experienced a transformative year in 2023, expanding its operations both in Brazil and the UK, and consolidating its leadership development programs, cultural outreach, and community empowerment initiatives. Our activities not only continued to impact thousands of young individuals but also laid a foundation for future growth in new regions.

Key Highlights

1. Expansion of the SEJA Cypher Circuit:

This year, SEJA hosted a record 12 Cypher Circuit events across Rio de Janeiro and the UK. These events engaged over 60,000 people digitally and attracted hundreds of local participants. They provided a platform for local talent, particularly from marginalized communities, to showcase their artistic skills, including dance and music, thus creating a positive cultural narrative. The Cyphers also served as a crucial tool in bridging social inequalities by bringing cultural events to underserved neighborhoods.

2. Professional Development Program Success:

SEJA's Professional Development Program empowered 70 community leaders in 2023, offering 1,620 hours of training in nonprofit management, leadership, and community development. This year saw a significant shift, with leaders becoming more autonomous, reducing their dependency on SEJA for financial support and learning how to attract external funding. The program fostered a 67% increase in technical knowledge in the nonprofit sector and resulted in local leaders independently raising R\$35,000.

3. Social Projects Growth:

SEJA's strategic financial and professional support for grassroots social projects yielded notable success in 2023. Our grants enabled community-led initiatives to expand their operations, with key projects in Rio de Janeiro, Natal, and Salvador seeing substantial growth. For example, Projeto Bale da Rale, a community-driven initiative focused on promoting cultural heritage and education through ballet and music, impacted 200 young people weekly and received over £5,000 in direct investment.

4. Global Reach and Partnerships:

SEJA's international partnerships expanded in 2023, with organizations like the Swarovski Foundation and Rexona playing a pivotal role in supporting both financial and operational needs. The SEJA Community Battle, a festival that brought together over 90 dancers competing for sponsorship contracts, highlighted the global cultural outreach of SEJA, emphasizing its commitment to fostering local talent in Brazil's favelas.

5. London Projects and Growth:

In London, SEJA continued to build on its success with projects aimed at addressing youth disengagement and violence. Our partnerships with YouthInk and SportsFun4All provided safe spaces for over 120 young people weekly. Through activities such as football, breakdancing, and book clubs, SEJA is actively creating pathways for young people to develop both personally and academically.

SEJA's Key Achievements in Numbers:

- **60,000+ individuals reached digitally** through online platforms and cultural events.
- **2,370 young people engaged weekly**, representing a 427% increase from 2022.
- **15,000+ young people impacted globally**, showcasing SEJA's expanded outreach.
- **£187,000 invested directly into communities**, a significant increase from previous years.
- **750 hours of safe space service provided per month** to young people in Rio, Natal, and London.
- **35 professional development workshops held**, offering tailored training to leaders across SEJA hubs.

COO's Letter – Dylan Brown

Dear Friends,

2023 was a pivotal year for SEJA. As Chief Operating Officer, I have had the privilege of seeing our organization's operations expand in ways we could only imagine a few years ago. The

challenges of managing such growth, particularly across international borders, were significant, but our team rose to the occasion time and again.

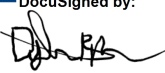
*Our work this year, particularly in **London** and **Brazil**, has been about building systems and structures that can support sustainable growth. From launching new community initiatives to expanding our **Professional Development Program**, every step we took was about ensuring that the communities we serve have the resources, knowledge, and support to thrive.*

*A personal highlight for me was witnessing the **KEBRA Festival** in Rio de Janeiro. This event, which celebrated local culture and gave young people a platform to shine, is a perfect example of what SEJA stands for—empowering the community through culture, leadership, and shared experiences.*

As we look ahead to 2024, I am confident that we are on the right path. With continued focus on professional development, community-led initiatives, and the expansion of our cultural programs, SEJA is set to make an even greater impact.

Thank you for being a part of our journey.

Sincerely,
Dylan Brown
Chief Operating Officer

DocuSigned by:
 10/28/2024
B42FE2E8673C42B...

Financial Overview

In 2023, SEJA's total income amounted to **£198,722**, while expenditures reached **£276,537**, resulting in a deficit of **£77,815**. This deficit was covered by reserves from previous years, allowing SEJA to maintain its core operations without disruption. The shortfall was exacerbated by the unexpected withdrawal of support from the **Swarovski Foundation**, a key contributor to SEJA's operational budget. The foundation was forced to significantly reduce its funding due to unforeseen circumstances, creating a gap in expected income.

Despite this challenge, SEJA's **Reserves Policy** ensured that the organization could continue to operate during this financial downturn. A minimum reserve of **£30,000** is maintained, allowing the charity to cover essential operational costs for up to three months, providing a buffer in case of future funding delays or unexpected financial difficulties.

Strategic Objectives for 2024

As SEJA moves into 2024, several key strategic objectives have been set:

1. Expansion into New Regions:

In addition to deepening our impact in Rio, Natal, and London, SEJA aims to establish a

more substantial presence in Salvador, Brazil. Five new projects will be launched, focusing on community empowerment through boxing, music, and cultural activities.

2. **Sustainability and Fundraising:**

SEJA plans to strengthen the autonomy of its local leaders by providing additional training in fundraising and project management. By 2024, the goal is for all partner projects to secure external funding, reducing reliance on SEJA for day-to-day financial support.

3. **Scaling the Professional Development Program:**

SEJA will double the number of leaders in its Professional Development Program, aiming to engage 10 new projects in 2024. The emphasis will be on helping leaders raise independent funding and creating more sustainable projects.

4. **Cultural Power Through KEBRA Festival:**

SEJA plans to host its largest-ever **KEBRA Festival** in Rio de Janeiro in 2024. This two-day event will highlight the vibrant and diverse culture of Brazil's favelas, featuring dance battles, music performances, art exhibitions, and more. The festival will be a platform to showcase the talents of young people from disadvantaged backgrounds.

Challenges Faced

2023 was not without its challenges. Global economic instability and rising operational costs made it difficult to sustain some initiatives at the levels initially planned. SEJA also faced logistical challenges, particularly in Brazil, where political changes created obstacles in securing certain permits and approvals for community events. Despite this, SEJA's resilience, supported by a committed network of funders, staff, and volunteers, allowed it to continue driving its mission forward.

Volunteers and Team Contributions

SEJA's impact in 2023 would not have been possible without the dedication of its volunteers. Over 10 volunteers in Brazil and the UK contributed their time and expertise, helping to deliver community events, lead workshops, and support young people. SEJA's core team, led by **Dylan Brown (COO)** and **Pamella Lessa (Director of Impact, Brazil)**, played a critical role in ensuring the organization's continued growth and impact.

Looking Ahead

SEJA's plans for 2024 are ambitious. With new projects, expanded cultural outreach, and a growing network of partners, SEJA is poised to continue its mission of creating sustainable, community-led change. As we look to the future, our commitment to empowering young people, developing local leaders, and reducing inequality remains stronger than ever.

Chair's Letter – Mimma Viglezio

Dear Friends of SEJA,

This year has been incredibly challenging for our charity. Global political uncertainties, ongoing conflicts in Ukraine, the Middle East, and Sudan, and the rising cost of living affecting families worldwide have understandably shifted priorities away from small charitable organisations like ours.

However, at SEJA, we remain resilient. We are actively rethinking our strategies and are determined to come back stronger than ever. Our commitment to fostering community-led impact is unwavering, and I look forward to sharing exciting new projects with you soon.

Thank you, as always, for your loyal and continued support. Your belief in our mission gives us the strength to move forward, and I'm confident that the coming year will bring renewed success for SEJA.

Mimma Viglezio

Chair of the Board of Trustees

Signed by:

897807D6A6B247E...

10/28/2024

Independent Examiners Report

Insert here



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
SEJA (previously ACE Projects)

On accounts for the year
ended

31 December 2023

Charity no
(if any)

1182685

Set out on pages

1-12

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 December 2023.

Responsibilities and
basis of report

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

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

29-10-24

Name:

JULIE ANNE BURLING

Relevant professional
qualification(s) or body
(if any):

FCCA CTA TEP

Address:

c/o Ingenhaag LLP

39 Eastcheap

London EC3M 1DT

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

NONE

Accounts (prepared on receipts and payments basis)

Insert here



CHARITY COMMISSION
FOR ENGLAND AND WALES

Accelerating Community Empowerment

1182685

Receipts and payments accounts

CC16a

For the period
from

01/01/2023

To

31/12/2023

Section A Receipts and payments

Unrestricted
funds
to the nearest £

Restricted
funds
to the nearest £

Endowment
funds
to the nearest £

Total funds
to the nearest £

Last year
to the nearest £

A1 Receipts

Individual Donations	1,742	-		1,742	590
Major Donor	56,350	5,000		61,350	20,000
Corporate Donations	21,000	29,362		50,362	57,925
Grants	15,500	58,418		73,918	100,386
Event Income	-	-		-	23,242
Gift Aid	11,136	-		11,136	5,434
Sales	-	-		-	96
Other Income	214	-		214	15
				-	-
				-	-
Sub total (Gross income for AR)	105,943	92,779	-	198,722	207,688

A2 Asset and investment sales, (see table).

	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-

Total receipts **105,943** **92,779** **-** **198,722** **207,688**

A3 Payments

Staff Costs	78,317	-		78,317	64,371
Marketing	-	-		-	16,939
General Administration	1,357	-		1,357	5,532
Fundraising Costs	4,216	5,250		9,466	11,753
Impact Costs Brazil	1,996	162,850		164,846	136,118
Impact Costs London	2,351	20,019		22,370	40,735
Bank Fees	166	15		181	213
Legal Costs	-	-		-	795
Sub total	88,403	188,134	-	276,537	276,456

A4 Asset and investment purchases, (see table)

	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-

Total payments **88,403** **188,134** **-** **276,537** **276,456**

Net of receipts/(payments) **17,540** **(95,355)** **-** **(77,815)** **(68,768)**

A5 Transfers between funds **(95,355)** **95,355** **-** **-** **-**

A6 Cash funds last year end **92,896** **-** **-** **92,896** **161,664**

Cash funds this year end **15,081** **-** **-** **15,081** **92,896**

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	ACE Projects	15,081	-	-
		-	-	-
		-	-	-
	Total cash funds	15,081	-	-

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Computer	Unrestricted	3,557	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	-
			-	-
			-	-
			-	-
			-	-

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval

Accounts



SEJA
(previously ACE Projects)

1182685

Trustees Annual Report & Accounts

For the Year Ending 31 December 2022

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Legal and Administrative Information

Board of Trustees

Mimma Viglezio Appointed: 05/10/2022

Brita Fernandez Schmidt Appointed: 05/10/2022

Julian Wootton Appointed: 05/10/2022

Claudio Rocha Appointed: 05/10/2022

S J D Collins (Resigned: 01/11/2022)

L E Lopez (Resigned: 01/11/2022)

A Q Parker (Resigned: 01/11/2022)

Executives

G M B Crawley Chief Executive Officer (Appointed: 01/01/2020)

D P Brown Chief Operating Officer (Appointed: 01/01/2020)

Charity Secretary

J A Barrett Appointed: 01/04/2020

Accountants

Jo Shenton
J Leon & Company
32 Hampstead High Street
London
NW3 1JQ (+44 (0) 20 7435 7800)

Independent Examination

Julie Burling
Ingenhaag LLP
39 Eastcheap
London
EC3M 1DT (+44 (0) 20 7626 6355)

Charity Offices

GRD Floor
90 Bartholomew Road

Kentish Town
London
NW5 2AS

Charity Registration Number
1182685

Public Benefit

In accordance with Section 17 of the Charities Act 2011, the Trustees have given careful consideration to the Charity Commission's general guidance on public benefit and in particular to continue maintaining its principal objects.

The trustees present their report and accounts for the period ended 31st December 2022

The report has been prepared in accordance with the Statement of Recommended Practice (SORP) 2005 and CC16 guidance.

The charity has chosen to prepare its accounts on a receipts & payments basis because it is not a company and has an income of less than £250,000, which also complies with the charity's governing document and the Charities Act 2011.

Reference and administration details:

Charity name: SEJA (previously ACE Projects)

Registration number: 1182685

Principal address: GRD Floor, 90 Bartholomew Road, London, NW5 2AS

Trustees

The trustees who manage the charity are named on page 4.

Structure, governance and management

The charity is governed by the CIO dated **27th March 2019**. The charity obtained charitable status on 27th March 2019.

