

# AFRIKINDNESS

England & Wales · Charity number 1203713

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2023-06-23

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

## Contact

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**Website** [www.afrikindness.org](http://www.afrikindness.org)

## Activities

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**Objects:** 1. FOR THE PUBLIC BENEFIT, THE ADVANCEMENT OF EDUCATION AND THE SOCIAL AND CHARACTER DEVELOPMENT OF CHILDREN AND YOUNG PEOPLE BY DEVELOPING THEIR MENTAL, PHYSICAL AND MORAL CAPABILITIES TO ENABLE THEM TO GROW TO FULL MATURITY AS INDIVIDUALS AND MEMBERS OF SOCIETY.2. THE PROMOTION OF RACIAL HARMONY FOR THE BENEFIT OF THE PUBLIC BY:(A) EDUCATING THE PUBLIC AND RAISING AWARENESS ON THE SUBJECT OF RACIAL DIVERSITY AND EQUALITY.(B) PROMOTING KNOWLEDGE AND MUTUAL UNDERSTANDING AND RESPECT FOR THOSE OF DIFFERENT RACIAL BACKGROUNDS AND THEIR CULTURES.(C) THE ELIMINATION OF DISCRIMINATION ON THE GROUNDS OF RACE.IN FURTHERANCE OF THE ABOVE PURPOSES THE TRUSTEES WILL ADDITIONALLY PROMOTE RESEARCH IN ALL ASPECTS OF THE ABOVE AND PUBLISH THE USEFUL RESULTS OF SUCH RESEARCH.

**Activities:** For the public benefit, the advancement of education and the social and character development of children and young people by developing their mental, physical and moral capabilities to enable them to grow to full maturity as individuals and members of society. Promotion of racial harmony in schools and raising awareness on the subject of racial /cultural diversity and equality.

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, Economic/community Development/employment, Human Rights/religious Or Racial Harmony/equality Or Diversity, Other Charitable Purposes
- **Who:** Children/young People, People Of A Particular Ethnic Or Racial Origin, The General Public/mankind

## Geography

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- Ghana
- Kenya
- Nigeria
- Uganda
- Throughout England

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-03-31	£37,072	£16,792	-	-
2024-03-31	£2,135	£3,380	-	-

## Trustees

Name	Role	Appointed
<b>Sukwinder Bassi</b>	Chair	2022-09-09
Ann Palmer		2023-02-01
Annabel Joy Cornall		2026-01-09
Bamike Tanya Sawyerr		2025-06-24
Dr Grace Okoro		2025-07-01
Janet Akinwale		2025-12-15
Manjinder Kaur Cacacie		2022-11-15
Mara-Tafadzwa Makoni		2023-01-01
Mati Kaim		2026-01-20
Mildred Adhiambo Ogola Obuya		2024-09-01
OLUWABUNMI OWOLABI		2022-04-01
Tolulope Abiodun Owolabi		2022-04-01

**AFRIKINDNESS**

England & Wales - Charity number 1203713

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# Accounts

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# **TRUSTEES'** **ANNUAL** **REPORT** **& ACCOUNTS**

**FOR THE PERIOD FROM**  
**APRIL 2024 - MARCH 2025**

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# Foreword:

## Reflecting on the year of impact and progress

This year has marked a remarkable journey of growth and transformation for Afrikindness. As we reflect on our progress, it's inspiring to see how our work has evolved—delivering real impact today while laying a strong foundation for the future. With our reach now expanding across the UK and into Africa, our commitment to supporting communities continues to grow stronger.

Guided by our vision to empower children, parents, and communities, we remain steadfast in our mission to foster racial harmony, promote positive racial identity, and support cultural inclusivity.

Our goal is rooted in the belief that when you **empower communities, you empower generations**—igniting lasting change that echoes far beyond today.

Our vision for the next five years is ambitious yet deeply rooted in this mission.

We aim to extend our reach to more parents and communities, reach over 200 schools, continue with interventions, expand initiatives across the UK and in geographical areas in Africa, and engage in significant research and advocacy to inform policies and practices. These goals are supported by our strategic priorities in education, mental health, research, advocacy, and community building.

In 2024, Afrikindness worked across four key workstreams to deliver impactful programs and initiatives.

Through our education-focused activities, we partnered with schools to deliver workshops, campaigns, and cultural events that celebrated diversity and inclusion.

During Black History Month, we offered curated resources to schools, hosted an art competition across England, and celebrated cultural pride and identity.

The Colours of Africa Excellence Award was presented to two schools for their outstanding contributions, showcasing the vibrancy and depth of African heritage.

**This year, our focus was clear:** to empower parents and communities—because we know that sustainable impact in the lives of young people begins at home. Too often, those most affected by inequality, systemic barriers, or racism are left out of the solutions. Parents, carers, and community leaders told us they felt unheard, unprepared, and unsupported.

### **We listened.**

Supporting parents has remained a critical part of our work. We introduced training sessions and workshops tailored to the realities of modern parenting, covering effective communication, purposeful parenting, safeguarding, mental health, and the power of play.

These initiatives equipped families with practical tools to strengthen relationships—and the feedback has been overwhelmingly positive.

We are still guided by our core belief that **embracing identity is an act of empowerment**. Over time, this belief has shaped how we work—not just with children, but in close partnership with parents and schools. Together, we have created spaces that promote kindness, cultural identity,

and culture, build racial harmony, and foster positive character development in young people.

It is only through these collective efforts (with parents, communities and schools) that we can move towards an inclusive society where every child truly thrives.

Our supplementary educational support program continued to make a difference for young people, offering tutoring, independent study and mentoring for students from Year 7 to Year 11.

This program empowered students to succeed academically and socially, while our webinars extended across multiple countries, raising awareness about cultural and racial identity while supporting parents and educators globally.

### **Collaboration has been pivotal to our success.**

We partnered with local social services and organisations to address parenting challenges before they escalate and negatively affect children.

Our Parent-Teen Workshop, coupled with a survey capturing valuable insights from teenagers, has guided the design of future initiatives to bridge generational gaps effectively.

