



**CHARITY COMMISSION**  
FOR ENGLAND AND WALES

## Trustees' Annual Report for the period

**From** 1 January 2024 **To** 31 December 2024

**Charity name:** **MAGNIFY COLLECTIVE**

**Charity registration number:** **1197908**

## Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<ol style="list-style-type: none"><li>1. <b>The advancement of the Christian faith.</b></li><li>2. <b>Use of digital and print media and other such means for charitable purposes.</b></li></ol>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<ol style="list-style-type: none"><li>1. <b>Production of a digital and print magazine.</b></li><li>2. <b>Teaching and equipping seminars.</b></li><li>3. <b>Production of faith-based digital content for community empowering.</b></li></ol>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	<b>Magnify Collective has complied with the duty in section 4 of the 2006 Charities Act to have due regard to guidance published by the Charity Commission (i.e. public benefit statement). Magnify Collective was incorporated as a charitable company limited by guarantee, with no share capital on 17th December 2018. The charity is run in accordance with the articles of association laid out at that time and amended on 13th August 2021.</b>

### Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	

Contribution made by volunteers	Para 1.38	
Other		

## Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<b>The charity remained dedicated to its objective of expanding its outreach with the message of Christianity. Operations were evaluated to ensure alignment with organisational goals. Investments were made in the development and distribution of digital resources to support individuals experiencing stress, depression, loss, or anxiety, as well as those interested in learning more about the Christian faith. The organisation successfully engaged a broader audience compared to previous periods with its message of hope.</b>

### Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

## Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	<b>At the end of the year the combined income of the charity was £193,168 with total expenses of £200,329. The income comprised mostly donations from individuals.</b>
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	<b>The charity does not have a reserves policy.</b>
Amount of reserves held	Para 1.22	<b>Funds that were not allocated were reported as reserves on the balance sheet. The bank balance at the end of the reporting period was £338.</b>
Reasons for holding zero reserves	Para 1.22	<b>The charity depends on donations to fund its activities.</b>
Details of fund materially in deficit	Para 1.24	<b>None</b>
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	<b>None foreseen</b>

### Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	
Other		

## Structure, Governance and Management

Description of charity's trusts:		<b>Articles of Association</b>
Type of governing document ( <a href="#">trust deed</a> , <a href="#">royal charter</a> )	Para 1.25	<b>Company limited by guarantee</b>
How is the charity constituted? (e.g <a href="#">unincorporated association</a> , <a href="#">CIO</a> )	Para 1.25	<b>Appointed by trustees</b>
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	

### Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

## Reference and Administrative details

Charity name	Magnify Collective
Other name the charity uses	Magnify
Registered charity number	1197908
Charity's principal address	124 CITY ROAD LONDON EC1V 2NX

### **Names of the charity trustees who manage the charity**

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Olabode Awogbade			
2	Ruth Afolabi			
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Corporate trustees – names of the directors at the date the report was approved

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

## Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

### Additional information (optional)

#### Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

#### Name of chief executive or names of senior staff members (Optional information)

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## Exemptions from disclosure

Reason for non-disclosure of key personnel details

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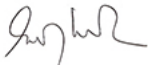
## Other optional information

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## Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Olabode Awogbade	
Position (eg Secretary, Chair, etc)	Chair	
Date	29/10/2025	