Apart from the first charity trustees, every trustee must be appointed for three years by a resolution passed at a properly convened meeting of the charity trustees.

In selecting individuals for appointment as charity trustees, the charity trustees have to regard the skills, knowledge and experience needed to effectively administer the CIO.

Objectives

The Objects of the CIO are for the benefit of children and young people aged 3-18 living below the poverty line in the developing world.

1. To advance in life and relieve needs of children and young people aged between 3-18 living below the poverty line in the developing world through:
 - a. The provision of recreational and leisure time activities provided in the interests of social welfare, designed to improve their conditions of life;
 - b. Providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals; and
 - c. Advancing their education in particular but not exclusively by the provision of native and English language classes, geography classes and the study of art, dance, photography and media.
 - d. Preserving and protecting of health and mental well-being of such children and young people, experiencing emotional, behavioural and other challenges and complex needs by providing art-as-therapy programmes and family therapy sessions, that, amongst other things, promote engagement with learning and inclusion in schools and communities, for the public benefit.
 - e. The advancement of education for the public benefit by providing training and support for those who work with children and young people experiencing challenges in their lives.

Note: Co-Founder

Dear Community Member,

I address you with updates from SEJA's 2022 journey. The year 2022 unfolded as a testament to our collective dedication and unwavering commitment to positive change. I am pleased to share the progress, aspirations, and sincere appreciation for our community's unwavering support. From triumphant expansion into London and Natal to the inspiring growth of projects in Rio de Janeiro, along with invaluable partnerships and support from new friends, 2022 was a year to remember. The pages of this report encapsulate some of the many notable accomplishments of 2022. We invite you to delve into these highlights, each a testament to the impact you've helped us realize.

Anticipating the journey ahead, we are delighted to introduce SEJA's new board of trustees in the UK—a dedicated team committed to guiding SEJA's trajectory to new heights. The promise of 2023 is underscored by our expansion into Salvador (BR), a venture that will take SEJA to over 20 projects spanning Brazil and the UK. In alliance with these endeavors, SEJA's transformative influence is poised to extend to more than 3,500 young individuals through our weekly collaborative initiatives.

While these milestones are certainly cause for celebration, our proudest accomplishment remains the cultural ecosystem that our team has meticulously cultivated. SEJA stands distinct—an organization harmoniously woven together by individuals from diverse countries, cities, and cultures. Navigating the unique challenges presented across Brazil and London has fortified us, transforming our collective challenges into our strongest assets. Irrespective of our roles, from dedicated staff to local leaders, we stand united, empowered by shared energy and an unwavering commitment to our common goals.

SEJA's inception was rooted in the ideals of our communities. It is our donors and team's exceptional spirit that has nurtured it into the remarkable entity it is today. Collaborating with SEJA's leaders has been a privilege and an honor, and I am truly grateful for your continued inspiration. Above all, your steadfast presence for the young individuals who rely on us is nothing short of transformative.

I am filled with anticipation and gratitude for the journey ahead. Your support, dedication, and kindness are the driving forces propelling SEJA to reach greater heights.

DocuSigned by:

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Warm regards,
George Crawley, **Chief Executive Officer**

Activities

Our main activities and services are described below. All our charitable activities focus on accelerating existing local social leaders with a lived experience, motivating and empowering both future generations and their predecessors and are undertaken to further our charitable purpose for the public benefit.

SEJA Model

Financial Power

The provision of financial backing to grassroots community leaders remains a central aspect of SEJA's endeavors. Our partnered local leaders often encounter initial hurdles in the form of insufficient funds. This can arise from factors such as the absence of formal registration, supporting documentation, or avenues for accessing funds. Various circumstances necessitate our partners to secure financial assistance. Through a system of monthly grants, SEJA establishes a foundational support structure for local leaders to construct upon. These grants not only impart a sense of stability but also infuse sustainability into the initiatives.

Professional Power

SEJA has devised the Professional Development Program to bolster the impact of our collaborating local leaders in tandem with the financial support provided. This initiative is designed to facilitate the progression of projects without fostering undue reliance on SEJA's financial contributions.

The Professional Development Program is meticulously tailored to the exigencies of the communities in which we are engaged. The program employs interactive pedagogical methods and pragmatic, attainable content. It harnesses the insights and wisdom of our communities, empowering leaders to cultivate their professional acumen and expand their outreach to the youth they serve, thereby enhancing opportunities. Ultimately, this approach reduces the dependence on SEJA for continuous funding and day-to-day assistance.

What sets the SEJA program apart is our unwavering focus on comprehending the individuals with whom we collaborate. The program adapts seamlessly to the specific contexts and stakeholders we engage with, fostering a deeply personal approach. This, coupled with extensive one-on-one guidance, guarantees that leaders assimilate and implement the strategies gleaned from workshops into their initiatives. SEJA's commitment goes beyond mere resource allocation; every leader maximizes the program's benefits and translates the acquired insights into tangible actions to the best of their capabilities.

Cultural Power

The cultural wing of our organization assumes a pivotal role in driving constructive transformation and nurturing communal bonds within SEJA's purview. A prominent factor

contributing to young individuals gravitating toward antisocial conduct is a dearth of identity and positive role models. SEJA's Cultural Outreach endeavors to provide these young minds with direction and relatable figures to look up to. We actively endorse and provide financial backing to independent artists, dance troupes, and foster community events. This concerted effort aims to foster a sense of community, harness culture as a tool for societal progress, and vividly illustrate to young people the vast potential inherent in their cultural heritage.

Current SEJA Hubs (impact locations)

As we reflect on 2022, the powerful impact of SEJA's initiatives across our hubs is evident. With steadfast commitment and collaboration, we've reached and transformed the lives of thousands of young individuals, thanks to our strategic partnerships and dedicated community leaders.

From Rio de Janeiro to Natal, Brazil, and spanning all the way to London, SEJA has been a beacon of hope, leadership, and change. Below are the achievements that delineate our commitment, our reach, and the passion with which we've embraced our mission:

Rio de Janeiro Hub - 2022

1. 5 Partner Projects.
2. 1,600+ Young people are directly impacted every week.
3. 36 Community leaders.
4. £50,000 Invested into community development.
5. 300+ Support hours p/m for young people and children.
6. 22 Classes/opportunities for young people and children.

(Football, Tennis, Surfing, Breakdance, Theatre, Art, Community Centre/crech)

Rio de Janeiro Leaders - 2022

1. Tio Lino
2. Estrelas Do Mandela
3. Vivendo um Sonho Surf
4. Street Flow
5. PlayLife

Natal (BR) Hub & Leaders - 2022

1. One Partner Project.
2. Leader: Bale na Rale
3. 300+ Young people are impacted weekly.
4. Three community leaders.
5. £10,000 Invested into community development.
6. 120+ Support hours p/m for young people.
7. Six classes/opportunities for young people.

(Ballet, Capoeira, Community Centre/crech)

London Hub - 2022

1. Three partner projects.
2. 120+ Young people weekly.
3. Three community leaders.
4. £50,000 Invested into local community development.
5. 65+ Support hours p/m for young people.

(Book club, football school, community centre and breakdance)

London Leaders - 2022

- YouthInk
- SportsFun4All

Performance & Highlights

Growth from 2021 - 2022

Through the following growth metrics, we're not only extending our reach but also intensifying our impact. With every new project, partnership, and interaction, we're constructing a legacy of transformation and progress that will resonate for generations to come.

1. Projects: 15 (150% Increase)

Our commitment to fostering positive change has led us to substantially expand our project portfolio, witnessing an impressive 150% increase. With 15 new initiatives in progress, our influence has grown exponentially, enabling us to address a wider spectrum of societal needs and challenges.

2. Partnering Local Leaders: 39 (116% Increase)

Supporting local leaders remains central to our mission. The fact that our network now comprises 39 dedicated partners signifies a remarkable 116% increase. This expansion not only extends our reach but also enhances our ability to foster lasting change at the grassroots level.

3. Weekly Young People: 2370 (427% Increase)

Our dedication to nurturing the potential of young minds has resulted in a 427% increase in the number of young individuals engaged on a weekly basis. By connecting with 2370 young individuals each week, we are cultivating a generation prepared to shape their communities and futures.

4. Wider Young People Impacted: 15000+ (650% Increase)

SEJA's commitment to broadening our impact has yielded great results, boasting a 650% increase in the number of young people involved in our initiatives. Surpassing 15,000 individuals, this expansion underscores our ability to create positive reverberations that extend well beyond our immediate sphere.

5. Hours of Safe Space for Young People (Service Hours p/m): 750 (200% Increase)

Recognizing the value of providing secure environments for young individuals to grow, learn, express and develop, we've achieved a notable 200% increase in monthly service hours, offering 750 hours of nurturing brave spaces.

6. 20 Community Events (BR & UK) (900% Increase)

Our dedication to fostering community bonds and celebrating culture has manifested in a 900% increase in the number of community events we organize. With 20 events spanning Brazil and the UK, we're actively connecting people and establishing platforms for marginalized leaders and positive change.

7. Young People Physically Impacted via Events: 1050

Our efforts to engage young individuals physically through events have yielded tangible results, benefiting 1050 individuals directly. These transformative experiences enrich lives and provide enduring insights, relatable leaders and inspiration.

8. Wider Digital Presence and Digital Impact: 60,000

Acknowledging the influence of the digital realm, our expanded online presence has reached 60,000 individuals. This virtual outreach strengthens our capacity to disseminate messages of positivity, inspiration, and change globally.

9. 35 Workshops and Professional Development Opportunities Across the Year (117% Increase)

Demonstrating our commitment to fostering professional growth and skill enhancement, we've achieved an impressive 117% increase in the number of workshops and professional development opportunities offered throughout the year. With 35 workshops now enriching the lives of our beneficiaries, we're equipping individuals with the knowledge and tools necessary to flourish in an ever-evolving world.

10. £145,000+ Invested Directly into the Community in 2022 (70% Increase)

Our dedication to investing in the communities we serve has yielded significant results, with a 70% increase in the direct financial contributions directed into the community in 2022. This substantial investment, surpassing £145,000, underscores our commitment to effecting sustainable change and reinforcing the very bedrock of our communities.

Financing Community Led Initiatives

As above, In 2022, the impact of our initiatives in Rio de Janeiro, Natal (BR), and London has been truly transformative. In Rio de Janeiro, through five partner projects, we have reached over 1,600 young individuals every week, fostering the growth of 36 community leaders and investing £50,000 into community development. Our dedication is evident through the 300+ support hours provided monthly to empower young people and children in various fields, including football, tennis, surfing, breakdance, theatre, and art.

Furthermore, our expansion to Natal has been equally remarkable, with our partner project led by Bale na Rale making a significant difference for over 300 young people weekly, with £10,000 invested and 120+ support hours each month.

Meanwhile, our impactful presence in London is seen through three partner projects that engage 120+ young people weekly, with a significant investment of £50,000 into local community development. Our commitment to growth shines through the 65+ support hours per month dedicated to young people, encompassing book clubs, football schools, community centers, and breakdancing. In London, the passionate leadership of YouthInk and SportsFun4All continues to drive our mission forward, demonstrating our unwavering dedication to empowering and enriching young lives across the globe.

Pairing Lived Experience with Professional Understanding

This year marked a significant milestone as SEJA celebrated the successful completion of the inaugural year of our Professional Development Program. This program, thoughtfully crafted over several years, empowers our collaborating leaders with the essential tools for self-sustained growth, liberating them from financial dependence on SEJA. In this first year, the program welcomed the active participation of fifteen leaders and six partner projects, igniting a powerful journey of transformation.

The cumulative outputs of this initiative is nothing short of remarkable:

- Total Number of Workshops: 450 (30 per leader)
- Total Workshop Hours: 900 (60 per leader)
- Total Collective Support Hours (Workshops, One-to-One Assistance, Mentorships): 1,400
- 109% Increase in Young People Impacted Across All Projects: 977 in Total
- 150% Increase in Total Hours of Monthly Activities Across All Projects: 396
- Total Reach: 15,000+ Individuals

Furthermore, the data showcases more than just numerical growth:

- A substantial 67% Growth in Technical Knowledge in the Nonprofit Domain
- A testament to our collective strength, the Total Fundraised across the Six Projects (independent of SEJA's financial partnership) amounted to R\$35,000.00.

These figures vividly illuminate the depth of our impact. Through our Professional Development Program, we've not only enriched the lives of leaders and young individuals but also sowed the seeds of self-sufficiency and sustainable progress. As we reflect on this year's accomplishments, we recognize the ripple effects that will continue to resonate within our community and beyond, guiding us toward a future that's both impactful and empowering.

