



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From **01/04/2024** Period start date To **31/03/2025** Period end date

Charity name: **SINCERELY FOUNDATION**

Charity registration number: **1199992**

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The object of the CIO is the prevention or relief of poverty in the Tendirara region of Morocco by providing grants, items and services to individuals in need and/or charities or other organisations working to prevent or relieve poverty.
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	The main activity of the foundation in the reporting period was the primary purpose trading in the form of selling prints to support the charity's mission of supporting emerging storytellers in Morocco. This has been carried out mainly via our website: https://www.sincerely-foundation.org/ and the Sincerely Storyteller Fellowship, which includes a grant to support Moroccan photographers.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	This is confirmed.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	<p>1. About this policy</p> <p>1.1 The charitable objects of the Charity are to further such purposes which are exclusively charitable within the laws of England and Wales as may be determined from time to time by the charity trustees. (the Objects).</p> <p>1.2 The Charity is governed by its charity trustees (the Charity Trustees) who have a duty, acting at all times in the best interests of the Charity, to apply the Charity's assets to advance the Objects and</p>

		<p>have ultimate responsibility for all grant-making decisions.</p> <p>1.3 The purpose of this policy is to set out the principles and procedures that guide the Charity Trustees when they are making grants to further the Objects.</p> <p>2. Our funding priorities</p> <p>2.1 The Charity Trustees are keen to support activities that advance the Objects in an effective way. However, they recognise that a limited amount of funds is available to distribute each year. The Charity Trustees wish [primarily] to support people in need living in Eastern Morocco, in particular in the region of Tendirara. Having identified specific needs, the Charity Trustees' initial funding priorities are as follows:-</p> <ul style="list-style-type: none"> (a) the provision of food and clothing to the needy and the relief of other humanitarian needs; (b) the advancement of education in practical skills such as agriculture; and (c) specific projects aimed at helping people to become economically independent. <p>2.2 The Charity Trustees will occasionally award grants that fall outside the priorities stated in this policy, provided that they are satisfied that the grant will further the Objects and is an appropriate use of the Charity's funds.</p> <p>2.3 The Charity Trustees will review the grant-making priorities and principles set out in this policy on at least an annual basis.</p> <p>3. What we will fund</p> <p>3.1 The Charity Trustees generally anticipate making grants of between £[100] and £[10,000].</p> <p>3.2 All grants awarded by the Charity must be used to cover costs that are directly connected to carrying out the charitable activities that the Charity Trustees have agreed to fund where this has been specified.</p> <p>4. How we make decisions about grants</p> <p>4.1 The Charity Trustees have ultimate responsibility for all grant-making decisions and for ensuring that all funds awarded are used to advance the Objects.</p>
--	--	--

	<p>4.2 The Charity Trustees will primarily make grants to other organisations. These will usually be charities, but grants could be made to other not-for-profit organisations if those organisations are</p> <p>2</p> <p>able to satisfy the Charity Trustees (a) that the grant will be used for exclusively charitable purposes and (b) that they have a good and robust governance structure in place. The Charity Trustees are also open to the possibility of making grants to individuals in need, provided that the Charity Trustees are satisfied that this is appropriate in all the circumstances. [Grants to individuals are likely in practice to be much lower than grants to organisations.]</p> <p>4.3 The Charity Trustees must declare and then consider the nature and extent of any interest, direct or indirect, which could, or could be seen to, prevent them from making a grant decision only in the best interests of the Charity. Situations in which a conflict of interest may arise include where:</p> <p>(a) a Charity Trustee (or a person connected to them) stands to benefit from a grant from the Charity; or</p> <p>(b) a Charity Trustee has a duty of loyalty to a third party that conflicts with their duty to the Charity.</p> <p>Any such conflict of interest must be declared and managed by the Charity Trustees in accordance with the Charity's conflicts of interest policy.</p> <p>4.4 In all cases where a recommendation is made to them to award a grant, the Charity Trustees may (in their absolute discretion) refuse to approve that recommendation, particularly if they consider that a grant would not be an effective way to further the Objects or would conflict with the Charity's policies or interests.</p> <p>4.5 The Charity Trustees' decision whether to award a grant is final.</p> <p>5. Due diligence</p>
--	--