This year also saw the launch of our Community Empowerment Programme by the 130<sup>th</sup> Lord Mayor of Leeds - a bold and groundbreaking initiative designed to nurture grassroots leadership, foster collaboration, and bridge the gap between communities and services.



The Community Empowerment Programme offers training, mentoring, and leadership development for individuals passionate about making a difference in their communities.

These efforts strengthened grassroots engagement and equipped parents to support their young ones and leaders to better serve their communities.

Additionally, our involvement in the Lord Mayor of Leeds International Day of Cultural Celebration brought workshops and performances to schools, fostering inclusivity and cultural pride.

The design of the Community Empowerment programme is informed by a deep understanding of the underlying cultural dimensions of the challenges facing young people and families from minority ethnic backgrounds and the expertise of our partner organisations. We aim to strengthen community cohesion through three C's : Collaboration, Consultation and Communication.

Afrikindness was honoured with four prestigious awards for our educational efforts in 2024. These accolades, alongside affirm our commitment to creating lasting impact through education and advocacy.

#### **Leeds Community Foundation**

- Afrikindness becomes the first to receive the [Leeds Community Foundation Sylvie Nunn Memorial Award](#) for its Neurodiversity Community Campaign Project.

#### **Corporate Vision**

- Afrikindness won the [Education and Training Awards](#) 2024 for the Most Inclusive Education NPO in 2024

#### **Celebrating Neurodiversity Awards**

- Afrikindness won the [Inclusion Project Award](#) reaffirming our commitment to creating awareness, understanding, and support for neurodivergent individuals in diverse communities.

#### **Zurich Innovation in Diversity and Inclusion Awards**

- Highly [Commended](#) award.

Research and advocacy have continued to shape our long-term goals. This year, we laid the groundwork for future studies on racial identity and its intersection with mental health.

By generating evidence-based insights, we aim to contribute meaningfully to broader conversations on inclusivity and well-being, shaping equitable practices and policies.

Sustainability and growth were key themes this year. As our work expanded across the UK—reaching more schools, communities, and families—the need for a sustainable strategy became even more essential to ensure long-term impact and operational resilience.

With support from Cranfield Trust Management Consultancy, we developed a comprehensive business and operational plan to ensure the long-term resilience of our work.

As a regulated fundraiser and a member of Keeping Children Safe, we have also strengthened our governance and operational capabilities.

**A significant milestone in 2024 was the strategic differentiation of our UK and Africa operations to address the unique needs of each region. While our UK efforts focused on supporting schools, parents, communities and young people, our Africa initiatives concentrated on strengthening the educational sector, aligning with our overarching objectives.**

We received fundings from the National Lottery Community Fund, trust and organisations as well as the local authorities to further our mission. As we celebrate these achievements, we express deep gratitude to our volunteers, trustees, and community for their unwavering support.

We bid farewell to Trustees - Dr Eddy Wifa and Joy Oballum, whose contributions have been invaluable, and look forward to welcoming a new Research and Education (Africa) Trustee in 2025.

Looking ahead, Afrikindness remains steadfast in its commitment to building inclusive, empowered communities.

The successes of 2024 have set a strong foundation for the future, and we are excited to continue making a meaningful difference in the lives of children, families, and communities in the years to come.

*Burmi Dwolabi*

**CEO Afrikindness**



# Words from our trustees

On behalf of the Board of Trustees, I am proud to reflect on what has been a defining year for Afrikindness. Our teams have demonstrated unwavering commitment, passion, and resilience—delivering impactful programmes that continue to shape the lives of children, families, and communities.

This year marked the official launch of our Community Empowerment Programme, a milestone graced by the presence of the 130th Lord Mayor of Leeds, signifying a pivotal recognition of our work. We also proudly introduced the Africa Awareness Week and the Colours of Africa School Award, celebrating culture, identity, and heritage in schools through creative learning and cultural engagement.

Governance and accountability have remained at the heart of our operations. We upheld full compliance with the Fundraising Regulator, strengthened our policies, and achieved increased funding, enabling us to expand and sustain our mission. Our impact this year was powered by collaboration—with schools, parents, local authorities, and partner organisations. Together, we are taking bold, intentional steps to address the underlying structural and systemic factors that perpetuate racial discrimination and bullying, while fostering positive character development in children. At the core of our mission is the belief that an inclusive, kind, and equitable society begins with empowered parents and supported schools.

Through a collaborative approach, we create enabling environments for young people to be resilient, emotionally balanced, culturally proud, and equipped to thrive in society.

We look forward to 2025 with hope, strength, and renewed commitment to empowering parents and communities and building a world where every child—regardless of background—has the opportunity to flourish.

*Sukwinder Bassi*

Chair of Trustees,  
Afrikindness



# Our Trustees



**SUKWINDER BASSI**  
Chair of Trustees



**CAROLYN DICKINSON (EDU.)**  
SW Hub Director,  
Avanti Schools



**ADE BAMIGBOYE (DIGITAL)**  
CTO Royal Borough  
of Kensington  
and Chelsea



**MIDRED OBUYA**  
Education Trustee  
(Africa)



**ANN PALMER (EDUCATION)**  
CEO & Founder  
FigTree Intl Ltd



**MARA MAKONI (PARTNERSHIPS)**  
Consultant  
PA Consulting



**TOLU OWOLABI (STRATEGY)**  
Commercial Lead,  
GCO, Cabinet Office



**BUNMI OWOLABI (CEO)**  
Shift Manager  
BOC-UK



**UZMA ANSER (FINANCE)**  
Finance Manager,  
Spitalfields  
Housing Association



**MANJINDER CACACIE (LEGAL)**  
Founder,  
OptimumLex



# Introduction

The Trustees of Afrikindness are pleased to present their Annual Report alongside the Financial Statement for the year ended 31 March 2025. This report is prepared in accordance with the provisions of the Charity Commission.