Letter from our Director of Impact Brazil

Dear Reader,

SEJA developed the Professional Development Program to help its partnering local leaders grow their impact alongside SEJA's financial support. This program means collaborating projects can evolve without economic dependency on SEJA.

Rooted in the needs of the communities where we work, the program offers interactive teaching methods and practical and attainable content. It incorporates the experiences and knowledge of our communities, helping leaders to develop professionally and grow the number of young people they work with and their opportunities. The program offers personalised professional training for SEJA's collaborating leaders, helping them develop and preparing them for success. Ultimately, we see a decline in dependency on SEJA for funding and daily aid.

The goal was to develop a program with local leaders at the focal point. A program that, with tailored workshops and accessible educational sessions, would help positively progress these leaders and their projects. Over this year, through periodic feedback, it's clear that SEJA accomplished this goal.

Looking at the feedback, SEJA is particularly proud of the program's 100% attendance rate. Primarily, this reflects the facilitators and shows SEJA's respect in the Brazilian non-profit sector. We prove the quality of our workshops with a 67% growth in our local leaders' technical knowledge of the nonprofit sector and an overall NPS score of 80. Our team worked with professionals of the highest level, with lived experience and the tools to offer complicated subject matter in a relatable format.

SEJA also proved that this support directly resulted in increased beneficiaries, activities, and a more autonomous project leader. Our participating projects grew the number of young people they worked with and their activities hours. Crucially, they all increased their funding base.

Thank you for your support,

DocuSigned by:

Pamella Lessa

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Pamella Lessa
Director of Impact, Brazil

Collaborating with Culture

SEJA x Rexona Community Battle Brazil

In a powerful partnership with Rexona, SEJA orchestrated a cultural festival that stands as a beacon of achievement. This vibrant event provided a stage for young Brazilian artists to channel their passion and unveil their artistic prowess to the world. Across two days, the festival welcomed over 600 spectators who were captivated by the artistry of 90 dancers across three distinct categories, each competing for a year-long sponsorship contract courtesy of Rexona.

Yet, this event was much more than a spectacle of dance and competition. It was a platform that resonated with purpose and significance. The festival spotlighted the exceptional talents of favela-based artists, showcasing emerging talents like Shury and A Bronca, alongside our own independent luminary, João. The festival gives young people an opportunity to relise relatable leaders, changemakers and find inspiration through local culture.

In the realm of impact, the event achieved multifaceted triumphs:

- A dynamic platform for artists to transmit their messages, imbuing art with purpose and resonance.
- An avenue for the younger generation to forge a profound connection with their cultural heritage.
- A golden opportunity for dancers to seize a life-altering sponsorship from Rexona, propelling their aspirations into reality.

As we reflect on this event, we stand on the edge of boundless possibilities. The SEJA x Rexona Community Battle epitomizes our unwavering commitment to nurturing talent, fostering cultural enrichment, and providing unparalleled opportunities for growth. With great anticipation, we eagerly await the chapters yet to unfold in our continued partnership with Rexona, united by our shared vision of cultural power and transformation. Bring on the next festival!

https://www.youtube.com/watch?v=eOxprnshiQ&ab_channel=SEJATV

Grupo Favela: A SEJA Contemporary Dance School

In the latter part of 2021, SEJA sowed initial seed investment that enabled Samuel, the visionary behind Grupo Favela, to embark on his journey of establishing a contemporary dance school. Throughout the subsequent year, our unwavering commitment translated into an investment exceeding £8,000.00, breathing life into this remarkable project.

Today, Grupo Favela stands as an awe-inspiring testament to the power of dedication and collective aspiration. Comprising exclusively of favela-based black dancers, this ensemble has graced some of Brazil's most iconic stages, all while channeling their success to fuel the very heart of their company.

At the core of Grupo Favela's narrative lies struggle—a dance that transcends physical movement to champion social justice. Their artistry becomes a channel through which they boldly step into a realm often dominated by privilege and homogeneity. With each step they take, they shatter stereotypes, illuminating the realities faced by those hailing from the favela.

To encapsulate the profound impact of this collaboration, we invite you to experience the essence of Grupo Favela through an enlightening short documentary. This visual journey offers a glimpse into the project's essence and Samuel's unwavering mission—a mission that encapsulates resilience, determination, and the ability of art to forge pathways of change.

https://www.youtube.com/watch?v=dyjdEAmp0pg&ab_channel=SEJATV

This documentary serves as a poignant reminder of the transformative potential that can be ignited when determination meets investment. We invite you to witness the tangible embodiment of SEJA's commitment to creating platforms for change and empowerment through the lens of Grupo Favela's remarkable journey.

SEJA London Cultural Arm

Bridging Communities through Culture

The vibrancy of SEJA's Cultural Arm in London shines through each captured moment, each photograph a testament to the profound impact of our endeavours. With unwavering determination, we've woven a tapestry of cultural events that transcend boundaries and unite community.

Impact by SEJA - Peckham Levels

In the radiant light of June 2022, SEJA orchestrated a landmark event that reverberated with culture, diversity, and dance - the Impact by SEJA event at Peckham Levels. Gathering over 80 community dancers, this event became a symphony of celebration. With every graceful movement and rhythmic beat, the corridors of Peckham Levels echoed with the shared heartbeat of togetherness. This event stands as a testament to SEJA's commitment to nurturing unity and providing a platform for local young individuals, and community members to revel in the spirit of togetherness.

Level Up - Devas Club

The Devas Club, a cornerstone of South London's community, thrives as a haven for young people. However, outreach often hinges on financial constraints. In a two-day cultural festival, SEJA lent its support, creating "Level Up" - a spirited event that beckoned the dance community to gather. Over 60 young individuals and 16 children converged from the community center, enticed by the allure of dance. With every step, they unveiled the potential of community engagement.

The Get Down - Parkside Centre

Within the heart of Peabody's Parkside Community, the need for community engagement found its answer in SEJA's initiative - "The Get Down," a captivating social event, transformed the landscape, fusing diverse attractions into an engaging tapestry. From dance classes and roller skating to popcorn and cotton candy the event saw over 70 individuals from the estate take part, but most importantly the young people experienced a new, proud and brave culture.

Embracing the Journey Ahead

With purpose and passion, SEJA's London Cultural Arm emerges as a bridge that traverses communities through the powerful medium of culture. Looking to the horizon, we set our sights on a journey that promises regular classes and events in Peabody communities, unfurling from November 2022 to December 2023. Encompassing roller skating, dance, rap, vegan cuisine, and spoken word, this next chapter is a testament to our commitment to nurturing connections, nurturing growth, and nurturing the very spirit of our shared humanity.

SEJA TV

Partnering with The Evans Cornish Foundation, SEJA presents its groundbreaking project, SEJA TV. Leveraging Brazil's high social media usage, this pilot promotes positive messaging on these platforms. As its first year concludes, SEJA TV's influence is evident among the youth.

Digital Narratives in Focus

SEJA TV is more than a channel—it's an inspiration hub. Anchored in Rio's dance scene, it highlights positive figures and their stories. Through online dance sessions and engaging narratives, it bridges geographical divides, spreading hope and ambition.

Impact Through Exploration

The project delves deep into children's interaction with online influencers, exploring the content that truly resonates. It aims to tailor local leaders' messaging for the digital age, reaching and motivating young audiences effectively.

Expanding Reach and Vision

SEJA's ambition for SEJA TV spans across Rio's favelas and Brazil at large. With 50,000+ youth engaged and over 1,000 viewing hours in 2021, its significance is undeniable.

Favela Artists: Inspiring Growth

SEJA TV's charm lies in its hosts—favela-based artists representing resilience and growth. These cultural ambassadors inspire viewers, showcasing their heritage and positivity.

Investment and Impact

SEJA believes in fostering cultures. SEJA TV amplifies this mission, uplifting communities and individuals. As its influence expands, it continues to touch lives with its transformative messages.

In essence, SEJA TV is not just a medium—it's a commitment to positive growth and a brighter future.

Grupo Favela

Grupo Favela, a contemporary dance group, is a project that we started this year in collaboration with a local favela resident and as a part of our cultural branch that looks to break stereotypes through dance. The group shows the true potential of the favelas and their residents.

This is a long-term project with a goal that the group will perform and bring some sustainability to the charity while also creating legitimate future working opportunities for children in our programmes.

Financial Review

Total income for the year was £207,688 (2021: £176,410). Total resources expended for the year was £276,456 (2021: £99,993) leading to a deficit for the year of £68,768 (2021: £76,427 surplus). This deficit was covered by funds designated from the previous year's fundraising surplus and enabled the charity to continue its core programme of support during the fundraising and operational challenges posed by the global pandemic.

The increased number and size of grants (restricted and unrestricted) was the main contributing factor to the growth of income in 2022. Swarovski Foundation and Albert van den Burgh joined the likes of teamArchie and Rexona supporting programmes in Brazil, while the Weldon UK Charitable Trust joined our community of committed donors to uphold our London programmes.

Contrary to what the current accounts suggest, our private individual donations did not decline. Instead, the resumption of SEJA's annual fundraising dinner meant all major private donors were invited and contributed generously.

SEJA's work is made possible with the continued support of our individual, major and corporate donors, who continued to give generously against a challenging financial landscape.

This record year for income meant that investment in our charitable programmes grew from £46,694 in 2021 to £176,853 in 2022.

A full list of our corporate and grant funders are as follows:

- J Leon Group
- Tulchan Communications
- The Archie Lloyd Charitable Foundation
- Albert Van den Bergh Charitable Trust.
- Rexona
- Unilever
- Swarovski Foundation
- The Weldon UK Charitable Trust
- Beyond Sport Foundation
- Peabody Charitable Trust

Reserves Policy

At the turn of SEJA's 2022/23 financial year, the charity trustees reviewed the charity's requirements for reserves and a designated figure for the sole purpose of supporting essential staff and building operations in the event of unforeseen difficulties.

The level of the Reserves Policy will ensure that the Senior Team will continue to be employed for a period of three months in order for those staff members to source funding to resume the organisation's activities. The level of the Reserves Policy will also cover the core operational costs for three months, to ensure that SEJA's core administrative function is maintained whilst further funding is being sourced. The Reserves Policy is also there in circumstances where the organisation may need to cease to trade to meet outstanding liabilities, including redundancies.

The Trustees have agreed the minimum level of £30,000 being suitable to mitigate against these risks.

Sneak Peek 2023:

Rio de Janeiro Growth 2023:

SEJA is set to elevate its impact in Rio de Janeiro, launching five vital projects this year. These include Projeto Construindo um Futuro, Semeando Axé, Social Luz e Paz, Escolinha "Di Menor Cidadão", and Estrelas da Manhã. These initiatives will provide engaging classes, ranging from football and music to drumming, capoeira, and dedicated community centres. Through these, we aim to enrich the local community and provide an arena for growth, creativity, and connection.

Natal Expansion 2023:

Natal, we're coming with four SEJA projects that are bound to make waves. The projects - City Futebol Club, Surf no Morro do Careca, Capoeira Cordão de Ouro seu Moço, and Filhos de

Mãe Luiza - are primed to offer an exciting mix of classes in surf, football, and Capoeira. Each project is more than just a class; it's a commitment to fostering community bonds, developing skills, and nurturing a sense of identity and purpose among participants.

Salvador Expansion 2023:

SEJA's presence in Salvador is growing, with the introduction of five projects that capture the spirit and passion of the region. Projects like Grupo de Mulheres do Alto das Pombas - Grumap, Projeto Boxe Universal, Projeto Defesa Quilombola, ProBem, and Odeart offer a blend of classes focused on boxing and culture. Through these initiatives, we aim to champion community empowerment, celebrate Salvador's rich cultural heritage, and instil a sense of pride and accomplishment among participants.

London Ventures 2023:

SEJA is making its mark in London, introducing two impactful projects. We're partnering with Vanguard and Parkside to administer two Peabody community centres in South London, where we aim to make a meaningful difference in areas facing challenges of violence and knife crime. Then there's Arum Akom X SEJA. Arum, with his compelling journey from a young tennis enthusiast to a professional player and coach, will provide free tennis programs for young people from disadvantaged backgrounds. Through these projects, SEJA seeks to inspire, engage, and bring about positive transformation in the heart of London.

SEJA Professional Power 2024

2024 marks the exciting addition of 10 new projects to the inaugural year of our professional development program. Our pioneering leaders from the first year will advance to the enriched experiences of year two workshops and opportunities.