		<p>When the Charity Trustees are considering whether to make a grant to a particular organisation they will undertake such checks as are appropriate, having regard to the amount of the proposed grant, the reputation of the proposed organisation, the nature of the charitable work that they wish to fund and such other factors as seem to the Charity Trustees to be relevant to the particular circumstances. This may include, where considered necessary or appropriate, meeting with the trustees of the proposed recipient organisation in order better to understand the workings of the organisation in question. Equally, when considering whether to make a grant to a particular individual the Charity Trustees will undertake such checks as are appropriate in relation to the identity and needs of that individual.</p> <p>6. Reporting requirements and monitoring The Charity Trustees reserve the right to take steps where considered appropriate to monitor the use of the grant and verify that the grant is used for the purposes that have been agreed where a specific purpose has been specified. The arrangements for monitoring will vary according to the nature of the grant, but the Charity Trustees will always seek to ensure that the arrangements are proportionate.</p> <p>7. Clawback and repayment The Charity Trustees may require repayment of all or any part of a grant if: (a) the project or purpose for which it was awarded does not proceed; (b) part of the grant remains unused when the activities that the grant was intended to fund have been completed; or (c) the grant is used for a purpose other than that which has been agreed.</p> <p>3</p> <p>8. Reviewing and amending this policy 8.1 This policy will be reviewed by the Charity Trustees at least annually. 8.2 The Charity Trustees may vary the terms of this policy from time to time.</p>
	Para 1.38	

Policy on social investment including program related investment		
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	During the reporting period, the main activities related to the collection of funds to support emerging storytellers. For the period, we started supporting 2 photographers in Morocco but no grants have been paid out

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	At the end of the financial period, the foundation had a net cash positive balance of £10,756.15
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Financial reserves will be held in a bank account with the purpose of extending the goals of the foundation.
Amount of reserves held	Para 1.22	£10,756.15
Reasons for holding zero reserves	Para 1.22	
Details of fund materially in deficit	Para 1.24	Not applicable.
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	Not applicable.

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:		
Type of governing document (trust deed, royal charter)	Para 1.25	Trust deed
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
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	Further trustees are appointed unlisted by vote.

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	SINCERELY FOUNDATION
Other name the charity uses	
Registered charity number	1199992
Charity's principal address	FLAT 5 93 LINDENG GARDENS LONDON W2 4EX

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	Adrian Radzyminski	n/a		SINCERELY FOUNDATION
2	Daire Collins	n/a		SINCERELY FOUNDATION
3	Rhys Lewis	n/a		SINCERELY FOUNDATION
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

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	Not applicable.
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Not applicable.
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Not applicable.

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)

Exemptions from disclosure

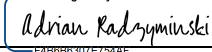
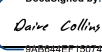

Reason for non-disclosure of key personnel details

Other optional information

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) Position (eg Secretary, Chair, etc) Date	<div>DocuSigned by:  <small>F4B6B6307E754AF...</small></div>	<div>DocuSigned by:  <small>8ADB044EF1307497...</small></div>	<div>Signed by:  <small>P43DD30678D2493...</small></div>
	Adrian Radzynski	Daire Collins	Rhys Lewis
	Trustee	Trustee	Trustee
	02/02/2026	02/02/2026	02/02/2026



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name

Sincerely

Receipts and payments accounts

CC16a

For the period
from

04/01/2024

To

3/31/2025

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Invoice 1	30	-	-	30	-
Invoice 2	118	-	-	118	-
Invoice 3	350	-	-	350	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	498	-	-	498	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	498	-	-	498	-
A3 Payments					
Carmencita	96	-	-	96	-
Carmencita	524	-	-	524	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	619	-	-	619	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	619	-	-	619	-
Net of receipts/(payments)	- 121	-	-	- 121	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	10,877	-	-	10,877	-
Cash funds this year end	10,756	-	-	10,756	-

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		-	-	-
		-	-	-
		-	-	-
	Total cash funds	10,756	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Details			
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
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 asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	<i>Adrian Radzynski</i>	Adrian Radzynski	04/03/26	