

# **SOUTH ASIAN HERITAGE TRUST**

Charity Number: 1199026

## **FINANCIAL STATEMENTS FOR THE YEAR ENDING 31 DECEMBER 2024**



**SOUTH ASIAN HERITAGE TRUST**

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**FOR THE YEAR ENDING 31 DECEMBER 2024**

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# SOUTH ASIAN HERITAGE TRUST

## TRUSTEES ANNUAL REPORT FOR THE YEAR ENDING 31 DECEMBER 2024

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### 1. Chair's Introduction

2024 has been a pivotal year for the South Asian Heritage Trust.

We marked the fifth South Asian Heritage Month this summer, and our theme 'Free To Be Me' resonated strongly with stakeholders, corporates, and the wider public. Sadly, we also bore witness to a week of riots across the country in the middle of SAHM 2024, which were challenging for many people, and which had direct repercussions on events and discussions during the Month itself.

We also experienced a reduction to our funding, which impacted on the scope of our work. However, despite those challenges, we stood firm in our purpose, namely to celebrate, educate and commemorate.

Our social media reach soared to 423 million people, almost doubling last year's figures. This is a testament to the strength of the communities and partners who journey with us, and without whose support South Asian Heritage Trust simply wouldn't exist.

Thank you to everyone who continues to walk with us.

### 2. Our Mission

The South Asian Heritage Trust seeks to elevate the prominence of British South Asian history and heritage through education, arts, culture, celebration and commemoration. Our mission is to deepen people's understanding of the rich and diverse contributions of South Asian communities to society, promote intercultural dialogue, and encourage greater social cohesion among communities.

The trust aims to achieve the following objectives:

- Develop and deliver educational programmes through kits for schools.
- Organise and showcase arts and cultural events.
- Commemorate and celebrate key historical events.
- Collaborate with other organisations, institutions, and individuals to make our online presence the Hub of all things South Asian.

By pursuing these objectives, the South Asian Heritage Trust aims to grow a deeper and more inclusive understanding of history and heritage, promote social harmony and cohesion, and contribute to a more equitable and inclusive society for all.

### 3. Key Activities & Achievements

#### South Asian Heritage Month 2024 – *Free to Be Me*

- National campaign with **241 events across the UK**.
- Theme launch in Birmingham, hosted with **Birmingham University**, where 100 people joined a discussion on identity and belonging.
- Continued **country focus days** to spotlight the histories and cultures of each South Asian nation.
- Released two new resources: the **Events Toolkit** and the **Schools Toolkit**, enabling more communities and institutions to participate.

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### Listening Circles

- In response to the **summer riots**, over **300 people registered** for circles that became vital spaces for reflection, healing, and collective support.

### Organ Donation Awareness

- Delivered the first listening circle on organ donation with NHS Blood and Transplant.
- A workshop with 23 participants launched our South Asian Organ Donation Working Group.
- Established the foundation for a multi-year programme of webinars, storytelling, and awareness campaigns.

### Intersectionality Focus Fridays

- This year, we piloted Intersectionality Focus Fridays to highlight experiences often overlooked.
- Topics included: LGBTQ+ Pride, disability inclusion, multi-heritage identity, and cross-generational understanding.
- These themes will continue to shape our work in 2025 and beyond.

### Partnerships & Collaborations

- Partnered with Queer Britain on the event “*Desi Lesbians at Queer Britain*”, opening space for LGBTQ+ South Asian narratives.
- Saw the first-ever event for SAHM in Northern Ireland.
- Ran high-profile events with Merlin Entertainment, Transport for London, and Channel 4

### Media & Visibility

- Featured across BBC, Sky Sports, Eastern Eye, Mail Online.
- Special CBeebies Bedtime Stories feature.
- Appeared on Thought for the Day, adding South Asian heritage to national conversation.

### Fundraising & Community Support

- Collaborated with Brown Sauce Comedy on a fundraising event, raising £400 to support our work.

## 4. Achievements and Performance (2024)

### Reach & Engagement

- **423 million reach** (up from 234m in 2023).
- **213,000 website visits** and **2,775 registered users**.
- **23,000 social media followers** across platforms.

### Content & Outputs

- **120 blogs** published.
- **12 speaking engagements** delivered.
- **102 merchandise orders** (208 items shipped).

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### 5. Public Benefit

In 2024, our work directly benefited South Asian communities by:

- Providing inclusive platforms for underrepresented voices.
- Creating safe spaces for healing and solidarity during crises.
- Raising awareness of health inequalities, including organ donation.
- Championing intersectionality by addressing LGBTQ+, disability, multi-heritage, and cross-generational experiences.
- Inspiring creativity and learning through toolkits, events, and the arts.
- Increasing visibility of South Asian contributions across the UK.

### 6. Financial Report

Despite financial pressures in 2024, the South Asian Heritage Trust continued to operate sustainably and deliver high-impact programmes across the UK.

Total income for the year ending 31 December 2024 was £37,173, compared with £27,815 in 2023 an increase of 33%. This growth reflects the Trust's success in diversifying income streams.

Income included a grant from NHS Blood and Transplant to support our organ donation awareness work, as well as £400 raised through a fundraiser with Brown Sauce Comedy. The remainder came from individual donations, sponsorships, and community contributions. At year end, the Trust held **reserves of £10,020**, maintaining a stable financial position going into 2025.

