

**SWELL REVOLUTION ANNUAL REPORT AND ACCOUNTS**  
**FOR THE PERIOD FROM 29 DECEMBER 2020 TO 31 DECEMBER 2021**

**Swell Revolution**  
**CHARITY INFORMATION**  
**FOR THE PERIOD ENDED 31 DECEMBER 2021**

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**Swell Revolution**  
**CHARITY INFORMATION**  
**FOR THE PERIOD ENDED 31 DECEMBER 2021**

|                                    |                                                                                                           |
|------------------------------------|-----------------------------------------------------------------------------------------------------------|
| <b>Trustees</b>                    | Nicola Jane James<br>John Leonard Lovell<br>Peter Timothy Martin<br>Rebecca Anne Offley<br>Stephen Offley |
| <b>Key Staff</b>                   | Peter Martin (CEO)                                                                                        |
| <b>Governing Document</b>          | Memorandum and Articles of Association dated 8 December 2020.                                             |
| <b>Charity Registration Number</b> | 1193986                                                                                                   |
| <b>Company Registration Number</b> | 13101459                                                                                                  |
| <b>Principal Address</b>           | 10 Upperton Gardens<br>Eastbourne<br>East Sussex<br>BN21 2AH                                              |
| <b>Independent Examiner</b>        | Paul Newton FCA<br>Jacob Cavenagh & Skeet<br>5 Robin Hood Lane<br>Sutton<br>Surrey<br>SM1 2SW             |
| <b>Bankers</b>                     | HSBC BANK PLC<br>94 Terminus Road<br>Eastbourne<br>East Sussex<br>BN21 3ND                                |

**Swell Revolution**  
**TRUSTEES' ANNUAL REPORT**  
**FOR THE PERIOD ENDED 31 DECEMBER 2021**

The trustees have pleasure in submitting the Report and Accounts for the period.

**Objects of the charity**

The charity is a charitable company and is governed by its Constitution. The objects of the charity, as set out in the governing document are:  
To Advance and Promote Christian Faith and Values through the Production and distribution of music, media and other art forms.  
Provision of resources and educational material enabling the public to engage in and develop the Christian Faith and Values through music, media and other art forms.  
Training and equipping of individuals and organisations to create artistic content.

**Summary of the charity's main activities and achievements**

Swell Revolution was established to reach millions of children and families with the good news of God's love for them.  
Our vision is to produce the most professional and enjoyable Christian content for children and youth that has ever been created in the UK.  
Our mission is to equip churches, families, schools and youth groups across the world, meeting the enormous need for high-quality multimedia resources for a digital generation.  
Our journey started in 2018, when Pete James began producing children's worship songs and music videos, creating the brand Cheeky Pandas, and Swell Revolution was established as a charity in 2021.  
More than 125,000 printed copies of an accompanying AR prayer map were distributed to schools, churches, and houses.

There is a significant lack of good quality, Bible-based digital resources in the UK, yet research shows that almost half of Christians come to faith before the age of 11. YouTube use among 3–7-year-olds now stands at 86%, watching an average of 3 hours a day, mainly cartoons. Through Cheeky Pandas we are reaching children and families at a critical age, through a format they love, pointing children and families to Christ. Cheeky Pandas is uniquely placed in that its appeal to the unchurched is vast, but it is also used by churches and families as a discipleship resource, helping children to go deeper in their faith.

Cheeky Pandas is our animated TV series and suite of resources for children aged 3–8. Young children love high energy songs, quality animation and engaging characters. It delivers the good news of Christ and biblical content in a format that will engage them most at a critical age for faith formation and in a way which can be used by schools, churches and groups, supported by a robust network to track usage and impact.

Swell Revolution partner with Wonderborn Studios to deliver Cheeky Pandas resources, working with the Three Arrows team to create the TV shows, and Raise Up Faith to create accompanying activity packs and assembly plans. Our Sunday school curriculum is distributed globally through Wonderborn's Raise Up Faith platform.