In 2023, Afrikindness proudly achieved charitable status as a Charity Incorporated Organisation (CIO). This year has marked a significant phase in our organisational development, as we worked alongside Cranfield Trust Management Consultancy to create and approve our 5-Year Business Plan, Strategic & Financial Plan, and Operational Implementation Plan. These plans have provided a clear and sustainable roadmap for our work both in the UK and across Africa.

Our Strategic Plan outlines seven core priorities aimed at fostering racial harmony, empowering parents and schools, supporting vulnerable children and young people, and promoting inclusivity—underpinned by three critical enablers that support delivery and impact.

The Operational Implementation Plan defines the annual activities for delivering these priorities, with each work stream led by Executive Board members under the governance of our Trustees.

Together, these frameworks ensure clarity, accountability, and sustainable growth.

# Why Our Services Matter

## Navigating crucial stages

Afrikindness plays a pivotal role in today's world by aligning its work with established research on child development—particularly Erik Erikson's [psychosocial stages](#). Our focus on Stage 4 (Industry vs. Inferiority) and Stage 5 (Identity vs. Role Confusion) addresses key [developmental](#) phases for children and adolescents. By nurturing character, identity, and kindness, we help build resilient, confident individuals equipped to thrive.

ERIKSON'S THEORY OF PSYCHOSOCIAL DEVELOPMENT									
PSYCHOSOCIAL CRISIS/TALK	TRUST VS MISTRUST	AUTONOMY VS SHAME/DOUBT	INITIATIVE VS GUILT	INDUSTRY VS INFERIORITY	IDENTITY VS CONFUSION	INTIMACY VS ISOLATION	GENERATIVITY VS STAGNATION	INTEGRITY VS DESPAIR	
									
	AGE	0-2	2-3	3-6	6-12	12-20	20-35	35-65	65 After
	VIRTUE DEVELOPED	Infancy	Early Childhood	Pre-School Play-Age	School Age	School Age Teen Years	Early Adulthood	Mid Adulthood	Late Adulthood
		Hope	Will	Purpose	Competency	Fidelity	Love	Care	Wisdom

### A Collaborative Approach

To truly support children through critical developmental stages and create environments where they can thrive, we must also invest in empowering parents and communities. Children do not grow in isolation — they flourish when surrounded by informed, confident, and supported adults.

As an African adage wisely says, *"You cannot give what you don't have."* This speaks to the heart of why empowering parents is essential — because parents cannot pour into their children what they themselves lack.

Too often, those most impacted by inequality, systemic barriers, or racism are left out of the solutions. Parents, carers, and community leaders have told us they often feel unheard, unprepared, and unsupported.

In response, our efforts went deeper into the community than ever before and we launched two flagship initiatives:

- The **Community Empowerment Programme**, inaugurated by the 130th Lord Mayor of Leeds, aims to build awareness, skills, and support systems within communities, promoting resilience and relational well-being.
- The **Neurodiversity Community Programme and Drop-In Sessions**, which provide training, awareness campaigns, advice, emotional support, and signposting to families navigating complex needs, especially those struggling with school provision and systemic barriers.

We prioritised a collaborative approach, working alongside parents and community leaders to co-create solutions that protect and uplift children and young people. When families are empowered, children thrive — and lasting change becomes possible.

Both programmes highlight our commitment to not only supporting children directly but also strengthening the ecosystems around them—parents, carers, and communities—recognising that empowered communities raise empowered generations.

This report is also published on our website and will guide our planning and priorities in the years to come.



The banner features a green background with white text. On the left, there is a photo of a man. On the right, there is a photo of a woman smiling with her hands raised, wearing a black shirt with the AfriKindness logo. The logo consists of a white silhouette of the African continent with a sunburst above it.

# Community Empowerment Programme

Empowering Communities, Building Futures



A close-up photo of a young child with curly hair, smiling and giving a thumbs up.

We are dedicated to supporting and empowering communities by providing the right tools, training, and support needed to contribute to the holistic development of children and young people. Together, we aim to build resilient families and strong, united communities.

# Statement of Trustees'

## Responsibilities and Public Benefit

The Trustees are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare accounts for each financial year that give a true and fair view of the state of affairs of the charity and the incoming resources and application of resources during that year.

In preparing these accounts, the Trustees are required to:

- Select suitable accounting policies and apply them consistently.
- Observe the methods and principles outlined in the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP).
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the accounts.
- Prepare the accounts on a going concern basis unless it is inappropriate to assume the charity will continue operating.

**The Trustees are also responsible for:**

- Keeping adequate accounting records that disclose with reasonable accuracy the financial position of the charity and ensure compliance with the Companies Act 2006.
- Safeguarding the charity's assets and taking reasonable steps to prevent and detect fraud or other irregularities.

In accordance with the Charities Act 2011, we confirm that all activities undertaken to achieve our objectives are carried out for the public benefit as described by the Charity Commission.

Our primary beneficiaries include young people, parents, and families experiencing marginalization and social or emotional challenges due to cultural or racial barriers. Our wider beneficiaries include schools, policymakers, and other organizations working with young people. This report outlines the charitable public benefit of our activities.

The Trustees regularly review our progress against our aims and objectives through our quarterly Trustee Board meetings and confirm compliance with the duty under **Section 4 of the Charities Act 2011** to have due regard to the public benefit guidance published by the Charity Commission.



**EMBRACING  
INDENTITY  
IS AN ACT OF  
EMPOWERMENT**

# About Us

**Inspire. Educate. Empower. Advocate.**

Afrikindness is committed to advancing education by fostering the social and emotional development of children and young people, particularly those impacted by racial marginalization, social inequality, or cultural exclusion.

We believe that lasting change happens through collaboration, which is why we work hand-in-hand with schools, parents, and communities to create inclusive environments where every child can thrive.

Through mentoring, counselling, and empowerment projects, we provide practical support to help young people thrive in diverse environments.

We also recognize that parents and communities must be empowered to ensure the protective factors around children are strengthened—building resilience, emotional well-being, and long-term positive outcomes.