SEJA is committed to elevating our already notable KPIs, with a distinct emphasis on fundraising for the second-year projects. Our goal is for all projects to not be 100% reliant on SEJA by the close of year two, generating external donations independent of SEJA's primary funding.

SEJA Cultural Festival - KEBRA 2023

Kebra, presented by SEJA, is a spirited two-day festival in Rio de Janeiro that celebrates the essence of hip-hop culture. Featuring an eclectic mix of activities – from MC showdowns, dance battles, and vogue sessions to musical performances, theatre showcases, workshops, and artistic displays, including graffiti and photography – Kebra is more than just an event. It interweaves the vibrant threads of hip-hop with the rich tapestry of favela culture in Rio. Beyond entertainment, Kebra is a powerful convergence point, fostering dialogue, promoting cultural exchanges, and catalyzing meaningful change.

Welcoming Our New Board of Trustees

SEJA proudly introduces a dynamic addition to our team - a new Board of Trustees brimming with passion, expertise, and global perspectives. Each of our members brings a unique story, experience, and vision to our charity:

- Mimma Viglezio, with a career that's spanned across global brands like Bulgari, Louis Vuitton, and Gucci Group, is now an esteemed consultant advising on strategy, product, and communications. With editorial roles at prestigious platforms like LULA Magazine and SHOWstudio, her international exposure and expertise, as well as her linguistic prowess, are bound to inspire our journey. Based in London, Mimma actively supports innovation, young designers, and bio-fabrication initiatives.
- Brita Fernandez Schmidt is a torchbearer of transformation, women's rights, and equality. Author of 'Fears to Fierce,' Brita utilizes her extensive experience to drive value-led, inclusive, and sustainable working cultures. Originally from Germany with schooling in Venezuela, she's been an unwavering advocate for women's power, and her work with Women for Women International and Womankind Worldwide stands testament to her commitment.
- Claudio Rocha is our voice from the world of sports, academia, and social impact. As a Fulbright Scholar and lecturer at the University of Stirling, Claudio's work on sports mega-events, particularly their social implications, brings a unique perspective to SEJA. From Rio de Janeiro, he champions the use of sports in fostering resilience within marginalized communities.
- Last but not least, Julian Wootton, a Management Consulting veteran turned sustainable entrepreneur, has redefined UK's waterways with GoBoat UK, emphasizing accessibility and sustainability. His commitment to breaking the poverty cycle through education resonates deeply with SEJA's vision.

Together, their collective wisdom and fervour promise to pave exciting pathways for SEJA's mission ahead.

Letter from the Chair

Dear Friends,

As the newly appointed Chair of the UK Board of Trustees, I would like to express my profound gratitude for your generosity and your continuous support.

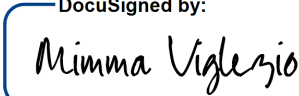
I cannot take credit for the past 12 months, but I can assure you that SEJA's ambitions for the future will be supported by a Board of new Trustees all bringing passion and enthusiasm for its mission, all committing to its ongoing success.

We are ever more inspired by the work of the incredible leaders who are the fabric of our community, and we love to witness their commitment, and the magic that happens when trouble turns into hope, when life is transformed and empowered.

I am grateful for the fantastic work done so far, and I am hopeful that together we will be able to implement many more projects across continents, countries and cultures.

I wish for another year dedicated to building healthy, happy and thriving communities: the SEJA communities.

With all my best wishes,

DocuSigned by:

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Mimma Viglezio
Chair

Structure, Governance and Management

Governing Document

The organisation is a Charitable Incorporated Organisation (CIO) which was incorporated on March 27th 2019. The organisation was established and is governed in accordance with its Constitution.

Recruitment and Appointment of The Board of Trustees

Under the requirements of the Constitution, the members of the Board are elected to serve for a period of 3 years, after which they must be re-elected at the next Annual General Meeting. All members of the Management Committee give their time voluntarily and receive no benefits from the charity.

Due to the nature of our work, much of the charity's work inevitably focuses on young people. The Board of Trustees seeks to ensure that the needs of this group are appropriately reflected through the diversity of the trustee body.

To enhance the potential pool of trustees, the charity has advertised board positions online. The charity seeks trustees who are connected to our cause and can help push forward the objectives stated in the CIO. The more traditional business skills are well represented on the Board of Trustees. To maintain this broad skill mix, members of the Board are requested to provide a list of their skills at the AGM for management to decipher and group for committees.

Trustee Induction and Training

Most trustees are already familiar with the charity, having been encouraged first to attend a two-hour meeting with Management to see the charity's full presentation, as given to funders every year, and also read all charity documents, including but not limited to the CIO Constitution, Business Plan and Theory of Change.

All new trustees must read and comment on Charity Commission's guidance; "The essential trustee: what you need to know, what you need to do". A Q&A pack has also been created and distributed around the board of trustees, both new and old.

All charity trustees are required to attend quarterly board meetings and an AGM.

Volunteers

SEJA is hugely grateful for its wide array of volunteers both home and abroad for their dedicated work to help push the charity's objectives forward.

SEJA Core Team 2022

Dylan Brown - COO
George Crawley - CEO
Pamella Lessa - Director of Impact Brazil
Jorge Batista - Field Manager Rio
Aysesca Mayara - Cultural Assistant
Dani Sands - Cultural Assistant
Jeane Oliveira - Chief Financial Officer
Georgie Evans - Content Writer
John Barrett - Charity Consultant

Risk Management

Management has reviewed the major risks to which the charity is exposed. A risk register has been established and is updated throughout the year. Where appropriate, systems or procedures have been established to mitigate the charity's risks. Significant external risks to funding have led to the development of a strategic business plan which allows for the diversification of funding and activities.

Internal control risks are minimised by the implementation of procedures for the authorisation of all transactions and projects.

Procedures are in place to ensure compliance with the health and safety of staff, volunteers, clients and visitors to the centre. These procedures are periodically reviewed to ensure that they continue to meet the charity's needs.



Section A

Independent Examiner's Report

Report to the trustees/
members of

SEJA (previously ACE Projects)

On accounts for the year
ended

31 DECEMBER 2022

Charity no
(if any)

1182685

Set out on pages

4-25

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 December 2022.

Responsibilities and
basis of report

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

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

25-10-23

Name:

JULIE ANNE BURLING

Relevant professional
qualification(s) or body
(if any):

FCCA
CTA
TEP

Address:

39 EASTCHEAP
LONDON
EC3M 1DT



Receipts and payments accounts

CC16a

For the period
from

01/01/2022

To

31/12/2022

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Individual Donations	590			590	44,763
Major Donor	20,000			20,000	-
Corporate Donations	32,925	25,000		57,925	86,174
Grants	19,000	81,386		100,386	45,175
Event Income	23,242			23,242	-
Gift Aid	5,434			5,434	-
Sales	96			96	298
Other Income	15			15	-
				-	-
				-	-
Sub total (Gross income for AR)	101,301	106,386	-	207,688	176,410
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	101,301	106,386	-	207,688	176,410
A3 Payments					
Staff Costs	64,371			64,371	44,127
Marketing	16,939			16,939	7,999
General Administration	5,532			5,532	727
Fundraising Costs	11,753			11,753	309
Impact Costs Brazil	31,118	105,000		136,118	42,294
Impact Costs London	17,123	23,612		40,735	4,400
Bank Fees	213			213	136
Legal Costs	795			795	-
Sub total	147,844	128,612	-	276,456	99,993
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	147,844	128,612	-	276,456	99,993
Net of receipts/(payments)	- 46,542	- 22,226	-	- 68,768	76,417
A5 Transfers between funds	- 801	801	-	-	-
A6 Cash funds last year end	140,239	21,425	-	161,664	85,247
Cash funds this year end	92,896	0	-	92,896	161,664

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	ACE Projects	92,896	0	-
		-	-	-
		-	-	-
	Total cash funds	92,896	0	-

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Computer	Unrestricted	3,557	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

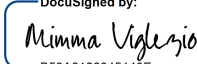
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	-
			-	-
			-	-
			-	-
			-	-

Signed by one or two trustees on behalf of all the trustees

Signature

Print Name

Date of approval

Signature: 
B53A8126045140E...

Name: Mimma Viglezio

Position: Chair

Date: 10/26/2023

Accounts



Accelerating Community Empowerment (ACE Projects)

1182685

Trustees Annual Report & Accounts

For the Year Ending 31 December 2021

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Legal and Administrative Information

Board of Trustees

S J D Collins	Chair (Appointed: 29/03/2019)
L E Lopez	Treasurer (Appointed: 01/01/2020)
A Q Parker	Secretary (Appointed: 01/01/2020)

Executives

G M B Crawley	Chief Executive Officer (Appointed: 01/01/2020)
D P Brown	Chief Operating Officer (Appointed: 01/01/2020)

Charity Secretary

J A Barrett	Appointed: 01/04/2020
-------------	-----------------------

Accountants

Jo Shenton
J Leon & Company
32 Hampstead High Street
London
NW3 1JQ (+44 (0) 20 7435 7800)

Independent Examination

Julie Burling
Ingenhaag LLP
39 Eastcheap
London
EC3M 1DT (+44 (0) 20 7626 6355)

Charity Offices

GRD Floor
90 Bartholomew Road
Kentish Town
London
NW5 2AS

Charity Registration Number

1182685

Public Benefit

In accordance with Section 17 of the Charities Act 2011, the Trustees have given careful consideration to the Charity Commission's general guidance on public benefit and in particular to continue maintaining its principal objects.

The trustees present their report and accounts for the period ended 31st December 2021

The report has been prepared in accordance with the Statement of Recommended Practice (SORP) 2005 and CC16 guidance.

The charity has chosen to prepare its accounts on a receipts & payments basis because it is not a company and has an income of less than £250,000, which also complies with the charity's governing document and the Charities Act 2011.

Reference and administration details:

Charity name: Accelerating Community Empowerment

Registration number: 1182685

Principal address: GRD Floor, 90 Bartholomew Road, London, NW5 2AS

Trustees

The trustees who manage the charity are named on page **4**.

Structure, governance and management

The charity is governed by the CIO dated **27th March 2019**. The charity obtained charitable status on 27th March 2019.

Apart from the first charity trustees, every trustee must be appointed for three years by a resolution passed at a properly convened meeting of the charity trustees.

In selecting individuals for appointment as charity trustees, the charity trustees have to regard the skills, knowledge and experience needed to effectively administer the CIO.

Objectives

The Objects of the CIO are for the benefit of children and young people aged 3-18 living below the poverty line in the developing world.

1. To advance in life and relieve needs of children and young people aged between 3-18 living below the poverty line in the developing world through:
 - a. The provision of recreational and leisure time activities provided in the interests of social welfare, designed to improve their conditions of life;
 - b. Providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals; and
 - c. Advancing their education in particular but not exclusively by the provision of native and English language classes, geography classes and the study of art, dance, photography and media.
 - d. Preserving and protecting of health and mental well-being of such children and young people, experiencing emotional, behavioural and other challenges and complex needs by providing art-as-therapy programmes and family therapy sessions, that, amongst other things, promote engagement with learning and inclusion in schools and communities, for the public benefit.
 - e. The advancement of education for the public benefit by providing training and support for those who work with children and young people experiencing challenges in their lives.

Activities

Our main activities and services are described below. All our charitable activities focus on accelerating existing local social leaders with a lived experience, motivating and empowering both future generations and their predecessors and are undertaken to further our charitable purpose for the public benefit.

Growth in 2021

ACE Projects continued to make huge progress in 2021. We partnered with multiple new leaders and independent favela-based cultural artists growing each pillar of ACE significantly.