We work with the leading UK Christian publishing group SPCK to create Cheeky Panda story books and all of our TV shows are available with BSL interpretation, making it one of the few children's UK Christian resources to be accessible to children and parents with additional needs.

There is evidence of growing commercial viability. Through creating digital resources, books, and merchandise, we are generating an economic engine that will provide a commercial income stream for the future, helping us to staff the work set before us.

**Summary of the charity's main activities and achievements**

To further the above objects and vision, the charity's main activities and achievements were as follows:

In 2021, Cheeky Pandas received a huge amount of support from the Archbishop of Canterbury, becoming the family resource for his global prayer initiative Thy Kingdom Come. Our first TV series gained traction across the world, being shown on TBN and God TV to children in more than 50 countries, as well as being featured on the BBC. The first episodes amassed 278,762 views on digital media during the 11-days of Thy Kingdom Come, Memorandum and Articles of Association which established the objects and powers of a charitable company and is governed under its interpretation, making it one of the few children's UK Christian resources to be accessible to children and parents with additional needs.  
Our accompanying resources including activity packs (inc. additional needs versions), service plans, soft toys, prayer books, songs, action and lyric videos. Live shows featuring giant panda costumes took place at the UK's major Christian festivals. In September 2021 Series 2 was commissioned, themed on the Fruit Of The Spirit (love, joy, kindness, patience), as well as a Royal Jubilee and Christmas special. We began working with the leading UK Christian publishing group to create Cheeky Panda story books, and to mark the Jubilee planned to give away up to 500,000 copies of a special 'Royal' themed book through primary schools, churches, and networks of parents, creating a huge evangelistic opportunity. The brand of Cheeky Pandas was registered as a trademark of the charity to protect it going forward.

**Financial Review**

With the support of the trustees and volunteers the charity raised £294,066 during the period through grants and donations.  
The funds raised are used to pay for the production of Cheeky Pandas TV, accompanying resources, marketing costs, and overheads.



#### **Fundraising approach**

All incoming funds are included in the statement of financial activities when the charity is entitled to. The approach taken by Swell Revolution is to raise funds via voluntary income which is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Funds have been raised through the trustees. We have not received donated services and facilities during the period. The value of services provided by volunteers has not been included in these accounts.

Swell Revolution is registered with the Fundraising Regulator and adheres to the Code of Fundraising Practice. There have been no recorded failures in compliance with the relevant guidelines provided by the Funding Regulator. There were regular reports to the Trustees on the fundraising activities carried out. No complaints were received by the charity in respect of fundraising. Swell Revolution has a Safeguarding policy in order to protect vulnerable people and other members of the public. There have been no reports of inappropriate behaviour by any person undertaking fundraising and the charity has a register which would record any incidents, policies around fundraising will be developed in 2022.

#### **Structure Governance and Management**

The organisation is a charitable company limited by guarantee, incorporated on the 29 December 2020. The charity was established under a Memorandum and Articles of Association which established the objects and powers of a charitable company and is governed under its Articles of Association. Trustees are aware of Charity Commission's guidance on public benefit and how this is provided by the charity. Routine training will be available to trustees. The trustee and other organisational details are on page 2 of this report.

#### **Reserves policy**

The trustees have determined that the charity should aim to hold unrestricted cash of no less than £9,125 (which equates to about 3 months' of unrestricted expenditure) so that the charity could continue to operate should income and / or expenditure vary adversely. At the end of the period, the charity held unrestricted cash of £128,000, significantly more than the charity needs to comply with its policy. The trustees expect that expenditure will increase significantly in future years and that reserves will return to a more normal level.

#### **Plans for the future**

In 2022 we plan a new missional campaign working alongside Thy Kingdom Come to distribute up to 500,000 small story books into schools and churches to share about faithfulness and based upon a royal episode released around the time of the Queen's Platinum Jubilee. We will also release series 2 as detailed above to coincide with the promotion.