## OUR VISION

To create a world where every child transforms their community and makes a global difference through kindness.

## OUR MISSION

To foster positive racial identity development and promote kindness in children and young people.

## AREAS THAT WE WORKED IN

**UK REGIONS:**

Yorkshire & Humber - South East  
- East England - South West -  
West Midlands - North West.

**AFRICA:** Nigeria - Ghana

## OUR APPROACH

We Believe that meaningful changes will only happen if a collaborative environment is nurtured between parents, teachers and the children.

# Objectives and Activities

## Inspire. Educate. Empower. Advocate.

Afrikindness has made significant strides across our four core workstreams, each designed to address the unique needs of the communities we serve:

- **Parents and Community:** - Our efforts focused on equipping parents and caregivers with resources, training, and intervention programs that empower them to break cultural barriers, strengthen family relationships, and nurture their children effectively.
- **Children and Young People:** - We support the holistic development of young people through mentoring, empowerment programs, and supplementary educational initiatives, addressing their social, emotional, and mental well-being while fostering resilience and self-identity.
- **Research and Advocacy:** - Afrikindness has continued to develop evidence-based programs informed by research and surveys, advocating for inclusive policies and practices while shedding light on the experiences of minoritized communities.
- **Education:**- We worked with schools and educators to deliver cultural awareness training and projects that celebrate diversity, build racial knowledge, and foster inclusivity within the classroom and beyond.

Together, these workstreams—led by dedicated volunteers—adopt a collaborative approach to fostering positive racial identity, promoting inclusivity, and building stronger communities grounded in kindness and cultural pride.

Guided by the belief that embracing identity is an act of empowerment, we have tirelessly worked to provide children and young people with a platform that:

- Promotes kindness in their interactions,
- Celebrates their identity and culture,
- Builds racial harmony, and
- Fosters positive character development.

It is only on this foundation that we can achieve an inclusive society where every child thrives.

# Our charitable object as set out in our constitution

## For the Public Benefits

- **To advance education and the social and character development of children and young people by developing their mental, physical and moral capabilities to enable them to grow to full maturity as individuals and members of society.**
- **To promote racial harmony by:**
  - (a) educating the public and raising awareness on the subject of racial diversity and equality.
  - (b) promoting knowledge and mutual understanding and respect for those of different racial backgrounds and their cultures.
  - (c) the elimination of discrimination on the grounds of race.

In furtherance of the above purposes the trustees will additionally promote research in all aspects of the above and publish the useful results of such research.

## Our Services Include

- KIDS intervention & mentoring program
- EMPOWER project for Young People
- Parents and Teachers Empowerment Programs
- Schools Kindness & Cultural Workshops
- Africa Awareness week
- Research in minority communities

## Our Core Values

- Community
- Mindfulness
- Ubuntu
- Cultural pride
- Creativity

## Our Strategic approach

- Inspire
- Educate
- Empower
- Advocate





# 2024/25

## Impact at a Glance



# Afrikindness Highlights 2024/5

## MARCH/APRIL

- Received funding from Sir George Martin Trust and Leeds Community Foundation to launch Afrikindness Neurodiversity Community Programme (ANCP)
- Afrikindness Research team attended the EMRI Conference and participated in the world cafe, presented research work on key findings on the challenges black African parents face in accessing timely autism diagnosis in the UK.

## MAY

- Launched the first parent workshop in Leeds, creating awareness on Neurodiversity in African and Faith based communities.
- Mental health walk and campaign in communities.
- Launched the Africa Awareness Week - Colours of Africa Award in Schools in England and Nigeria

## JUNE

### AutistiCon Conference

- Autism marketplace: Our presence encouraged families from Black communities to attend for the first time, seeking vital information and support on autism.
- Afrikindness recognised at the Civic Reception at Leeds Civic Hall to honour the invaluable work of small charities and community groups during Small Charity Week 2024

## JULY/AUGUST

- Organised 4 highly impactful in-person workshops, attended by members of our target communities in Leeds. Parent workshops on Purposeful parenting, Emotional intelligence, Neurodiversity etc
- Afrikindness received funding from the National Lottery Community Fund for Purposeful Parenting Training & Community Programme in Leeds
- Launched Summer of Kindness Challenge in Schools and homes and Family fun days for autistic families.

## AUGUST

### Community Empowerment Programme (ACEP)

- Lord Mayor of Leeds Launched the Groundbreaking Community Empowerment Programme to Strengthen Leadership and Unity with over 70 community leaders in attendance in Leeds.
- Kickstarted the programme with Basic Safeguarding training by Voluntary Action Leeds. 30 leaders attended the training.
- Commenced Parenting with Purpose training.

## SEPTEMBER

- Launched Afrikindness Parent Intervention Support service and received first referral of a safeguarding case from Social Services Leeds.
- Designed and delivered a **six-part webinar series** covering a wide range of neurodiversity-related topics. These sessions addressed the unique challenges faced by African and ethnic minority families and provided practical solutions.

## OCTOBER

### Colours of Africa Award

- Bempton Primary School and Enfield County School for Girls wins the Colours of Africa Art Competition.  
Find out more here:-  
[www.africaawarenessweek.co.uk](http://www.africaawarenessweek.co.uk)

## AUGUST - OCTOBER

### Awards

- Afrikindness wins awards as **Most Inclusive Education Non-Profit Organisation 2024** by Corporate Vision.
- Afrikindness was awarded in the "Inclusion Project of the Year" category for its groundbreaking Neurodiversity Community Programme by **Celebrating Neurodiversity Awards Genius Within**.
- Afrikindness received the **Highly Commended distinction award** in the prestigious **Innovation in Diversity and Inclusion Awards 2024**, hosted by Zurich Insurance.

