



**ANNUAL
ACCOUNTS &
REPORT
August 2020 -
July 2021**



"Azalea made me feel like I was worth something"

- Ellie, supported by Azalea.

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REFERENCE AND ADMINISTRATION DETAILS

Charity's Name: Azalea

Registered Office: PO Box 1290, Luton, Beds, LU1 9HZ

Charity's Principal Address: 3a Upper George Street, Luton, Beds LU1 2QX

Governing Document:

Azalea registered as a CIO on 21 July 2020 and is currently in a period of transition. The CIO Constitution is dated 21 July 2020.

The charity is preparing to transfer activities from Azalea Trust number: 1126716 during the 2021-22 financial year.

CIO Number: 1190508

There were no financial transactions for CIO 1190508 up to 31 July 2021.

Board of Trustees:

As at 31st July 2021, the Board of Trustees comprised

Grace Sentamu-Baverstock, Revolving Chair
Mark Plane, Treasurer
Amanda McCalla-Leacy
Anna Theron
Sam Hargreaves

CHARITABLE OBJECTIVES AND ACCOUNTABILITY

The Trustees have referred to the Charity Commission's General Guidance on Public Benefit when reviewing the aims and objectives and in planning future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

Azalea is engaged in:

- Education/training;
- The advancement of health or saving of lives;
- The prevention or relief of poverty;
- Religious activities.

Through our work we aim to:

- See an end to sex trafficking in Luton
- Help men, women and communities impacted by sex trafficking to build new lives through developing stable, trusting and positive relationships which in turn:
 - Help us provide practical support tailored to the individual/community need; and
 - Help us consider all aspects of their situation, the choices they have made and opportunities for the future
- Offer a non-institutional environment and/or presence along with a holistic and therapeutic response to all those caught up in sex trafficking, in recognition of the trauma suffered, and its impact on mental and physical health and trust in the services offering support.
- Build strong relationships with other agencies that:
 - Help us share information and improve local responses to sex trafficking; and
 - Enable us to effectively signpost people to other forms of support;
- Build a wide and diverse community of support across churches and the local community through which:
 - the local community is informed and gains an understanding about sex trafficking;
 - communities are equipped to be supportive toward those caught in sex trafficking; and
 - understanding and support leads to actively working together for positive outcomes;
- Run a sustainable and financially sound organisation, governed by policies and procedures;
- Consult and partner with others to bring our expertise to the challenges they face in tackling the impact of sex trafficking in the locality.