We plan to keep momentum going and commission a new series for release in 2023 which will finish the Fruit of the Spirit series and have an Easter special (5 episodes). We also plan to release 3 of the Cheeky Panda books through our partners Lion Hudson plus other resources.

Through doing this work children are reached via a free and fun platform at critical ages for making a decision for Christ, and churches are resourced with high quality material to run children's ministry across various settings and groups.

Beyond the church, the resources reach non-Christians, creating the possibility of culture change in homes through songs, activities and Bible teachings.

Assembly plans will be produced to help UK primary schools to explore faith, both secular and Christian, and children and parents with additional needs will continue to be resourced through our BSL and widget materials.

It is our goal to try and achieve the objectives of the charity through generating a funding model which is not totally dependent on raising funding but using the assets created to generate income for the charity. We see this as a journey over the next 5 years to establish sufficient income to cover our staffing costs. Donations would then all be channelled into the creation and development of new products and ministry activities.

#### **Responsibilities of trustees under charity law**

The trustees (who are also directors of Swell Revolution for the purposes of company law) are responsible for preparing the Trustees' Report (incorporating the directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice)

Company law requires the trustees to prepare financial statements for each financial period which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

1. select suitable accounting policies and then apply them consistently;
2. observe the methods and principles in the Charities SORP;
3. make judgments and accounting estimates that are reasonable and prudent;
4. state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
5. prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Approval**

This report was approved by the trustees and signed on their behalf by:

  
\_\_\_\_\_  
John Lovell

Date: 15 July 2022

**INDEPENDENT EXAMINER'S REPORT**

**TO THE TRUSTEES OF**

**Swell Revolution  
('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the period ended 31 December 2021 set out on pages 8 to 12.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

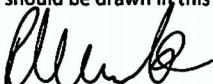
**Independent examiner's statement**

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102)].

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.



Paul Newton FCA

Jacob Cavenagh & Skeet

5 Robin Hood Lane

Sutton

Surrey

SM1 2SW

Date: 18 July 2022

**Swell Revolution**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE PERIOD ENDED 31 DECEMBER 2021**

|                                    | Note | Unrestricted<br>Funds<br>£ | Restricted<br>Funds<br>£ | Total<br>Funds<br>2021<br>£ |
|------------------------------------|------|----------------------------|--------------------------|-----------------------------|
| <b>INCOME FROM:</b>                |      |                            |                          |                             |
| Donations                          | 3    | 288,066                    | 6,000                    | 294,066                     |
| <b>Total income</b>                |      | <u>288,066</u>             | <u>6,000</u>             | <u>294,066</u>              |
| <b>EXPENDITURE ON:</b>             |      |                            |                          |                             |
| Charitable activities              | 4    | 174,101                    | -                        | 174,101                     |
| <b>Total expenditure</b>           |      | <u>174,101</u>             | <u>-</u>                 | <u>174,101</u>              |
| <b>Net income/(expenditure)</b>    |      | <u>113,965</u>             | <u>6,000</u>             | <u>119,965</u>              |
| <b>Net movement in funds</b>       |      | <u>113,965</u>             | <u>6,000</u>             | <u>119,965</u>              |
| <b>Reconciliation of funds:</b>    |      |                            |                          |                             |
| Total funds brought forward        |      | -                          | -                        | -                           |
| <b>Total funds carried forward</b> | 9    | <u>113,965</u>             | <u>6,000</u>             | <u>119,965</u>              |

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

All income and expenditure derive from continuing operations.

The notes on page 10-12 form part of these accounts.