## NOVEMBER

- Afrikindness Community leaders co-created culturally sensitive Basic Safeguarding training pack for African and Faith based communities. First delivery was done at Winners Chapel International Leeds with over 110 parents in attendance.
- Three (3) Community leaders emerged and delivered training in their communities in December 2024 and January 2025.
- Launched Afrikindness Educational supplementary programme with GCSEpod for Year 7 - 11 students. (Over 60 students participated)

## DECEMBER

- Afrikindness joins Keeping Children Safe - an international organisation to strengthen Safeguarding efforts in communities.
- Launched our first Parent-Teen workshop titled Power of Play sponsored by Leeds City Council. Great attendance by teenagers.

## FEBRUARY/MARCH

### Parent and Community leaders training

- Commenced Mindfulness training - Finding Peace in a Frantic world as part of the modules for Community empowerment.
- Afrikindness delivers first Safeguarding training in Bristol, expanding its reach outside Leeds.



## OUR CHARITY MISSION IS SUPPORTED BY

**50+** SKILLED VOLUNTEERS

## OUR CHARITY SUPPORTED

PARENTS, SCHOOLS AND CHILDREN in UK & AFRICA

## OUR PODCAST AND WEBINARS EXTENDED TO

**4** CONTINENTS, **16** COUNTRIES

**4** CLOSED PARENT GROUPS (with 300 parent members)

**5** CULTURAL PROJECTS IN SCHOOLS (4 in ENGLAND);  
(1 in NIGERIA) directly benefitting over 400 students

**5** PROGRAMS FOR CHILDREN & YOUNG PEOPLE  
(direct impact 96 children)

**8** PARENT TRAINING EVENTS,

**6** PARENT INTERVENTIONS (SEVERE CASES)

# Inspire

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*Children and young people by creating awareness of everyday acts of kindness to oneself, each other, their environment and by extension to Africa.*

This year, our initiatives exemplified this mission, leaving a lasting impact:

## **1. Mental Health Fundraising Walk**

We coordinated a children-led charity walk to raise funds for a family with two non-verbal autistic children. The young participants demonstrated empathy and leadership, mobilizing a community-wide effort that raised over £700.

## **2. Summer of Kindness Challenge**

Our 30-day “Summer of Kindness Challenge” encouraged young people in the UK and Africa to engage in acts of kindness, with a particular focus on cultural appreciation and pride. The challenge sparked a wave of positive actions and cultural storytelling, uniting participants across continents in a shared mission to create meaningful change.

## **3. Africa Awareness Week Art Competition**

Launched in May 2023, the Africa Awareness Week Art Competition inspired children to explore their heritage and challenge cultural stereotypes through art. The competition saw participation and entries from schools in England and Nigeria, fostering creativity and cultural pride among young participants. Two winners emerged from England (Enfield School for Girls for Secondary category and Bempton Primary School for Primary Category), while ten outstanding entries were recognized in Nigeria.

**4. Lord Mayor of Leeds International Day of Cultural Celebration** A groundbreaking initiative introduced by Councillor Abigail Marshall Katung, the 2024/2025 Lord Mayor of Leeds. The cultural celebration is a collaboration between Afrikindness, David Oluwale memorial association, Hamara and Leeds African communities' trust. Sponsored by the UK Shared prosperity fund (UKSPF). Afrikindness facilitated two (2) cultural projects in schools with a full-day drumming session, cultural resources and performances..



# Educate

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*Children and Young people on strong interpersonal, social and emotional intelligence skills. Build the racial knowledge and promote positive racial identity in schools as well as provide cultural awareness programs and trainings to parents and communities—creating an enabling environment where every child can feel valued, included, and thrive.*

**TOTAL OF 32 EVENTS IN 2024 : -**

## **UK**

### **24 webinars and workshops**

- 8 physical training events for parents, designed to provide tools and strategies for purposeful parenting.
- 1694 registered attendees (online streaming statistics not included)
- 7 community awareness campaign in Leeds
- 1 year supplementary educational program for 60 students
- 15,123 communication, blogs, articles, resources, educational contents and emails delivered to a network of parents.

## **Africa**

- 1 educational training workshop in Nigeria in partnership with NAPPs

A major highlight of the year was the Purposeful Parenting Training Program, launched by our parent team with funding from the National Lottery Community Fund. In collaboration with Voluntary Action Leeds, this program addressed critical parenting challenges while equipping participants with essential safeguarding knowledge.

As part of the program, a total of 30 community leaders and parents were trained in Basic Safeguarding, empowering them to create safer, more nurturing environments for children.

## Afrikindness Educational Offerings – Empowering Communities, One Family at a Time

At Afrikindness, we believe that education is a powerful tool for change — not just in schools, but in homes and communities.

Our educational programmes are designed to empower parents, equip young people, and develop community leaders with the skills, cultural context, and confidence to thrive. Through a combination of training, mentorship, digital tools, and live workshops, we are creating a ripple effect of awareness, empathy, and resilience across diverse communities.

### 1. Community Empowerment Programme (CEP)

#### For Parents, Caregivers, and Community Leaders

A comprehensive 7-module training programme designed to build capacity within Faith, African and diverse communities. Topics include: Safeguarding and cultural context, Mental health and wellbeing, Neurodiversity awareness, Parenting with Purpose, Self care and Digital Inclusion.

✓ **Impact:** Trained community leaders now facilitating local support groups and influencing local education and policy dialogue.

### 2. GCSEPod Partnership – Educational Access for Students

#### For Students in Year 9–11

We provide access to GCSEPod — a leading digital learning platform — to help underrepresented students boost academic performance across core subjects.

✓ **Impact:** Closing the educational gap for students from ethnically diverse and low-income families.

### 3. The K.I.D.S Leadership Academy

#### Kindness In Development Stages (K.I.D.S) – For Teenagers (10–16 years)

A 1-year structured youth development programme covering:

Leadership coaching, Etiquette and communication, Identity and self-awareness, CV writing and future planning, Mentorship and role model sessions

✓ **Impact:** Transforming self-confidence, personal discipline, and future readiness in participants.

### 4. Webinars, Parent Talk Series & Workshops

#### For Families, Educators, and Allies

Ongoing virtual and physical sessions that focus on key themes including Autism and neurodiversity, Parenting in diaspora, Emotional wellbeing, Cultural identity and racial harmony, Adolescent behaviour and communication

✓ **Impact:** Reached 3,000+ attendees across 20+ webinars with outstanding community feedback.