ACE also grew to a new city, Natal, accelerating our first favela-based social project, Bale da Rale. Some specific KPIs include

- 1. 30% rise in the number of young people (450) consistently attending ACE projects**
- 2. 2000+ young people physically impacted by ACE Projects in 2021**
- 3. 15,000+ wider young people impacted by ACE Projects in 2021 (Digital Impact Spaces)**
- 4. 300% growth in leaders taking up professional development opportunities (12 full day workshops)**
- 5. 700+ hours of one to one support from ACE Projects core team to local leaders**
- 6. Every ACE Projects impact space grew its number of local leaders and class offerings by 100%.**
- 7. 94% rise in hours of safe space (2000+ hours) for young people to coexist, learn and thrive**

ACE continues to accelerate local leaders by offering opportunities and collectives for young people in the following areas:

- Girls empowerment football class hosted by local leader Tamires in Vidigal favela
- Tennis for children in Vidigal Favela hosted by local leaders Rogério, Leonardo & Aguinaldo
- Breakdancing, Culture and Dance for children in Rocinha is hosted by local leader Rafael (aka - Bala) and local leader Leo
- Girls empowerment football project hosted by local leader Gagui in Mandela
- Theatre class hosted by local leader João at our flagship community centre in Rocinha favela
- Surf school dedicated to working with young people from Rocinha favela hosted by local leader Carlos

Pillar 1: Institutional Support

Programme Intro

Supporting grassroots community leaders financially has been and continues to be a core part of the deliverables at ACE Projects. The first barrier to success that our partner local leaders face is financial. ACE Projects works with projects that are not candidates for outside funding, whether it be lack of registration, supporting documentation, or lack of access, there are a multitude of reasons why our partners do not receive funding. Through monthly donations, ACE

Projects provides a base for the local leader to build on. The donation provides a sense of stability and brings sustainability to the project.

As a part of the financial support, ACE Projects offers our partners monthly feedback sessions where our organization ensures that partners are delivering on their impact goals and it gives a chance for partners to have extra mentorship.

Graciara Silva (Gagui)

Gagui is responsible for hosting a girls' football project in Mandela. Currently, she offers 4 hours of football coaching for 60 girls in her community every week. The project, as of 2021, also has further after-school tutoring for young people attending football classes.

Gagui has been an activist for over 20 years, offering women's football training to youth in the area. She is a wonderfully strong role model to look up for young girls in the community. Football is seen as part of the Brazilian 'machismo' culture. Gagui is teaching the girls in her community that they can play, excel, and change the culture around football to be more inclusive and representative of everyone who loves the game. The boys may make fun of them, but they return every week because Gagui teaches them that they can stand up to sexism and have a place on the football pitch. She runs a 2-hour session twice a week for over 60 registered young people. She is an excellent addition to our team and embodies the values we hold dearly at ACE.

Tamires

Tamires is responsible for hosting a girls football project in Vidigal favela, but her impact space (local name: Play life) also offers mixed tennis offering a total of 10 hours of tennis and football coaching every week to 110 local children.

Tamires is the head of Playlife in Vidigal. She is another strong female role model for the girls in the favela to look up to, and she makes sure they understand their worth on and off the pitch. In the lockdown, she even taught the students how to make footballs at home to keep them entertained and learning new skills! Tamires didn't know what she wanted from life, but after participating in a football project until 18, she went to university to study Physical Education. She then founded Playlife for girls in the favela, later developing the tennis project with the help of ACE. She is a perfect role model for the girls, showing them how sport gave her a direction in life, and how she can pave that path for others. She runs three football classes weekly, clocking over 120 hours in the past 5 months for 75 young people per week. Her impact on so many young girls, encouraging them into sports they have not previously felt

they could play, is extraordinary! She also runs the tennis project, providing over 10 hours to 35 children who arrive weekly. Her ability to bring the community together through sport is inspirational, but she didn't stop there.

Rafael (Bala)

Bala offers 2 hours of breakdancing weekly to 60 children from his community.

Rafael is one of the original break dancers from Rio. There is a direct lineage that you can follow back to Luke BRC, the first breakdancer in Rio. Rafael was a part of his crew, learned from Luke, and is on a mission to pass his knowledge on to others. He lives and breathes his culture and just wants to pass it on. You can't get through a conversation with Rafael without him circling back to the fact that he considers it his life mission to share his culture!

Tio Lino (Uncle Lino)

Our flagship collab community centre in Rocinha favela has grown considerably throughout 2020/21, now offering 20 hours of extracurricular support to 40 children in Rocinha favela.

We have introduced two new classes to the community centre. We now offer a theatre class (run by dedicated local leader Joao) and one-to-one tutoring sessions to help those struggling with school work.

Theatre is a great way to get young people to express themselves, move outside their comfort zone, and work as a group to make something together.

Coupled with academic help, we hope these new projects aid the social and academic skills of all the young people at the centre. And judging by their enthusiasm, we think it's working!

We have 50 young people across our four classes (Breakdancing, Theatre, Tutoring and Art Therapy). We have five weekly classes, with over 20 hours of extracurriculars available.

Vivendo um Sonho Surf (New 2021)

Carlos, a product of a social project himself, founded Vivendo Um Sonho Surf (VUSS) in 2017. He started the project because he saw that surf culture was dying in Rocinha, and through first hand experience he knew and knows the power of surfing as a tool to keep young people away from violence. ACE Projects is honoured to be collaborating with Carlos and his ambition. In collaboration with ACE, his initiative offers surf lessons to 40 young people from Rocinha favela.

The Street Flow (New 2021)

Born and raised in Complexo do Alemão, JP is not afraid to face any battle. A prominent dancer in the Rio de Janeiro Hip Hop scene, JP has competed in some of the world's most prestigious events, including Juste Debout, and even found himself on prominent television shows like the Xuxa Show.

JP uses Hip Hop to teach the value of art, culture, and education through The Street Flow Project. He hopes that young people who pass through his project gain a new perspective on life, dreams for a better future, and a pathway to achieve those dreams. Currently, JP is working with 40 young people from the community.

Bale da Rale (New 2021)

Balé do Ralé is a community development project located in the Comunidade do Japão, Natal. The project aims to change lives through dance, lower violence in the community, and show the world that ballet is not just for more affluent families, but young people from favelas can dance too.

Bale do Rale has a solid base and a vast potential to grow and solidify its impact. Their future goals are developing the project, hiring more professors, and becoming more of a community centre, offering various classes to children in the area. Through a partnership with ACE Projects, we are confident that we can help them achieve their goals, grow their impact, and help more people in the community.

Overview - Institutional Support by the numbers in 2021

ACE Projects is delighted to have grown its leader intake from 16 to 22 in Brazil. Boasting 8 incredible and impactful projects across 6 favelas in two cities across Brazil (Rio & Natal).

Currently, ACE Projects has 450 young beneficiaries, split 45% young girls, 55% young boys, coming through our projects regularly (3-5 times weekly) but saw well over 200 children through our projects in 2021. Every month, ACE provides over 160 hours of extracurricular classes and collectives for favela-based children, moreover, it is important to note children often, if not always, spend most of their time in our impact spaces and thus, ACE provides multiple 1000's of hours for safe space for children to grow and develop away from negative influences violent communities face.

Pillar 2: Professional Development

A core focus of ACE Projects activities in 2021 was launching a professional development programme in partnership with Rexona (Unilever).

The ACE Projects professional development programme is rooted in the needs of the communities where we work. The programme offers personalised/professional training for ACE Projects grassroots community leaders, helping them develop as professionals and people preparing them for success in the nonprofit market. Through interactive teaching methodologies, practical and attainable content, and valuing and incorporating the experiences and knowledge of the communities where we work, the programme helps leaders grow and sustain their impact.

What differentiates the ACE Projects programme from other opportunities in the marketplace is our focus on and understanding of the people with whom we work. These are not blanket solutions. Not only is the programme designed and adaptable to where and who we are working with, but the implementation is also executed on a personal level. The workshops are in person; we then offer countless hours of one-to-one help to ensure that the leaders are learning and implementing strategies from the workshops into their program. ACE Projects does not simply offer the resources, we ensure each leader gets the most out of the programme and implements the lessons to the best of their ability.

Throughout 2021, ACE Projects was proud to offer 12 workshops to 16 favela-based local leaders and more than 700 hours of one-to-one mentorship for local leaders to engage what they were learning in the professional development programme in their physical impact spaces.

Community Leader Day 2021

On May 5th, we celebrated national community leaders day. ACE Projects took advantage of the special date and took its leaders to lunch in one of the most popular and touristic neighbourhoods in Rio de Janeiro. 16 leaders were present.

Many community leaders find it challenging to leave their communities and visit the city; either the lack of financial conditions or the violence present in their community prevents them from coming and going safely. Offering a day of rest, leisure and fun was a meaningful way to value our leaders and show them how much they mean to their communities and us.

Pillar 3: ACE Cultural Arm

The cultural arm has been a key part of our impact in Brazil and something that we expect to see similar results for in the UK. Children who enter gangs often do so because gang members are larger-than-life figures in their communities, the people with the power. Moreover, being a part of a gang means being a part of something that gives children a sense of identity and worth; it is a lifestyle rather than just a working occupation. Children must be offered the chance to be a part of something else that will give them a sense of identity and pride. Children need other idols and, just as importantly, ways to become like them.

The cultural branch of the charity empowers our community leaders and their cultural identities. Helping community leaders, their projects, and cultures become a dominant part of the community hierarchy, providing strong cultural alternatives for youth. The youth then follow in the path of their role models, adopting new cultural identities, leading them to become community leaders and removing them from the cycle of urban violence.

Outreach/Field Trips

Throughout 2021, ACE was proud to provide a total of 16 events and field trips to collaborating projects. From celebrating national holidays to museum trips and chances to meet favela-born Olympic athletes, we provided 100s of young people with incredible, empowering and inspiring days out.

- PlayLife x Estrelas do Mandela Football Tournament
- Street Flow visit to Rio Expo
- Tio Lino Cultural City Tour
- Playlife Culural City Tour
- Tio Lino Cultural City Tour
- PlayLife visit to Museu do Amanhã (Museum of Tomorrow)
- Several beach trips and hikes, and more...

A Visit from Olympians

Street Flow and ACE Projects Local Leader JP was thrilled to introduce Olympic Gold and Silver medalist Rebeca Andrade to the project. Rebeca Andrade is a shining example of the talent and success that the favela can produce. Thank you, Rebeca, for all the inspiration you provide to the favela-based community and everyone, everywhere.

Tio Lino and ACE Projects Local Leader Leo were incredibly proud to welcome future Olympian Itsa Gonçalves to the Tio Lino Breakdancing Collective. Itsa will be representing Brazil in Breakdancing at the Paris 2024 Summer Games. Again, Itsa is from a favela and is a shining example of success for all the young people attending ACE Projects.

PlayLife x Estrelas de Mandela Football Tournament

On February 27th, ACE Projects held its first girl's football tournament in the Vidigal community.

Estrelas do Mandela (an ACE Projects partner) from the city's north traveled to the south to play against another ACE Projects project, Playlife. Despite the obvious similarities, both being football social projects focused on young girls, the projects have very different personalities due to the difference in the culture of the two favelas.

Over 26 girls played in four matches spanning over three hours. The day was filled with many fun and impactful moments. The girls integrated with another community, another "culture," made new friends, and interacted with local leaders. After the final whistle, the girls had a fantastic lunch followed by a tour of Vidigal favela, where they took pictures of some of Rio's most famous landmarks.

Days like this show the full scope of our work, and we were incredibly proud to be standing alongside leaders Tamires and Gagui, watching them in their element, coaching and impacting the lives of young girls through football.

We're looking forward to taking the girls from Vidigal to Manginhos shortly for another impactful experience for students and leaders alike.

ACE TV

In partnership with The Evans Cornish Foundation, ACE Projects is running a pilot project that leverages Brazil's high social media consumption rates to push positive messaging onto these platforms. Currently, six months into the pilot, ACE TV takes positive role models from the Rio de Janeiro dance community, shares their stories, and offers dance workshops all online.

The pilot project aims to understand how children interact with social media influencers. What type of content do they consume, and how local leaders' messaging can be adapted to fill this area? In the long term, ACE Projects hopes that ACE TV can provide direction, role models, and purpose not just to the children that ACE has direct contact with but to children in favelas throughout Rio de Janeiro and Brazil.

Key KPIs include

1. More than 15,000+ young people engaged with the channel throughput 2021 (August - December)
2. Over 160 hours watched by young people from across Brazil
3. All hosts on the channel are favela-based artists across the dance culture. ACE Projects was proud to invest in their cultures and help spread positive messaging around their impact.

GRUPO FAVELA

Grupo Favela, a contemporary dance group, is a project that we started this year in collaboration with a local favela resident and as a part of our cultural branch that looks to break stereotypes through dance. The group shows the true potential of the favelas and their residents.

This is a long-term project with a goal that the group will perform and bring some sustainability to the charity while also creating legitimate future working opportunities for children in our programmes.

ACE Community Battle 2021

We hosted our inaugural Rocinha community breakdance event. Held over two days, the event showcases the very best of the favela-based dance community and also offers a wonderful opportunity for ACE Projects to collaborate on breakdance projects to show off their stuff. Last year (2020), the event saw 32 professional dancers and 45 young people from ACE collaborating projects. We also had more than 100 young people across our projects come to spectate.