**Swell Revolution**  
**BALANCE SHEET**  
**AS AT 31 DECEMBER 2021**

|                                                       | Note | Total<br>Funds<br>2021<br>£ |
|-------------------------------------------------------|------|-----------------------------|
| <b>CURRENT ASSETS</b>                                 |      |                             |
| Debtors                                               | 6    | 1,500                       |
| Cash at bank and in hand                              | 7    | <u>134,329</u>              |
|                                                       |      | 135,829                     |
| <b>CREDITORS: Amounts falling due within one year</b> | 8    | <u>(15,864)</u>             |
| <b>Net current assets / (liabilities)</b>             |      | <u>119,965</u>              |
| <b>Total assets less current liabilities</b>          |      | <u>119,965</u>              |
| <b>TOTAL NET ASSETS</b>                               |      | <u>119,965</u>              |
| <b>FUND BALANCES</b>                                  | 9    |                             |
| Unrestricted Funds                                    |      |                             |
| General funds                                         |      | <u>113,965</u>              |
|                                                       |      | 113,965                     |
| Restricted Funds                                      |      | <u>6,000</u>                |
|                                                       |      | <u>119,965</u>              |

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the period ended 31 December 2021. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements.

The trustees acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial period and of its incoming resources and application of resources, including its income and expenditure, for the financial period in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the provisions available to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

The notes on page 10-12 form part of these accounts.

The financial statements were approved by the Board of Trustees and were signed on its behalf by:

  
 \_\_\_\_\_  
 John Lovell

Charity number: 1193986  
 Company number: 13101459

**Swell Revolution**  
**NOTES TO THE ACCOUNTS**  
**FOR THE PERIOD ENDED 31 DECEMBER 2021**

**1 Statutory Information**

The charity is a charitable company registered with the Charity Commission in England & Wales. The charity's registered number and principal address can be found on the Charity Information page.

**2 Accounting Policies**

These financial statements are prepared on a going concern basis, under the historical cost convention.

These financial statements have been prepared in accordance with the "Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) ("the Charities SORP"), and with the Companies Act 2006 and the Charities Act 2011. The charity meets the definition of a public benefit entity as set out in FRS 102.

The financial statements are prepared in sterling, rounded to the nearest pound.

The principles adopted in the preparation of the financial statements are set out below.

**a) Going concern**

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the charity's forecasts and projections and the possible implications should projected income and / or expenditure vary unexpectedly. The trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue to operate for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements. In making this assessment the trustees have considered how Covid-19 might affect projections.

**b) Income**

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably. Income tax recoverable in relation to donations is recognised at the time the donation is receivable.

**c) Expenditure**

Expenditure, including irrecoverable VAT, is recognised when it is incurred or, if earlier, when a legal or constructive obligation for a payment arises provided that it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Governance costs, which are included in expenditure on charitable activities but are identified separately in the notes to the accounts, includes costs associated with the independent examination of the financial statements, compliance with constitutional and statutory requirements and any other expenditure incurred on the strategic management of the charity.

**d) Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity. Restricted funds are donations which are to be used in accordance with specific restrictions imposed by donors; they include donations received from appeals for specific activities or projects.

**e) Tangible fixed assets**

Items purchased or donated for the charity's own use are capitalised when the cost of purchased items, or the fair value of donated items, is more than £2,000 and the item is expected to benefit the charity over more than one accounting period.

**f) Taxation**

The charity has taken advantage of the various reliefs from taxation available to charities and no tax is payable on the charity's income.

**g) Financial instruments**

The charity's financial assets and financial liabilities all qualify as basic financial instruments, as defined by FRS102. Except for creditors and debtors are measured at their expected settlement value (normally the amount of cash that the charity expects to pay or receive).

- h) Exemption from preparing a cashflow statement  
The charity has taken advantage of an exemption conferred by the Charities SORP and has not prepared a cash flow statement.

- i) Debtors  
Debtors are included at the settlement amount due. Prepayments are valued at the amount prepaid.

