



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
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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



CHARITY COMMISSION
FOR ENGLAND AND WALES

Accelerating Community Empowerment

1182685

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: 
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Name: Mimma Viglezio

Position: Chair

Date: 10/26/2023
