



Succeed 2 the Max

TRUSTEES' ANNUAL REPORT

AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE PERIOD ENDED

31 July 2025

Charity Number: 1195892 (England and Wales)

CONTENTS PAGE

General information	3
Trustees' Annual Report	4-7
Responsibilities of the Trustees	8
Statement of Financial Activities (Receipts and Payments)	9
Balance Sheet (Statement of assets and liabilities)	10

GENERAL INFORMATION

Registered charity name	Succeed 2 The Max
Charity number	1195892
Principal & registered office address	Laurels Healthy Living Centre 256 St. Ann's Road London N15 5AZ
Trustees	Linda Serwah Gyamfi Harold Impraim Oluremi Abati Alexander Wilhelm Ojeifo Enahoro Hannah Verity Rose Thompson Rye
Accountants	Bimtex Accounting Limited 19-21 Albion Place Maidstone Kent ME14 5EG
Bankers	NatWest

Trustees' Annual Report

ABOUT SUCCEED 2 THE MAX

Succeed 2 the Max is a grassroots youth empowerment charity supporting young people and families from underrepresented communities to recognise their strengths, expand their aspirations, and shape success on their own terms.

Rooted in culturally reflective learning, civic leadership, creative engagement, and community connection, the organisation creates spaces where young people are encouraged to explore identity, wellbeing, ambition, resilience, and their own narratives of success.



Through workshops, mentoring, partnerships, and community collaboration, Succeed 2 the Max equips young people with the confidence, networks, self-belief, and real-world skills needed to navigate adversity, pursue meaningful opportunities, and become active contributors within their communities.

The organisation believes that a young person's postcode should never define their future. With the right support, relationships, and opportunities, young people can become the authors of their own futures and shape lives rooted in purpose, fulfilment, and possibility.

ACTIVITIES AND IMPACT DURING THE YEAR

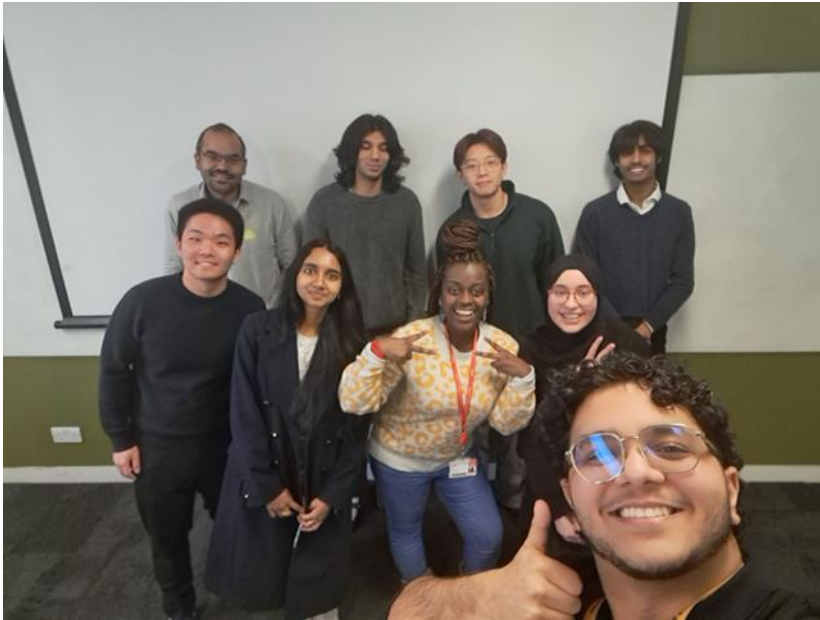
During the reporting period, Succeed 2 the Max continued delivering youth-focused and community-rooted initiatives despite operating with limited unrestricted financial resources. The organisation sustained its work through partnership collaboration, volunteer contribution, mentorship, and substantial in-kind support.

A central focus during the year was the delivery of workshops exploring personal narratives of success, reflective leadership, wellbeing, and civic responsibility.

These sessions encouraged young people to think critically about identity, pressure, ambition, purpose, and their relationship to community and social impact.

CIVIC LEADERSHIP WORKSHOPS

In collaboration with King's College London, the charity delivered workshops introducing themes of civic leadership and community responsibility.



This partnership became a meaningful example of the organisation's wider approach to youth empowerment and participatory leadership. One participant from the workshop later applied for the King's College London Civic Leadership Internship programme after being inspired through the session.

Following mentorship and facilitation training from Succeed 2 the Max, the student went on to independently develop and deliver a workshop exploring toxic productivity to approximately 25 students at All Saints Catholic College in Hackney.

The trustees consider this progression particularly significant as it demonstrates the organisation's commitment to creating pathways where participation evolves into confidence, leadership, peer learning, and community contribution.

COMMUNITY AND FAITH ENGAGEMENT

The charity was also invited by St Francis De Sales Church to facilitate workshops for young people involved in confirmation classes, reaching approximately 22 participants. These sessions continued the organisation's wider commitment to creating reflective and empowering spaces where young people could explore leadership, wellbeing, identity, responsibility, and community engagement.

UNIVERSITY AND COMMUNITY COLLABORATION

Succeed 2 the Max also engaged with wider university and community impact initiatives, including participation in University College London (UCL) community engagement programmes.