- j) Cash at Bank and in Hand  
Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

- k) Creditors  
Creditors are recognised where the charity has a present obligation arising from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are recognised at their settlement amount.

|                        |                |
|------------------------|----------------|
| <b>3 Donations</b>     | <b>2021</b>    |
|                        | £              |
| Donations              | 138,800        |
| Grants                 | 151,016        |
| Income tax recoverable | 4,250          |
|                        | <u>294,066</u> |

|                                                         |                |
|---------------------------------------------------------|----------------|
| <b>4 Charitable expenditure</b>                         | <b>2021</b>    |
|                                                         | £              |
| <b>a Costs incurred directly on specific activities</b> | <b>212</b>     |
| Travel and subsistence                                  | 40             |
| IT costs                                                | 145,959        |
| Materials & Video                                       | 26,910         |
| Professional fees                                       | 20             |
| Other costs                                             | <u>173,141</u> |
| <b>b Costs incurred on support &amp; administration</b> |                |
| Governance costs                                        | 960            |
| Independent examiner's fee                              | <u>960</u>     |
| <b>Total expenditure</b>                                | <u>174,101</u> |

**5 Analysis of staff costs, the cost of key management personnel and trustee remuneration and expenses**

There were no employees employed during the period.

No trustees were reimbursed any expenses during the period.

|                              |              |
|------------------------------|--------------|
| <b>6 Debtors</b>             | <b>2021</b>  |
|                              | £            |
| Falling due within one year: |              |
| Tax recoverable              | 1,500        |
| <b>Total debtors</b>         | <u>1,500</u> |

|                                    |                |
|------------------------------------|----------------|
| <b>7 Cash at Bank and in Hand</b>  | <b>2021</b>    |
|                                    | £              |
| Cash at bank with immediate access | 134,329        |
|                                    | <u>134,329</u> |

**8 Creditors: liabilities falling due within one year**

|                 |               |
|-----------------|---------------|
|                 | 2021          |
|                 | £             |
| Trade creditors | 14,149        |
| Accruals        | <u>1,715</u>  |
|                 | <u>15,864</u> |

**9 Funds**

During the period the movements in the charity's funds were as follows:

|                                   | Opening<br>balance<br>2021<br>£ | Incoming<br>resources<br>2021<br>£ | Outgoing<br>resources<br>2021<br>£ | Transfers<br>in the period<br>2021<br>£ | Gains and<br>losses<br>2021<br>£ | Closing<br>balance<br>2021<br>£ |
|-----------------------------------|---------------------------------|------------------------------------|------------------------------------|-----------------------------------------|----------------------------------|---------------------------------|
| <i>General Unrestricted Funds</i> | -                               | 288,066                            | (174,101)                          | -                                       | -                                | 113,965                         |
| <i>Restricted Funds</i>           | -                               | 6,000                              | -                                  | -                                       | -                                | 6,000                           |
| <i>Aggregate of funds</i>         | -                               | 294,066                            | (174,101)                          | -                                       | -                                | 119,965                         |

The restricted fund is to be used for the purchase of Panda Suits.

**10 Analysis of net assets by fund**

The assets and liabilities of the various funds were as follows:

|                                       | General<br>funds<br>£ | Restricted<br>funds<br>£ | 2021<br>£      |
|---------------------------------------|-----------------------|--------------------------|----------------|
| Debtors                               | 1,500                 |                          | 1,500          |
| Cash at bank and in hand              | 128,329               | 6,000                    | 134,329        |
| Creditors falling due within one year | (15,864)              | -                        | (15,864)       |
|                                       | <u>113,965</u>        | <u>6,000</u>             | <u>119,965</u> |

**11 Transactions with related parties**

During the period the charity:

- a) received donations totalling £17,000 from related parties (which includes trustees, any other members of key management and anyone closely connected to them).

During the period the charity also made the following payments to, or for, related parties:

- a) Peter Martin, who is a trustee, received payments totalling £8,211.95 for providing CEO services to the charity.
- b) Peter James, who is closely related to Nicola James (a trustee), received payments totalling £6,000 for creative services.

There have been no other transactions with related parties during the period.