This year (2021), the event was bigger and better. You can watch a video via [this link](#). Again, hosted over two days, the event saw more than 500 favela-based young people in attendance. We had 57 favela-based dancers dance in the battle, and all collaborating ACE Projects dance projects were able to attend. The event also showcased Grupo Favela for the very first, but far from the last time. We're looking forward to hosting an even bigger event in November 2022.

Achievements & Performance

As indicated in the above section 'Activities' the charity has successfully carried out thousands of hours of extracurricular support in a wide range of classes for hundreds of beneficiaries and Local Leaders.

Overview KPIs Revisited

- Increase 30% Number of consistent young people
- Increase 300% Number of professional development opportunities for favela-based leaders
- Increase 100% Number of leaders per ACE collaborating project
- Increase 93.8% Number of hours of safe and brave space for young people
- Increase 87.5% Number of support teachers per favela based project

Outcomes

We ran a series of surveys across 4 projects to demonstrate and prove the impact our collaborating local leaders are making. As a result of young people attending ACE collaborative projects:

Tio Lino

- 80% of young people said their relationship with leaders is excellent, very good and good.
- 95% of young people said they highly valued school.
- 99% of young people said they have dreams and a desire for a career.
- 99% of young people said they had improved skills and talent in classes carried out in their local projects such as dance, and photography.

Estrelas do Mandela

- 80% of young people said their relationship with leaders is excellent, very good and good.
- 94% of young people said they highly valued school.
- 98% of young people said they have dreams and a desire for a career.
- 99% of young people said they had improved skills and talent in classes carried out in their local projects such as football.

PlayLife

- 70% of young people said their relationship with leaders is excellent, very good and good.
- 94% of young people said they highly valued school.
- 99% of young people said they have dreams and a desire for a career.
- 99% of young people said they had improved skills and talent in classes carried out in their local projects such as football.

StreetFlow

- 90% of young people said their relationship with leaders is excellent, very good and good.
- 98% of young people said they highly valued school.
- 99% of young people said they had improved skills and talent in classes carried out in their local projects such as football.

Financial Review

The charity with the help of its board, providing sound financial management, was able to raise £176,410 and hold reserves of £161,664 for the year 2021.

Principle Funding Sources

Aside from the charity's events and online fundraising, the charity has managed to secure and continue its core financial partnerships. The core partners are; J Leon & Company, Tulchan Communications, The Archie Lloyd Charitable Foundation and Albert Van den Bergh Charitable Trust. In 2021, ACE was successful in closing further core partnerships with Rexona, Swarovski Foundation and The Evans Cornish Foundation as well as a range of other smaller family foundations.

Reserves Policy

The Board of Directors has examined the charity's requirements for reserves and in light of the main risks to the organisation. It has established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets held by the charity should be between 6 - 8 months of expenditure. The budgeted expenditure of 2022 is £136,000, and therefore the target is £68,000 to £91,000 in general funds. The reserves are needed to meet the working

capital requirements of the charity, and the trustees are confident that at this level, they would be able to continue the charity's current activities in the event of a significant drop in funding.

Plans for Future Periods:

Brazil

The plan is to continue our core activities as above whilst solidifying and growing a core network of local leaders and projects to continue creating impact inside their communities in Rio de Janeiro and Natal.

We intend to focus more time, energy and resources on the professional development programme whilst also drawing out the Cultural Branch to be a significant focus of the charity and its ambition.

Expanding to London

Subsequently, ACE intends to scale its operation to London. ACE has identified multiple Local Leaders and projects working in the London area and aims to accelerate at least two local leaders throughout 2022. Much of this expansion depends on securing local funding to pilot the endeavour. Some identified projects include:

1. Chayse Boys Book Club

A welcoming learning environment for young boys from disadvantaged backgrounds in London. The club was set up after Mel, the founder, returned from a holiday with her 9-year-old son, Chayse. Excited to tell his classmates about his time away in New York, Chayse was impacted when he found out that most of his age group hadn't even left their local community over the course of the year. He returned home to his mum, disillusioned and disheartened.

Since that trip in 2016, Mel has worked tirelessly to offer young boys in London the opportunity to explore the world outside the confines of their neighbourhoods. Mel is full of passion, energy and is wholeheartedly committed to her social initiative- and we love it!

Chayse Bookclub provides books and educational resources to encourage its members to read, learn and bond with their peers in a fun and safe environment, increasing their literacy and confidence levels whilst deterring them from engaging in anti-social behaviour. Chayse book club is changing the narrative- literally!

2. Sports Fun 4 All

A biweekly football session for young people aged 3 to 21. Born and bred in Lewisham himself, Kieran started the social project as a response to the dwindling free youth

provisions available in South London. As the pandemic took its toll in lower-income areas, Kieran introduced free school meals alongside his weekly sessions.

Having worked as a youth outreach mentor for many years, Kieran is loved and respected amongst his local community. Guaranteed anyone in a 5-mile radius of the football pitch knows who he is! We love Kieran's relentless determination to improve opportunities for young people, always putting in the work behind the scenes to keep the wheels of his social initiatives well-oiled.

Rebrand

ACE is excited to embark on a newfound partnership with Pearlfisher, an award-winning product design and brand agency. ACE will be rebranding to the working name SEJA and, with the help of Pearlfisher, create a brand which better represents the communities and people we work with.

In Portuguese, SEJA means 'to be'. Our work embraces the power of local social leaders to inspire individuals and communities to be the creators of their own journey. A dynamic journey that opens up the possibilities and potential to become whoever they want to be.

Structure, Governance and Management

Governing Document

The organisation is a Charitable Incorporated Organisation (CIO) which was incorporated on March 27th 2019. The organisation was established and is governed in accordance with its Constitution.

Recruitment and Appointment of The Board of Trustees

Under the requirements of the Constitution, the members of the Board are elected to serve for a period of 3 years, after which they must be re-elected at the next Annual General Meeting. All members of the Management Committee give their time voluntarily and receive no benefits from the charity.

Due to the nature of our work, much of the charity's work inevitably focuses on young people. The Board of Trustees seeks to ensure that the needs of this group are appropriately reflected through the diversity of the trustee body.

To enhance the potential pool of trustees, the charity has advertised board positions online. The charity seeks trustees who are connected to our cause and can help push forward the

objectives stated in the CIO. The more traditional business skills are well represented on the Board of Trustees. To maintain this broad skill mix, members of the Board are requested to provide a list of their skills at the AGM for management to decipher and group for committees.

Trustee Induction and Training

Most trustees are already familiar with the charity, having been encouraged first to attend a two-hour meeting with Management to see the charity's full presentation, as given to funders every year, and also read all charity documents, including but not limited to the CIO Constitution, Business Plan and Theory of Change.

All new trustees must read and comment on Charity Commission's guidance; "The essential trustee: what you need to know, what you need to do". A Q&A pack has also been created and distributed around the board of trustees, both new and old.

All charity trustees are required to attend quarterly board meetings and an AGM.

Volunteers

ACE is hugely grateful for its wide array of volunteers both home and abroad for their dedicated work to help push the charity's objectives forward.

Risk Management

Management has reviewed the major risks to which the charity is exposed. A risk register has been established and is updated throughout the year. Where appropriate, systems or procedures have been established to mitigate the charity's risks. Significant external risks to funding have led to the development of a strategic business plan which allows for the diversification of funding and activities.

Internal control risks are minimised by the implementation of procedures for the authorisation of all transactions and projects.

Procedures are in place to ensure compliance with the health and safety of staff, volunteers, clients and visitors to the centre. These procedures are periodically reviewed to ensure that they continue to meet the charity's needs.

Signature

A handwritten signature in black ink, appearing to be 'Sam Collins', written above a horizontal line.

Name: Sam Collins

Position: Chair

Date: 17th September 2022

Independent Examiners Report



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

**Independent examiner's
report on the accounts**

Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Accelerating Community Empowerment

**On accounts for the year
ended**

31 December 2021

**Charity no
(if any)**

1182685

Set out on pages

3-18

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 December 2021**.

**Responsibilities and
basis of report**

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

**Independent
examiner's statement**

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

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

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

Signed:

Date:

26.10.22

Name:

JULIE ANNE BURLING

**Relevant professional
qualification(s) or body
(if any):**

FCCA CIOT TEP

Address:

39 EASTCHEAP

LONDON

EC3M 1DP

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of
any items that the
examiner wishes to
disclose.

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Accelerating Community Empowerment		1182685		CC16a
Receipts and payments accounts				
For the period from	01/01/2021	To	31/12/2021	

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Individual Donations	44,763	-	-	44,763	147,042
Corporate Donations	56,174	30,000	-	86,174	4,000
Grants	19,750	25,425	-	45,175	-
Sales	298	-	-	298	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	120,985	55,425	-	176,410	151,042
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	120,985	55,425	-	176,410	151,042
A3 Payments					
Staff Costs	44,127	-	-	44,127	31,794
Marketing	7,999	-	-	7,999	9,931
General Administration	863	-	-	863	459
Fundraising Costs	309	-	-	309	12,377
Impact Costs Brazil	8,294	34,000	-	42,294	37,756
Impact Costs London	4,400	-	-	4,400	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	65,993	34,000	-	99,993	92,318
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	65,993	34,000	-	99,993	92,318
Net of receipts/(payments)	54,992	21,425	-	76,417	58,724
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	85,247	-	-	85,247	26,523
Cash funds this year end	140,239	21,425	-	161,664	85,247

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	ACE Projects	140,239	21,425	-
		-	-	-
		-	-	-
	Total cash funds	140,239	21,425	-

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	Payrol Taxes	Unrestricted	669	-
			-	-
			-	-
			-	-
			-	-

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval

Accounts



Accelerating Community Empowerment (ACE Projects)

1182685

Trustees Annual Report & Accounts

For the Year Ending 31 December 2020

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Legal and Administrative Information

Board of Trustees

S J D Collins	Chair
L E Lopez	Treasurer
A Q Parker	Secretary

Executives

G M B Crawley	Chief Executive Officer (Appointed: 01/01/2020)
D P Brown	Chief Operating Officer (Appointed: 01/01/2020)

Charity Secretary

J A Barrett	Appointed: 01/04/2020
-------------	-----------------------

Accountants

Jo Shenton
J Leon & Company
32 Hampstead High Street
London
NW3 1JQ (+44 (0) 20 7435 7800)

Independent Examination

Julie Burling
Ingenhaag LLP
39 Eastcheap
London
EC3M 1DT (+44 (0) 20 7626 6355)

Charity Offices

GRD Floor
90 Bartholomew Road
Kentish Town
London
NW5 2AS

Charity Registration Number

1182685

Public Benefit

In accordance with Section 17 of the Charities Act 2011, the Trustees have given careful

consideration to the Charity Commission's general guidance on public benefit and in particular to continue maintaining its principal objects.

The trustees present their report and accounts for the period ended 31st December 2020

The report has been prepared in accordance with the Statement of Recommended Practice (SORP) 2005 and CC16 guidance.

The charity has chosen to prepare its accounts on a receipts & payments basis due to it not being a company and having an income of less than £250,000, which also complies with the charity's governing document and the Charities Act 2011.

Reference and administration details:

Charity name: Accelerating Community Empowerment

Registration number: 1182685

Principal address: GRD Floor, 90 Bartholomew Road, London, NW5 2AS

Trustees

The trustees who manage the charity are named on page 3.

Structure, governance and management

The charity is governed by the CIO dated **27th March 2019**. The charity obtained charitable status on 27th March 2019.

Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

In selecting individuals for appointment as charity trustees, the charity trustees have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Objectives

Objectives

The Objects of the CIO are for the benefit of children and young people aged 3-18 living below the poverty line in the developing world.

1. To advance in life and relieve needs of children and young people aged between 3-18 living below the poverty line in the developing world through:
 - a. The provision of recreational and leisure time activities provided in the interests of social welfare, designed to improve their conditions of life;

- b. Providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals; and
 - c. Advancing their education in particular but not exclusively by the provision of native and English language classes, geography classes and the study of art, dance, photography and media.
 - d. Preserving and protecting of health and mental wellbeing of such children and young people, experiencing emotional, behavioural and other challenges and complex needs by providing art-as-therapy programmes and family therapy sessions, that, amongst other things, promote engagement with learning and inclusion in schools and communities, for the public benefit.
2. The advancement of education for the public benefit by providing training and support for those who work with the children and young people experiencing challenges in their lives.