### 5. Resource Curation & Content Development

We develop and curate culturally inclusive educational content, including: Parent guides and toolkits, School activity packs, Identity and heritage workbooks, Mental health resources, CPD-accredited training materials

✓ **Impact:** Supporting schools, parents, and community leaders with practical tools that reflect lived experiences.



Summary For January 1, 2024 - December 28, 2024

> Attendees 1,706

**Online workshop:- Our reach and impact on our online webinar event covering several continents  
(Eventbrite Analytics)**

**Highlights**

Data for 12/28/2023 - 12/26/2024

<b>61,943</b> Impressions	<b>2,660</b> Reactions	<b>1,159</b> Comments	<b>323</b> Reposts
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**Analysis of Posts on LinkedIn**



# Empower

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*Parents, community leaders, and young people by providing culturally relevant tools, training, and platforms that inspire growth, resilience, and intergenerational understanding. Support parents and community leaders to break cultural and generational barriers, parent with confidence, and access the resources they need to raise emotionally resilient and empowered young people.*

This year, our initiatives exemplified this mission, through empowerment initiatives:-

## **Community Empowerment Programme in Leeds Sponsored by National Lottery Community Fund**

- 70 Community leaders and Parent. 7 Training Modules
- 30 trained on Basic Safeguarding with Voluntray action Leeds
- 10 Communities. 130 parents - direct impact on Safeguarding training
- Co-created / Adapted Safeguarding Training pack for Faith and African Communities. 2 signed Community Ambassadors delivered training to their communities

## **Neurodiversity Community Programme Sponsored by Leeds Community Foundation & Sir George Martin Trust**

- **6 Awareness Campaigns:** Including sessions during World Autism Day, reaching an audience of over 4,000 participants across four continents.
- **3 Physical Workshops in Leeds:** Engaging over 100 participants and promoting practical knowledge on neurodiversity.
- **2 Family Interventions:** Collaborating with partners for direct referrals and support. **2 Family Fun Day Events:** Providing sensory play experiences for children and families.
- **A 6-Part Monthly Webinar Series:** Featuring expert speakers globally dismantling myths, and educating the global community on autism and neurodiversity. The webinar series which was streamed LIVE across all social media platforms have reached a significant number of families worldwide. Parent resources: Providing resources for parents and families.

### Parent-Teen Workshop:

A hands-on session fostering effective communication and understanding between parents and teenagers, bridging generational gaps.

- 28 teenagers attended the workshop
- 31 parents attended the Parent-Teen workshop.

### Parent Intervention Program:

Successfully intervened in five cases, providing tailored support and guidance to families navigating complex challenges.



# Advocate

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*Afrikindness' advocacy work focuses on four key areas: positive racial identity development, neurodiversity in children from minority ethnic communities, mental health, and education. By gathering input from parents and communities through surveys and feedback, we amplify their voices to influence policies and practices.*

*These priorities reflect our commitment to creating inclusive environments that celebrate diversity, support well-being, and empower children and families to thrive.*

- **1 Conference** - our representatives presented posters on Racial Identity and Neurodiversity at EMRI Conference
- Launched our first Research Survey on Racial identity and Socialization in Black Communities

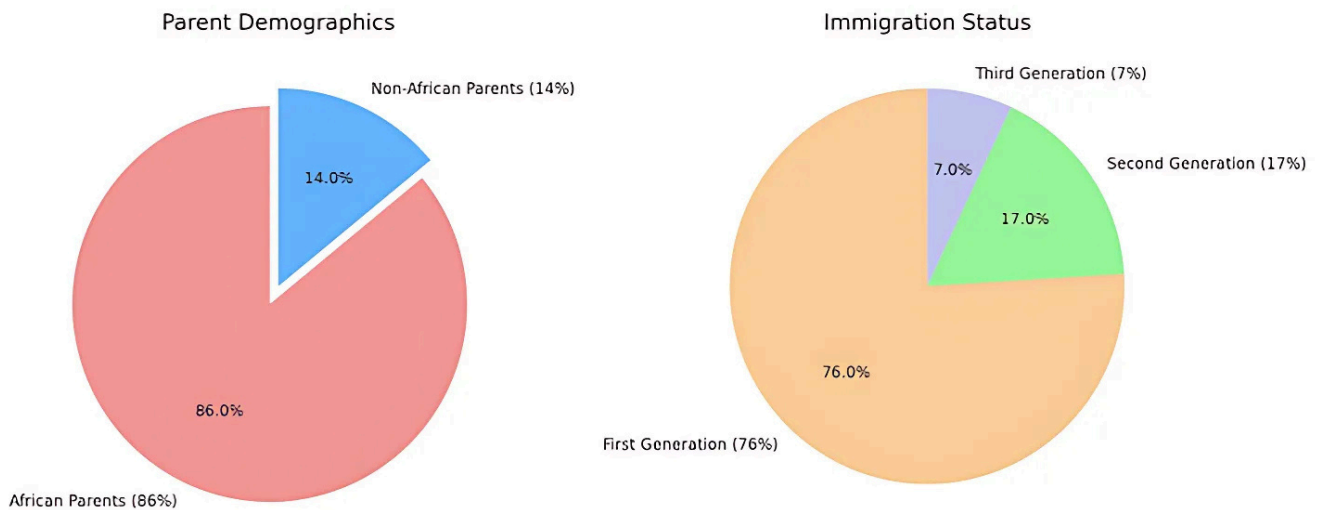
The survey launched by Afrikindness in May 2024 focuses on understanding racial socialization practices among parents, including the ways they communicate and instill cultural pride, resilience, and identity in their children.

With plans to extend the survey into broader communities across England in 2025, this initiative aims to deepen our insights into cultural and generational dynamics.

