



SEJA
(previously ACE Projects)

1182685

Trustees Annual Report & Accounts

For the Year Ending 31 December 2023

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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

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.*

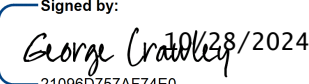
*Our **Professional Development Program** was another cornerstone of our success. By investing in local leaders, we fostered autonomy, allowing these individuals to lead their communities with confidence and without reliance on external aid. This has always been our goal at SEJA: to lift-up communities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

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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.

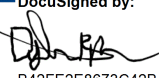
*Our work this year, particularly in **London** and **Brazil**, has been about building systems and structures that can support sustainable growth. From launching new community initiatives to expanding our **Professional Development Program**, every step we took was about ensuring that the communities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

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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