Activities

Our main activities and services are described below. All our charitable activities focus on accelerating existing local social leaders, motivating and empowering both future generations and their predecessors and are undertaken to further our charitable purpose for the public benefit.

The Pandemic & Brazil

Whilst COVID-19 threw many challenges at ACE in 2020 we were able to step up to the task and provide meaningful and physical assistance to favela based residents in a country that wholly ignored international COVID guidelines. Following our fundraising dinner on 5th March 2020, ACE Projects and the board of trustees made a decision to close its impact spaces and community centres. This decision was not made lightly but was necessary to help stop the spread of the virus through some of the poorest communities globally. Whilst ACE lost impact in terms of its service hours for local community children, we were able to continue paying local leaders and staff 80% of their total salary providing them vital financial assistance to get them through the pandemic, in turn, these salaries were used to help to combat local economic depression.

The pandemic also offered ACE an opportunity to call on its stakeholders and wider community (social media followers) to step up and support some of the most marginalized communities globally. Leveraging Brazil's controversial response to the pandemic, we fundraised for funds that were all directed toward food and sanitation baskets for local favela residents. These baskets consisted of a month's food for an entire family (4-5 persons) and

sanitation equipment. We were delighted to provide over 1,000 favela based residents with emergency care and are in awe of our global followers who stepped up and helped raise over £7,000 throughout the campaign.

ACE also directed local leaders to not only hand out these vital food packages in full PPE, but also create meaningful and powerful 'stay at home' videos which we promoted on social media and sent (on WhatsApp) to all parents and children from ACE Projects who had access to phones. The videos included how-to videos, admired local leader videos prompting local residents to stay at home (NOTE: the federal government was doing the opposite), positive mental health videos specific to the pandemic and also videos for children to keep occupied, including 'how to make a home football' and 'good mental health practice' videos.

ACE also was able to host a webinar, 'The Pandemic and Brazil', which saw over 50 attendees and many more who watched the recorded version following the event. The money raised from tickets sales was used to promote the above information and more specifically, a link on our website which gave useful insights on how to stay safe in a pandemic. The event also acted as a platform for raising awareness; the guests included were as follows;

Pamella Lessa representing - ACE Projects: Pamella gave us an insight into how the pandemic has impacted the community leaders and children we work with within the favelas.

Ana Carolina Fernandes - A worldly renowned photographer and documentarian based in Rio de Janeiro: Ana Carolina showed us how the pandemic impacted favelas across Brazil.

Dr. Alexandra Abello-Colak - A researcher in Latin American and Caribbean studies at LSE: Dr. Alexandra Abello-Colak provided insight on the impacts of the pandemic on human security in communities in Latin America.

Furthermore, during the pandemic, we were able to host more online local and international events including, Stay at Home Samba Classes with 'Sambalicious' and breakdancing sessions with JP Black Soul'. These helped to keep our students and followers engaged in the projects and continuing to learn new skills. We later partnered with Zumba for an online fundraising event that saw over 100 attendees dancing at home and learning about ACE Projects. We teamed up with local NGO Move Rio to raise £2000 for emergency aid.

Growth in 2020

Despite the pandemic, ACE Projects made huge progress in 2020. We partnered with multiple new leaders and hired a new operations manager. We have over 200 new weekly students, spreading our impact across the city. We have plenty of new leaders and classes including:

- Girls empowerment football class hosted by local leader Tamires in Vidigal favela
- Tennis for children in Vidigal Favela hosted by local leaders Rogério, Leonardo & Aguinaldo

- A new breakdancing project for children in Pavao is hosted by local leader Rafael (aka - Bala)
- Another girls empowerment football project hosted by local leader Gagui in Mandela
- Theatre class hosted by local leader João at our flagship community centre in Rocinha favela

Leaders 2020 & Extra-Curricular Education and Inspiration

Graciara Silva (Gagui)

Gagui is responsible for hosting a girls football project in Mandela, currently, she is offering 4 hours of football coaching for 60 girls in her community. But her project goes much further than the game of football.

Gagui has been an activist for over 20 years, offering women's football training to youth in the area. She is a wonderfully strong role model for girls in the community to look up to. Football is seen as part of the Brazilian 'machismo' culture. Gagui is teaching the girls in her community that they can play, they can excel, and they can change the culture around football to be more inclusive and representative of everyone who loves the game. The boys may make fun of them, but they return every week because Gagui teaches them that they can stand up to sexism and have a place on the football pitch. She runs a 2-hour session twice a week, for over 60 registered kids. She provided 80 hours of football during the pandemic giving them purpose and exercise at a difficult time. Gagui was instrumental in helping to deliver food packages to families throughout the pandemic, teaching us that we can influence our communities through many different avenues. She is an excellent addition to our team and embodies the values we hold so dearly at ACE.

Tamires

Tamires is responsible for hosting a girls football project in Vidigal favela, but her impact space (local name: Play life) also offers mixed tennis offering a total of 10 hours of tennis and football coaching every week to 110 local children.

Tamires is the head of Playlife in Vidigal. She is another strong female role model for the girls in the favela to look up to, and she makes sure they understand their worth on and off the pitch. In the lockdown, she even taught the students how to make footballs at home to keep them entertained and learning new skills! Tamires didn't know what she wanted from life, but after participating in a football project until she was 18, she went to university to study Physical Education. She then founded Playlife for girls in the favela, later developing the tennis project with the help of ACE. She is a perfect role model for the girls, showing them how sport gave her a direction in life, and how she can pave that path for others. She runs three football classes a week, clocking over 120 hours in the past 5 months for 75 kids per week. The impact she is having on so many young girls, encouraging them into sports they have not previously felt they could play, is extraordinary! She also runs the tennis project, providing over 10 hours to 35 children who arrive every week. Her ability to bring the community together

through sport is inspirational, but she didn't stop there. Tamires also helped hand out the 'cestas basicas' (food packages) to families in her community, providing food and sanitation to families most in need during the lockdown.

Rafael (Bala)

Another new leader at ACE Projects, Bala offers 2 hours of breakdancing every week to 60 children from his community (Pavao).

Rafael is one of the original break dancers from Rio. There is a direct lineage that you can follow back to Luke BRC, the first breakdancer in Rio. Rafael was a part of his crew, learned from Luke, and is on a mission to pass his knowledge onto others. He lives and breathes his culture, and just wants to pass it on. You can't get through a conversation with Rafael without him circling back to the fact that he considers it his life mission to share his culture!

Pavãozinho is a favela that straddles Ipanema and the Copacabana, meaning it rests between two very wealthy, touristic areas of Rio. The cultural divide between the tourists and the favela residents is huge, and Rafael is keen to get his kids down to the beach, and tourists into the favela, to show how much each can learn from the other. Rafael gives two classes a week (2 hours a class) but we often find him at the community centre on his days off giving extra classes. He gives classes to 60+ students in Rio. Tio (uncle) Bala has become famous in the area, with everyone wanting to come to join his classes and follow his culture and way of life. A true leader.

Tio Lino (Uncle Lino)

Our flagship collab community centre in Rocinha favela has grown considerably throughout 2020, now offering 20 hours of extracurricular support to 40 children in Rocinha favela.

We have introduced two new classes to the community centre. We now offer a theatre class and one-to-one Tutoring sessions, to help those struggling with their school work.

Theatre is a great way to get the kids to express themselves, move outside their comfort zone, and work as a group to make something together.

Coupled with academic help, we hope these new projects aid the social and academic skills of all the kids at the centre. And judging by their enthusiasm, we think it's working!

We have 50 kids across our four classes (Breakdancing, Theatre, Tutoring and Art Therapy). We have five classes a week, with over 20 hours of extracurriculars available. As schools closed in lockdown, we knew that tutoring would become more important at the centre. We want our children to thrive on all fronts, and we refuse to let the pandemic get in the way of their academic success. Being stuck at home can damage the self-esteem of anyone, but particularly children. By reinforcing the academic side of life, Tio Lino has become a centre of

learning as well as extra-curricular activities, providing a safe, all-rounded space for the kids to rediscover their confidence.

Overview - ACE Projects by the numbers in 2020

ACE Projects is delighted to have grown its leader intake from 6 in 16 in Brazil. Boasting 6 incredible and impactful projects across 5 favelas in Rio de Janeiro. Currently, ACE Projects has 300 young beneficiaries, split 45% young girls, 55% young boys, coming through our projects regularly (3-5 times weekly) but saw well over 1000 children through our projects in 2020. Every month, ACE can provide over 38 hours of extracurricular class to 300 favela based children, that's 11,400 individual hours for beneficiaries, moreover, it is important to note children often if not always spend most of their time in our impact spaces and thus ACE provides multiple 1000's of hours for safe space for children to grow and develop away from negative influences violent communities face.

Other Impact

Throughout the year we were also able to provide several outings and field trips for local leaders and children. Due to the pandemic, these were limited but we were delighted to take children to museums and regular beach trips. Each project is also provided with a budget to feed children daily and thus we provided thousands of meals throughout 2020.

Training and Advance for Local Staff/Leaders

Throughout 2020, we were able to host 2 team days dedicated to each leader standing up and sharing impact concerning their projects. Leaders gave useful insights into some key topics such as 'how to engage children from the outset' and 'how to report on impact'. These training sessions provided useful information for leaders to take home to their projects and will lead to greater impact in 2021.

In September 2020 we conducted a confidential survey for local leaders. We were delighted that all 16 leaders took part in the online survey and we were happy with the results:

1. 100% Feel as if they are making an even bigger impact in their students' lives collaborating as an ACE Project.
2. 100% Feel they either always or frequently receive the necessary aid from ACE Projects.
3. 100% Are excited about their professional goals in 2021.
4. 100% Feel comfortable and happy with our partnership arrangement and collaboration.

In 2020, local director, Pamella, was able to sit down at least 5 times with each leader one to one. These sessions offer vital advice on impact and smooth runnings of operations for local leaders and their initiatives.

Outreach

ACE has dedicated more time and effort to blogs and online outreach. These useful bits of writing can be found in the blog section of our website. Whether they are reports on our impact or useful insights into urban violence, this platform hosts a great opportunity for well over 6,000 ACE followers to get involved.

As specified in the 'Pandemic & Brazil' section, ACE was able to host online classes and activities for well over 1,000 beneficiaries including, Zumba Classes, Samba Classes, Breakdance Classes, Webinars and more. This outreach meant 1000+ more individuals are clued up and talking about ACE Projects and problems favela based residents face.

Events Local

Local Grassroots Leadership Documentary

We were hugely fortunate to have Emil Walker (a documentarian from the USA) visit us and the projects in Rio de Janeiro. Last year, Emil, a professional freelance videographer came to Rio to shoot a film about community leaders in the favelas of Rio de Janeiro. He partnered with us to film the project with the kids from the organization and Tony Barros' students. They helped film and interview the leaders. The film showed the hidden stories in the favelas, and how communities have so many talents and creative outlets that are overlooked by the media. It will go a long way to breaking the negative stereotypes reinforced by the media and give a platform to the people making positive changes in the favela. If you would like to watch the film please do so [here](#).

Rocinha Breakdance Battle

We hosted our inaugural Rocinha community breakdancing event. Held over two days, the event brought together 45 kids from three different favelas, and hosted dance classes, break battles, and a front-row seat to watch the professionals work their magic. We wanted the event to go beyond simply dancing: We hosted a forum about the importance of Hip Hop in Community Development so that the dancers and kids in attendance understood the wider goals for bringing people together to perform.

On Sunday, the dancing was hosted in a theatre at the top of Rocinha, which has been disused for years. The funding fell away many years ago as government budgets refused to stretch to favela areas. We cleaned it up, installed lights and electricity, and soon the amphitheatre was booming with local community residents. Overall, we had 32 dancers from across Brazil, and everyone received medals from a world-famous breakdancer.

Best of all, over 100 kids from our community projects came to get involved and support, and it was amazing to see them integrated with all these talented people, knowing they too could be on that stage. The event was a huge success, and we're looking forward to our next one.

Events International

ACE Projects Fundraising Dinner 2020

On the 5th March 2020, ACE Projects hosted its first charity fundraiser. We were incredibly fortunate to host this event prior to the national COVID-19 lockdown. It was a huge success. The dinner, fittingly held at the Queens Tennis Club, had over 100 guests in attendance and was followed by an auction. We were completely blown away by the generosity of everyone who was there, with their help we managed to raise a total of £82,000.00 (excluding Gift Aid) and we are so proud to see the ACE family come together in such a communal sense. With this money, we ensured that all of our projects continue to expand and the local salaries are covered for the whole year. Moreover, we can extend into new favelas with larger outreach projects, ensuring that ACE Projects reach more communities and allow them to thrive. We are endlessly indebted to all those who have contributed to ACE, and it is a pleasure to share the progress of our children and the community leaders, who are thriving with your help.