## Key Findings so Far:

- **Parent Demographics:**
  - 86% of respondents are African parents.
  - 14% are non-African parents.
- **Immigration Status:**
  - 76% of respondents identify as first-generation immigrants.
  - 17% are second-generation.
  - 7% are third-generation.

- This analysis highlights a strong representation of African heritage among respondents and a predominance of first-generation immigrant experiences.
- As the survey expands, it will provide critical data to inform community-based interventions and advocacy efforts.



**Analysis from Research survey on Racial Socialisation (ongoing research) - 2024**

# Strategic Priorities & Enablers

## Our Seven Strategic Priorities includes:-

- 1. Enhance Educational Initiatives:** Develop and implement educational programs that break down cultural barriers and promote inclusivity in schools and homes, develop social and emotional needs and fostering positive racial identity development among children and young people. To be the lead in cultural educational contents, professional development opportunities in communities and networking for parents/Schools.
- 2. Expand reach and impact:-** Broaden our reach to support more vulnerable children and families, ensuring that our initiatives have a positive and lasting impact on their lives. Develop an expanded portfolio of quality blended accredited learning opportunities to reach more families in the UK.
- 3. Diversify funding streams:** Actively seek and secure diverse funding opportunities to sustain and enhance our programs, enabling us to implement new initiatives and respond effectively to emerging challenges. This is a key critical enabler essential for sustainability and growth.
- 4. Empower young people, parents and teachers:-** Continue to provide comprehensive support to young people, parents and educators through workshops, resources, and webinars, focusing on equipping young people with life skills and providing parents with tools to navigate modern parenting challenges and promote cultural competence.
- 5. Advance research and advocacy:-** Continue conducting research on key issues impacting children, families, and communities, and leverage advocacy efforts to influence policies that support positive racial identity development, mental health, and inclusivity. Influence the implementation of standards, guidelines, policies, improvement and research.

**6. Strengthen collaboration and cultivate a supportive community:-** Forge strategic partnerships with organisations, experts, and communities to amplify our influence, share resources, and collectively address issues related to racial identity, mental health, and cultural inclusivity. Foster a strong sense of community among our volunteers, supporters, and partners, creating a collaborative environment that encourages shared learning, exchange of ideas, and collective efforts toward our mission.

**7. Optimise Technology and Innovation:** Embrace technological advancements and innovative approaches to enhance the delivery and accessibility of our programs, ensuring they remain relevant and impactful in an ever-evolving landscape.

### 3 critical enablers

- Diversity and Inclusion
- Governance, financial resilience and operational sustainability
- Technology and Innovation.

# Strategic Priority 1

## Enhance Educational Initiatives

### Schools

#### Goal 1:

**Develop and Implement Educational Programs that Break Down Cultural Barriers and promote Racial Harmony**

#### Goal 2:

**Support Teachers in Promoting Cultural Competence**

### Achievement and impact:

**CARPRIDE**, which stands for Celebrate Culture and Race By Fostering Positive Racial Identity Development in Education is a flagship Afrikindness initiative aimed at fostering cultural pride, inclusivity, and positive racial identity. Launched in 2023 with Africa Awareness Week, the campaign provides curated educational resources developed by teachers to align with Black History Month, reaching schools nationwide.

In 2024, Afrikindness expanded its impact by engaging with more schools, fostering understanding and appreciation of African heritage. We supported classroom-based activities Circle-time activities aligned with the National curriculum, the Colours of Africa Art Competition, which encouraged creativity and inclusivity, benefiting over 200 students and their teachers.

Highlights included the Colours of Africa Art Competition, which inspired creativity and cultural expression among children, with schools across England participating.

Two winning schools were honoured with the prestigious Colours of Africa Art Excellence Award, alongside African art kits and certificates, showcasing the richness of African culture.

Through partnerships with three organizations, Afrikindness co-hosted the Lord Mayor of Leeds International Day of Cultural Celebration in two schools in Leeds, delivering impactful classroom workshops and dynamic drumming performances, promoting belonging and diversity among young people.

The ongoing **#DiscoverMe #DiscoverIdentity** campaign educates parents and young people on identity and empowerment, breaking stereotypes associated with Black and African communities through cultural awareness. Afrikindness also amplified key cultural events like Africa Day and Cultural Day, strengthening connections to African heritage and promoting pride in cultural identity. These efforts continue to celebrate diversity while fostering understanding and empowerment.

### Summary Statistics:

- **Africa Awareness Week Impact:** Distributed educational content to over 2000 schools to enhance inclusivity.
- **Art Competition:** 2 UK schools awarded the Colours of Africa Art Excellence Award, fostering pride and creativity.
- **Cultural Celebration Projects:** Delivered cultural workshops and performances in two schools in Leeds, reaching over 100 students with impactful cultural education.

By continuing these initiatives, Afrikindness will solidify its position as a leader in cultural education, empowering schools and communities to embrace diversity and inclusivity.

# Strategic Priority 2

## Expand Reach and Impact

### Parents and Families

#### Goal 1:

**Be the Key Source of Expertise and Information for Parents and Families, Especially from Minority Communities**

#### Action Plan:

- Broaden outreach to more families across the UK, particularly in Bradford and London, through community programs and interventions to empower parents and families to be equipped with tools and resources to support children and young people.

#### Achievement and impact:

Afrikindness' Community Awareness Program and Webinars in 2024 reached over 2,000 parents and families across the UK and globally through 27 webinars, 8 workshops, 6 one-on-one interventions, over 30 phone call conversations - providing essential guidance on parenting, safeguarding, and neurodiversity.

In August, we launched the Community Empowerment Programme (CEP) with the Lord Mayor of Leeds, bringing together over 70 community leaders. This initiative delivered tailored training workshops across seven modules, including Basic Safeguarding, which certified 30 leaders from 10 communities, and Parenting with Purpose, which attracted over 50 participants.

Key partnerships with Voluntary Action Leeds, ChangeX, and the National Lottery Community Fund enabled impactful programs such as the co-production of a safeguarding resource pack for African and Faith communities, mental health workshops, and purposeful parenting training.