These partnerships helped strengthen opportunities for collaborative social impact work, youth engagement, and civic participation. Throughout the year, the organisation continued building relationships across schools, universities, faith organisations, and community spaces whilst developing a culturally rich and socially conscious approach to youth engagement.

Feedback received from participants and programme partners reflected strong levels of engagement and positive response to the organisation's workshop delivery and facilitation approach.

Participant evaluation scores for the 'Meeting Civic Leaders' workshop ranged predominantly between 8–10 out of 10, with multiple participants awarding the experience the highest possible score.

Trustees consider this feedback encouraging evidence of the organisation's ability to create meaningful, reflective, and engaging learning environments for young people.

The organisation also values constructive feedback as part of its commitment to continuous learning, improvement, and responsive programme development.

The trustees recognise that the organisation's impact extends beyond financial measures or attendance figures alone. Much of Succeed 2 the Max's work is relational, developmental, and preventative in nature — creating spaces where young people feel heard, supported, challenged, and empowered to engage more actively within their communities.

Trustees believe this contributes meaningful social value through confidence-building, reflective learning, leadership development, wellbeing awareness, civic participation, and strengthened community connection.

IN-KIND SUPPORT AND COMMUNITY CONTRIBUTION

Although unrestricted fundraising income remained limited during the reporting period, the charity benefited from significant non-cash and in-kind support which played an essential role in sustaining programme delivery and community engagement.

Documented in-kind contributions during the year included:

- Donated Christmas gifts through the East London Business Alliance (ELBA) Toy Appeal
- Internship and professional support through the King's College London Civic Leadership Academy
- Volunteer labour, facilitation support, mentoring, and programme assistance

Based on trustee estimates and supporting documentation, the charity received approximately **£3,810** in evidenced in-kind contributions during the reporting period.

The trustees recognise these contributions as a substantial part of the organisation's operational capacity and community impact.

As the charity prepares its accounts on a receipts and payments basis in accordance with Charity Commission guidance, these contributions are not fully reflected within the formal receipts and payments statement.

Nevertheless, trustees consider this support to have been instrumental in enabling the charity's activities, workshops, and youth engagement initiatives throughout the year.

LOOKING AHEAD

During the next reporting period, Succeed 2 the Max intends to focus on strengthening its strategic foundations, deepening community impact, and creating clearer pathways for youth participation and leadership.

Key priorities include:

- Completing the organisation's Theory of Change framework
- Strengthening the charity's key messaging and storytelling across its website and digital platforms
- Working with professional copywriting support to improve clarity, accessibility, and public engagement
- Expanding civic leadership, wellbeing, and reflective learning workshops
- Exploring the phased development of a future youth advisory board
- Strengthening impact evaluation, documentation, and testimonial collection
- Developing new partnerships with schools, universities, faith organisations, and community institutions
- Increasing fundraising activity and long-term sustainability planning

The trustees believe that young people should be given meaningful opportunities not only to imagine different futures for themselves, but to actively shape and contribute to the communities around them.

Succeed 2 the Max therefore remains committed to creating culturally grounded spaces centred on leadership, reflection, creativity, wellbeing, and community transformation.

As an organisation that encourages young people to define success on their own terms and become the authors of their own futures, Succeed 2 the Max recognises that we must embody the same courage, clarity and intentional growth that we ask of the young people we serve.

Our next phase is about strengthening our own foundations: completing our Theory of Change, cementing our core pillars, and sharpening the way we communicate our mission, values and long-term social impact.

By doing this, we will be better placed to tell the story of our work with confidence, attract the right partners and supporters, and continue creating spaces where young people can explore leadership, wellbeing, identity, creativity and civic responsibility.

Just as we encourage young people to take ownership of their career destiny and shape success on their own terms, we are committed to doing the same as an organisation.

Remember: Succeed 2 the Max!

RESPONSIBILITIES OF THE TRUSTEES

FOR THE PERIOD ENDED 31 July 2025

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations.

Charity Law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law).

In preparing these financial statements, the trustees are required to:

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

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and which enable them to ensure that the financial statements comply with the Charities Act 2011. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

INDEPENDENT EXAMINATION


The charity does not require independent examination as turnover is below threshold.

Signed on behalf of the trustees



Linda Serwah Gyamfi
Chair of the Trustees

Date 22/05/26

 CHARITY COMMISSION FOR ENGLAND AND WALES	Succeed 2 the Max		1195892		CC16a
	Receipts and payments accounts				
	For the period from	01/08/2024	To	31/07/2025	
Section A Receipts and payments					
	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds 2025 to the nearest £	Last year 2024 to the nearest £
A1 Receipts					
Donations	-	-	-	-	
Charitable activities	600	-	-	600	3,649
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	600	-	-	600	3,649
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	600	-	-	600	3,649
A3 Payments					
Charitable activities	1,727	-	-	1,727	2,046
Governance cost	-	-	-	-	500
	-	-	-	-	-
	-	-	-	-	-
Sub total	1,727	-	-	1,727	2,546
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	1,727	-	-	1,727	2,546
Net of receipts/(payments)	- 1,127	-	-	- 1,127	1,103
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	2,097	-	-	2,097	742
Cash funds this year end	971	-	-	971	1,845

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22/05/26

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	Cash at bank	971	-	-
		-	-	-
		-	-	-
	Total cash funds	971	-	-
	payments account(s))	OK	OK	OK
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	

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