Online Events

ACE Projects hosted many online events in 2020 to both keep beneficiaries engaged throughout the pandemic but also raise awareness to its global audience. Below are some of the events that were a success

1. Sambalicious x ACE Projects fundraising and impact event saw charity followers from across the world tune in and support ACE Projects via contributing to the charity in exchange for learning Samba.
2. JP Black x ACE Projects, JP is a world-famous breakdancer who did an 'Instagram takeover' for all ACE Projects dance students to tune in and learn from one of the best dancers in the world.
3. Zumba x ACE Projects, we hosted an online Zumba event that saw over 100 donors buy tickets for the event. The Zumba teachers (Rodrigo and Benjamin) were great advocates for the charity and gave a good insight into the work we carry out day to day.
4. The Pandemic & Brazil, in partnership with Dr. Alexandra Abello Cork and Ana Carolina, gave over 50 viewers a good insight into the effects of COVID-19 across the Latin world. The event was ticketed and funds raised were used to promote stay-at-home material and advice for favela based residents.

Past Leaders & Projects Impact 2019

Victor - Tennis Rocinha

Our collaborating tennis project in Rocinha favela established external funding which is a credit to the ACE Projects charity model. We were delighted to play our part in the acceleration of leader Victor and his 150 students. In December 2018 Victor's project wasn't able to host any tennis classes or children to the impact space due to financial problems, court maintenance and a lack of direction. ACE accelerated this project for an entire year investing over £20,000. This included financial help for all staff salaries, court repairs, student meals and equipment (supported by HEAD UK). We are so happy to see the project achieving impact on an autonomous level and excited to see what the future holds for local leader Victor and his project.

Tony Barros - Photography Rocinha

Our photography exhibition curated by students from Rocinha is no longer running. We accelerated local leader Tony Barros for a year in Rocinha favela to carry out photography classes twice a week. The project was a massive success and saw a photography exhibition curated by children from Rocinha favela exhibit 6 times globally, including exhibitions in London, France and Ireland. The exhibition saw over 4000 attendees who all benefited from learning about what the favela was straight from the children's eyes and was used as a fundraising initiative to cover the costs of the exhibitions. Tony was unable to continue his work with children from Rocinha favela due to travel restrictions. Tony is from a favela in the west zone and the commute was just too far to continue. We are hoping to do something in Tony's home favela (Cidade de Deus) in the future. Whilst Tony was not able to continue his work Emil highlighted above was able to provide his students with fantastic involvement in 2020.

Achievements & Performance

As indicated in the above section 'Activities' the charity has successfully carried out thousands of hours of extracurricular support in a wide range of classes for hundreds of beneficiaries and Local Leaders. Although at this early stage it is very difficult to read any tangible long-term sustainable development for the communities we look to serve, the charity is delighted with its short term key performance indicators.

Youth

We have continued to see consistently well above average grades for students across ACE accelerated projects. Both grades inside their local project and at their mainstream facilities have continued to impress our local leaders and the ACE Projects, team.

We have also carried out many confidential student surveys in 2020. We are looking forward to cross-examining these surveys against the same surveys done by children from wealthier neighbourhoods, other projects and other schools to further indicate the success of our model and ACE Projects initiatives.

Local Leaders

As specified above, our local leader survey indicated great success in the model and we're looking forward to delving further into what else we can do to enhance local leaders' projects and personal well being leading to greater success and impact inside their communities.

General

ACE has over 5,000 beneficiaries located in favelas. This number is estimated due to the local families we support through our acceleration of local leaders. It is also due to our local leaders being strongly advised to teach their students to take home their passion for helping others.

Children from our spaces report they are also teaching their siblings, friends and parents what they have learnt inside ACE projects. Whilst ACE has 300 very consistent students coming through our projects, we saw well over 1,000 children come through ACE projects last year. We are also able to assist parents/legal caregivers by providing them with time away from their children to work, meals they don't have to buy themselves and education/inspiration that would otherwise be paid for.

Events

As specified above we held many local and international online events for 1000's of people to be involved with, coupled with our in-person events including the Rocinha favela breakdance battle, London Fundraising Dinner and Emil's documentary, we estimate over 4,000 people have been directly associated with an ACE event in 2020.

Example Beneficiaries

So what is it like to be a student at an ACE project?

Gabriel & Richard

Gabriel and Richard are two of our breakdancing students who have stepped up to the plate, or more accurately, into the BB circle! Both of them have fallen in love with breakdancing, and their energetic enthusiasm is infectious (the best use of this word in 2020!) They are focused on their craft and believe that they can be like the leaders who run the sessions. Our collaborating local leaders know that they have the power to impact the students they teach and watching these two develop and grow as BBoys is a testament to the positive role models who inspire them. They have adopted the culture of Breakdancing, and in doing so, have developed an identity for themselves that they will hold on to for a lifetime. We can't wait for them to be running their own sessions, showing kids that Breakdancing can offer a path towards real chance. Congratulations to BBoys, Gabriel and Richard!

Luis-Guilherme

Luis, who is 13 years old, attends Tennis in Vidigal. Luis has a natural ability to play tennis and has taken it in his stride. His leaders, Rogerio and Cuca, noticed he was progressing faster than most of the other children. Since then, Luis has taken a more active role in teaching other children, copying his leaders' techniques, and helping other children to progress. He is another example of someone who has taken to a new culture, found leaders he wants to be, teaching a class he wants to be a part of. We're looking forward to seeing Luis' and subsequently other children's progress in 2021.

Roberta

Roberta is a prime example of someone who came to a project hosted by ACE, found a culture she belonged to and an identity she can be proud of. What makes Roberta stand out is her courage. The class she attends in Rocinha, run by Kikinho and Leonardo, is a breakdance class. Amongst all the children in this class, Roberta is the only girl in her breakdance class. But the best way to tell Roberta's story is through her own words: "I was born in the largest

favela in Latin America, Rocinha, but I am not ashamed of who I am or where I am from. I love to dance. I want to be the inspiration of children around the world, I want them to look at me and say, 'I can be the same, I can be different, I can be a breakdancer and I change the world like her'."

Financial Review

The charity with the help of its board, providing sound financial management support and our key funders was able to raise £151,042 and hold reserves of £85,247 for the year 2020.

Principle Funding Sources

Aside from the charity's events and online fundraising, the charity has managed to secure and continue its core financial partnerships. The core partners are; J Leon & Company, Tulchan Communications & The Archie Lloyd Charitable Foundation. New financial partnerships include Oundle School and the Albert Van den Bergh Charitable Trust amongst other smaller foundations and partnerships.

Reserves Policy

The Board of Directors has examined the charity's requirements for reserves and in light of the main risks to the organisation. It has established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets held by the charity should be between 6 - 8 months of expenditure. The budgeted expenditure of 2021 is £136,000 and therefore the target is £68,000 to £91,000 in general funds. The reserves are needed to meet the working capital requirements of the charity and the trustees are confident that at this level they would be able to continue the current activities of the charity in the event of a significant drop in funding.

Plans for Future Periods

The plan is to continue our core activities as above whilst maintaining, solidifying and growing a core network of local leaders and locals projects to continue creating impact inside their communities in Rio de Janeiro.

It is the charity's aim to scale our work into communities needing our model in cities located in the North of Brazil. It is in the best interest of the charity to do this as cities located in the North of Brazil are not often visited by tourists and thus suffer more than cities that are at the top of the media on a frequent basis. ACE wants to work in these cities due to very little help from charities to accelerate local, on the ground social leaders and projects. A city at the top of our list is Natal, a city which is located on the most North Easterly point of Brazil making it the closest city to Europe. Its location makes it a drug trafficking hot spot and therefore a violent city. ACE plans to accelerate a leader in one of Natal's many favelas.

Structure, Governance and Management

Governing Document

The organisation is a Charitable Incorporated Organisation (CIO) which was incorporated on March 27th 2019. The organisation was established and is governed in accordance with its Constitution.

Recruitment and Appointment of The Board of Trustees

Under the requirements of the Constitution, the members of the Board are elected to serve for a period of 4 years after which they must be re-elected at the next Annual General Meeting. All members of the Management Committee give their time voluntarily and receive no benefits from the charity.

Due to the nature of our work much of the charity's work inevitably focuses upon young people. The Board of Trustees seeks to ensure that the needs of this group are appropriately reflected through the diversity of the trustee body.

To enhance the potential pool of trustees, the charity has advertised board positions online. The charity seeks for trustees who are connected to our cause and can help push forward the objects stated in the CIO. The more traditional business skills are well represented on the Board of Trustees. In an effort to maintain this broad skill mix, members of the Board are requested to provide a list of their skills at the AGM for management to decipher and group for committees.

Trustee Induction and Training

Most trustees are already familiar with the charity having been encouraged to first attend a two-hour meeting with Management to see the charity's full presentation, as given to funders on a yearly basis, and also read all charity documents including but not limited to the CIO Constitution, Business Plan and Theory of Change.

All new trustees are required to read and comment on Charity Commission's guidance; 'The essential trustee: what you need to know, what you need to do'. A question and answer pack has also been created and distributed around the board of trustees, both new and old.

All charity trustees are required to attend a monthly committee meeting, tri-monthly board meetings and an AGM.

Volunteers

ACE is hugely grateful for its wide array of volunteers both home and abroad for their dedicated work to help push the charities objects forward.

Risk Management

Management has conducted a review of the major risks to which the charity is exposed. A risk register has been established and is updated throughout the year. Where appropriate, systems or procedures have been established to mitigate the risks the charity faces. Significant external risks to funding have led to the development of a strategic business plan which allows for the diversification of funding and activities.

Internal control risks are minimised by the implementation of procedures for the authorisation of all transactions and projects.

Procedures are in place to ensure compliance with the health and safety of staff, volunteers, clients and visitors to the centre. These procedures are periodically reviewed to ensure that they continue to meet the needs of the charity.

Signature

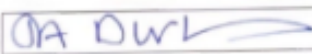


Name: Sam Collins

Position: Chair

Date: 25th September 2021

Independent Examiners Report

Section A		Independent Examiner's Report	
Report to the trustees/ members of	ACCELERATING COMMUNITY EMPOWERMENT (ACE)		
On accounts for the year ended	01.01.20 to 31.12.20	Charity no (if any)	1182685
Set out on pages	1-17 and 19-20		
Responsibilities and basis of report	I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2020. As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act"). I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.		
Independent examiner's statement	I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect: - the accounting records were not kept in accordance with section 130 of the Charities Act; or - the accounts did not accord with the accounting records;# I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached. * Please delete the words in the brackets if they do not apply.		
Signed:			Date: 25-10-21
Name:	Julie Anne Burling		
Relevant professional qualification(s) or body	FCCA, CTA, TEP		

(if any):

Address:

Ingenhaag LLP

39 Eastcheap

LONDON, EC3M 1DT

Section B

Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

Accounts (prepared on receipts and payments basis)



CHARITY COMMISSION
FOR ENGLAND AND WALES

Accelerating Community Empowerment		1182685		CC16a
Receipts and payments accounts				
For the period from	01/01/2020	To	31/12/2020	

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Funds transferred from Crawley Coaching on 28 March 2019	-	-	-	-	20,973
Donations	151,042	-	-	151,042	40,585
Foreign exchange gain	-	-	-	-	869
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	151,042	-	-	151,042	62,428
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	151,042	-	-	151,042	62,428
A3 Payments					
Staff costs	29,794	-	-	29,794	2,796
Marketing	9,931	-	-	9,931	3,952
General administration	459	-	-	459	1,218
Fundraising Costs	12,377	-	-	12,377	435
Impact Costs Brazil	39,756	-	-	39,756	27,505
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	92,318	-	-	92,318	35,905
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	92,318	-	-	92,318	35,905
Net of receipts/(payments)	58,724	-	-	58,724	26,523
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	24,601	1,922	-	26,523	-
Cash funds this year end	83,325	1,922	-	85,247	26,523

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

Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
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B1 Cash funds

	to nearest £	to nearest £	to nearest £
ACE Projects	83,326	1,922	-
	-	-	-
	-	-	-
Total cash funds	83,326	1,922	-

B2 Other monetary assets

Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval