

TRUE AMBASSADORS

England & Wales · Charity number 1197690

Details

Status Registered

Legal form Charitable company

Company number [11663330](#)

Registered 2022-01-27

Register [View on the Charity Commission register](#)

Contact

Address Suite 2000
16-18 Woodford Road
London
Office 20
E7 0HA

Phone 08003213272

Email enquiries@trueambassadors.org.uk

Website trueambassadors.org.uk

Activities

Objects: 1) THE PREVENTION OR RELIEF OF POVERTY THROUGHOUT ENGLAND BY PROVIDING ITEMS AND SERVICES TO INDIVIDUALS IN NEED AND SIGNPOSTING TO RELEVANT SERVICES TO PREVENT OR RELIEVE POVERTY.2) THE RELIEF OF THE MENTAL HEALTH ISSUE OF PERSONS IN NEED BY REASON OF DETENTION AND SICKNESS, IN PARTICULAR BY THE PROVISION OF COUNSELLING AND SUPPORT.

Activities: 1) The prevention or relief of poverty throughout England by providing items and services to individuals in need and signposting to relevant services to prevent or relieve poverty.2) The relief of the mental health issue of persons in need by reason of detention and sickness, in particular by the provision of counselling and support.

Classification

- **How:** Provides Services
- **What:** Disability, The Prevention Or Relief Of Poverty
- **Who:** The General Public/mankind

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2024-11-30	£74,391	£53,128	-	-
2023-11-30	£14,751	£8,962	-	-
2022-11-30	£9,928	£5,452	-	-

Trustees

Name	Role	Appointed
Doris OKUNDAYE	Chair	2018-11-06
Maryam LAWAL		2021-05-01
Oluwaseun Osakpolor Lawal		2022-11-08

TRUE AMBASSADORS

England & Wales - Charity number 1197690

Accounts

Company registration number: 11663330
Charity registration number: 1197690

**TRUE AMBASSADORS
TRUSTEES' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 NOVEMBER 2024**

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True Ambassadors
Company No. 11663330
Trustees' Report For The Year Ended 30 November 2024

The trustees present their report and the financial statements for the year ended 30 November 2024.

Reference and Administrative Details

Trustees

Mrs Doris OKUNDAYE - Chair
Miss Maryam LAWAL
Miss Oluwaseun LAWAL

Charity Number

1197690

Company Number

11663330

Principal Address

Office 20 Suite 2000
16-18 Woodford Road
London
England
E7 0HA

Independent Examiner

AITA LTD

**True Ambassadors
Trustees' Report (continued)
For The Year Ended 30 November 2024**

Small Company Rules

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

The trustees' report was approved by the board of trustees and signed on its behalf by:

Mrs Doris OKUNDAYE

Trustee
30/09/2025

True Ambassadors
Independent Examiner's Report to the Trustees of True Ambassadors
For The Year Ended 30 November 2024

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 November 2024.

Responsibilities and Basis of Report

As the charity 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

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 the 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 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.

AITA LTD
30/09/2025

True Ambassadors
Statement of Financial Activities (including Income and Expenditure Account)
For The Year Ended 30 November 2024

	Notes	2024 Unrestricted funds £	2023 Unrestricted funds £
INCOME AND ENDOWMENTS FROM:			
Donations and legacies	4	74,391	14,751
EXPENDITURE ON:			
Raising funds	6	(5,170)	(8,962)
Charitable activities:	6		
Physical well-being activities		(47,958)	-
		(53,128)	(8,962)
NET INCOME		21,263	5,789
NET MOVEMENT IN FUNDS		21,263	5,789
RECONCILIATION OF FUNDS:			
Total funds brought forward		10,265	4,476
TOTAL FUNDS CARRIED FORWARD	11	31,528	10,265

The notes on pages 6 to 8 form part of these financial statements.