Going forward, the charity aims to strengthen its financial position by building on the success of its programme delivery and expanding its fundraising efforts.

### 7. Governance and Leadership

SAHT remains proud to be a women-led and LGBTQ-led organisation, committed to inclusion, equity, and representation at every level of its work. Our diverse leadership shapes the direction of the charity ensuring that our values are reflected in the way we serve our community.

The Board of Trustees met quarterly throughout 2024, providing strategic oversight, safeguarding organisational sustainability, and ensuring that our mission remains at the heart of all decision-making. Their dedication has been instrumental in guiding SAHT through a year of growth and meaningful impact.

### 8. Volunteering and Community Contribution

Our work in 2024 would not have been possible without the generosity of our volunteers. Over the course of the year, 20 volunteers contributed a combined 300 hours of service. This invaluable contribution supported our programmes, strengthened our community reach, and enabled us to deliver activities and support at a scale disproportionate to our size.

Their commitment reflects the collective spirit that drives SAHT, people coming together to create a safer, more supportive, and more inclusive environment for all.

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## **TRUSTEES ANNUAL REPORT FOR THE YEAR ENDING 31 DECEMBER 2024**

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### **9. Thank You**

Our work in 2024 would not have been possible without the generosity and support of so many. Our partners and funders; NHS Blood and Transplant, The Royal British Legion, Birmingham University, Queer Britain, and the many cultural institutions nationwide that played a vital role in helping us deliver our mission. We are equally grateful to our community supporters, from grassroots organisers to storytellers and creatives, who brought passion and energy to every initiative. And to everyone who donated, fundraised, delivered, or attended an event: your support powers everything we do. Together, they have strengthened our programmes, expanded our reach, and enabled us to deliver impact at a scale far beyond our size. This collective commitment reflects the spirit that drives SAHT, people coming together to create a safer, more supportive, and more inclusive environment for all.

Signed: Jasvir Singh CBE

Date: 16 October 2025

Name: Jasvir Singh CBE

# **SOUTH ASIAN HERITAGE TRUST**

## **RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDING 31 DECEMBER 2024**

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	<b>Unrestricted funds 2024 £</b>	<b>Restricted funds 2024 £</b>	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
<b>Income</b>				
Grants	-	12,842	12,842	25,650
Donations	15,753	-	15,753	2,165
Sponsorship	7,578	-	7,578	-
Other income	1,000	-	1,000	-
<b>Total income</b>	<b>24,331</b>	<b>12,842</b>	<b>37,173</b>	<b>27,815</b>
<b>Expenditure</b>				
Events costs inc. wages	-	37,888	37,888	24,320
Advertising/marketing	-	961	961	420
Reimbursements	47	-	47	-
Subscriptions	35	-	35	35
Sundry	-	-	-	324
Professional fees	473	-	473	275
<b>Total expenditure</b>	<b>555</b>	<b>38,849</b>	<b>39,404</b>	<b>25,374</b>
<b>Net income</b>	<b>23,775</b>	<b>(26,007)</b>	<b>(2,232)</b>	<b>2,440</b>
Restatement of funds	-	-	-	(1,140)
Transfer between funds	(25,731)	25,731	-	-
Total funds brought forward	11,976	276	12,252	10,952
<b>Total funds carried forward</b>	<b>10,020</b>	<b>-</b>	<b>10,020</b>	<b>12,252</b>

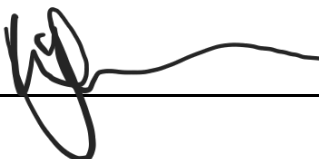
The notes on page 8 form an integral part of these financial statements.

**SOUTH ASIAN HERITAGE TRUST**

**ASSETS AND LIABILITIES ACCOUNT  
AS AT 31 DECEMBER 2024**

	2024 £	2023 £
Cash at bank and in hand	10,020	12,252
	<b>10,020</b>	<b>12,252</b>
<b>Represented by funds</b>		
Unrestricted funds	10,020	11,976
Restricted funds	-	276
	<b>10,020</b>	<b>12,252</b>
<b><u>Non Monetary Assets and Liabilities</u></b>		
<b>Creditors due within one year</b>		
Community 360	275	473
	<b>275</b>	<b>473</b>

These accounts were approved by the trustees:

  
\_\_\_\_\_  
Name

17/10/2025  
\_\_\_\_\_  
Date

B Kane  
\_\_\_\_\_  
Name

17/10/25  
\_\_\_\_\_  
Date



# **SOUTH ASIAN HERITAGE TRUST**

## **NOTES TO THE ACCOUNTS FOR THE YEAR ENDING 31 DECEMBER 2024**

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### **1. Accounting Policies**

#### **Basis of the preparation of the accounts**

These financial statements have been prepared under the historical cost convention and applicable accounting standards.

#### **Incoming resources**

All material incoming resources have been included on a receivable basis i.e. they are included if the date receivable falls within the period covered by these accounts.

#### **Resources expended**

These have been analysed using a natural classification.

#### **Going Concern**

The charity is operating on a going concern basis.

### **2. Key Management Personnel**

The charity had no employees in the financial period.