**True Ambassadors
Statement of Financial Position
As At 30 November 2024**

	Notes	2024 Unrestricted funds £	2023 Total funds £
CURRENT ASSETS			
Debtors	8	24,926	24,926
Cash at bank and in hand		21,389	126
		<u>46,315</u>	<u>25,052</u>
Creditors: Amounts Falling Due Within One Year	9	<u>(800)</u>	<u>(800)</u>
NET CURRENT ASSETS (LIABILITIES)		<u>45,515</u>	<u>24,252</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>45,515</u>	<u>24,252</u>
Creditors: Amounts Falling Due After More Than One Year	10	<u>(13,987)</u>	<u>(13,987)</u>
NET ASSETS		<u>31,528</u>	<u>10,265</u>
FUNDS OF THE CHARITY			
Unrestricted Funds		<u>31,528</u>	<u>10,265</u>
TOTAL FUNDS	11	<u>31,528</u>	<u>10,265</u>

For the year ending 30 November 2024 the charitable company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the charitable company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

On behalf of the board

Mrs Doris OKUNDAYE

Trustee
30/09/2025

The notes on pages 6 to 8 form part of these financial statements.

True Ambassadors
Notes to the Financial Statements
For The Year Ended 30 November 2024

1. General Information

True Ambassadors is a company limited by guarantee, incorporated in England & Wales, registered number 11663330 and registered charity number 1197690. The registered office is .

2. Statement of Compliance

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)", Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

3. Accounting Policies

3.1. Basis of Preparation of Financial Statements

The financial statements have been prepared under the historical cost convention.

The charitable company is a Public Benefit Entity as defined by FRS 102.

3.2. Fund Accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds comprise unrestricted funds that have been set aside by the trustees for a specific purpose.

Restricted funds are to be used for specific purposes as laid down by the donor.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

3.3. Incoming Resources

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

3.4. Cash and Cash Equivalents

Cash and cash equivalents are basic financial assets and include cash in hand and deposits held at call with banks, other short-term highly liquid investments that mature in no more than three months from the date of acquisition and are readily convertible to a known amount of cash with insignificant risk of change in value, and bank overdrafts.

3.5. Taxation

The charity is exempt from tax as all its income is charitable and applied for charitable purposes.

3.6. Government Grant

Government grants are recognised in the statement of financial activities in an appropriate manner that matches them with the expenditure towards which they are intended to contribute.

Grants for immediate financial support or to cover costs already incurred are recognised immediately in the statement of financial activities. Grants towards general activities of the entity over a specific period are recognised in the statement of financial activities over that period.

Grants towards fixed assets are recognised over the expected useful lives of the related assets and are treated as deferred income and released to the statement of financial activities over the useful life of the asset concerned.

All grants in the statement of financial activities are recognised when all conditions for receipt have been complied with.

3.7. Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

4. Income from Donations and Legacies

True Ambassadors
Notes to the Financial Statements (continued)
For The Year Ended 30 November 2024

	2024	2023
	Unrestricted funds	Unrestricted funds
	£	£
Grants	16,000	-
Other	58,391	14,751
	74,391	14,751

5. Government Grants

Government grants recognised in the accounts were as follows:

	2024	2023
	£	£
Government Grants	16,000	-
	16,000	-

6. Analysis of Expenditure

	2024
	Activities undertaken directly
	£
Raising funds	5,170
Physical well-being activities	47,958
	53,128

	2023
	Activities undertaken directly
	£
Raising funds	8,962
	8,962

7. Average Number of Employees

Average number of employees during the year was: 1 (2023: 1)

8. Debtors

	2024	2023
	£	£
Due within one year		
Trade debtors	24,926	24,926
	24,926	24,926

9. Creditors: Amounts Falling Due Within One Year

	2024	2023
	£	£
Trade creditors	800	800
	800	800

True Ambassadors
Notes to the Financial Statements (continued)
For The Year Ended 30 November 2024

10. Creditors: Amounts Falling Due After More Than One Year

	2024	2023
	£	£
Trade creditors	13,987	13,987

11. Movement in Funds

	As at 1 December 2023	Income	Expenditure	As at 30 November 2024
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	10,265	74,391	(53,128)	31,528
Total funds	10,265	74,391	(53,128)	31,528

	As at 1 December 2022	Income	Expenditure	As at 30 November 2023
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	4,476	14,751	(8,962)	10,265
Total funds	4,476	14,751	(8,962)	10,265

12. Transactions with Trustees

There were no trustees' expenses paid for the year ended 30 November 2024 nor for the year ended 30 November 2023.

	2024	2023
	£	£

13. Related Party Disclosures

14. Company limited by guarantee

The company is limited by guarantee and has no share capital.

Every member of the company undertakes to contribute to the assets of the company, in the event of a winding up, such an amount as may be required not exceeding £1.