While funding constraints limited the rollout of all modules, we successfully launched the first cohort of CEP, engaging 30 participants in a year-long training program. Afrikindness remains committed to empowering communities, fostering resilience, and breaking cultural barriers through collaboration and advocacy.

## Summary Statistics - Social Media Statistics End Mar 2024

**1,378 followers**



**506 followers**



**115 followers**



**551 followers** (afrikindness podcast included)



**827 followers**



# Strategic Priority 3

## Diversify Funding Streams

### Organisation

#### Goal 1:

#### Secure Sustainable Funding Sources

### Action Plan:

- **Expand Grant opportunities:-** Secure additional grants and build partnerships with corporations and sponsors to ensure financial sustainability. Develop corporate sponsorship and diversify digital fundraising initiatives:- Launch a digital fundraising campaign and explore social enterprise opportunities to diversify revenue.

### Achievement and impact:

In 2024, Afrikindness successfully advanced its funding strategy, securing grants from esteemed organizations to drive impactful initiatives.

The Sir George Martin Trust and Leeds Community Foundation supported the Afrikindness Neurodiversity Community Programme (ANCP), aimed at increasing awareness and providing resources for neurodiverse individuals in underrepresented communities.

Funding from the National Lottery Community Fund powered the Purposeful Parenting with Purpose & Community Empowerment Programme in Leeds, equipping parents and leaders with skills to address challenges like safeguarding, mental health, and cultural awareness.

Grants from the Good Things Foundation enabled digital inclusion initiatives, while funding from ChangeX supported a World Mental Health Workshop and an Open Seat Meal, fostering mental well-being and community connection.

## Summary Statistics:

- **Grants Secured:** Funding from key organisations like the Sir George Martin Trust, National Lottery has supported critical programs, impacting over 1,000 families and community leaders in 2024.
- **Partnership Growth:** Collaborated with new partners to enhance funding capacity and program delivery.
- **Digital Reach:** Established the donation page on our website.

By actively diversifying funding streams, Afrikindness will ensure long-term sustainability, enabling the organization to scale its impact and address emerging needs effectively.

**AFRIKINDNESS**  
**PARENTING WITH PURPOSE TRAINING**

**PROUDLY FUNDED BY**

**COMMUNITY FUND**

**AFRIKINDNESS**  
**NEURODIVERSITY COMMUNITY PROGRAMME (ANCP)**

**PROUDLY FUNDED BY**

**Leeds Community Foundation**

**Sir George Martin Trust**

# Strategic priority 4

## Empower Young People & Parents

### Families

#### Goal 1:

**Equip Parents with Tools & Resources for Modern Parenting Challenges.**

#### Goal 2:

**Provide Intervention support, Bridge the Cultural Gap and Build Trust to Support Families and Young People.**

#### Goal 3:

**Develop an Expanded Portfolio of Quality Blended Accredited Learning Opportunities for families.**

### Action Plan:

- **Expand Parent Support Initiatives & intervention services:-** Provide tailored workshops and webinars addressing modern parenting challenges and cultural competence. Enhance Modern Parenting Education:- Launch an online parent support portal for continuous engagement and resources. Launch New Learning Modules & Scale accredited offerings measuring and reporting impact in communities. Expand Parent Support initiatives and increase Community ambassadors in each region to expand reach into communities.

### Achievement and impact:

Afrikindness delivered 24 webinars and 8 workshops on critical topics such as effective communication, neurodiversity, and mental health, reaching over 1000 parents.

These sessions equipped participants with practical strategies to foster positive family dynamics and create supportive environments for children.

Specialized workshops during World Mental Health Day provided parents with ChangeX certifications in mental health support, empowering them to advocate for awareness in their communities.

**Some of our services were delivered through specific projects as detailed below:-**

## **Parent Intervention Services**

Through our Parent Intervention Services, Afrikindness addressed six severe family cases involving social services, autism, mental health challenges, family immigration, complex parent-teen challenges and safeguarding issues. These interventions were instrumental in breaking cultural barriers, fostering trust in available services, and ensuring effective case resolutions. Support extended to new-to-the-UK families and those facing intergenerational challenges, providing a culturally informed, multi-professional approach to complex cases.

One key highlight for Afrikindness was the referral case from the Social Services team at Leeds City Council, marking a significant recognition of our expertise in culturally sensitive family support; through six months of dedicated intervention, Afrikindness provided tailored guidance and resources, culminating in the successful closure of the case after measurable positive outcomes were achieved.

## **Neurodiversity Campaigns and Workshops**

Workshops and webinars focused on neurodiversity educated over 500 attendees, providing resources and insights to support children with special needs and sensory sensitivities. These initiatives fostered greater understanding and inclusivity within families and communities.

## **Collaborations and Training / Community Engagement and Advocacy:**

Through partnerships with organisations like Voluntary Action Leeds, Afrikindness trained over 30 leaders and 120 parents on safeguarding and cultural awareness. By offering blended learning modules, we ensured accessibility for both online and in-person participants, broadening our reach. Our awareness programs engaged over 300 parents in open discussions, breaking stigmas and encouraging dialogue on critical issues. Expert speakers and trainers provided valuable insights, breaking barriers to accessing information and support.

These achievements highlight Afrikindness' unwavering commitment to empowering families, fostering inclusivity, and addressing complex challenges with compassion and cultural sensitivity.

## **Community Empowerment Programme**

The Community Empowerment Programme (CEP) was launched in 2024 as a transformative initiative aimed at equipping community leaders and parents with essential knowledge and skills to address challenges within their communities.

The programme is structured around seven comprehensive modules:

- Basic Safeguarding,
- Parenting with Purpose,
- Mental Health Awareness,
- Self-Care,
- Digital Inclusion,
- Neurodiversity Awareness, and Social Services.

The Community Empowerment Programme (CEP) is essential for fostering trust, safety, and inclusivity for young people, as it equips community leaders with the tools and knowledge to create supportive environments where young people feel valued and secure, recognizing the pivotal role leaders play in shaping their sense of belonging.

# Community Empowerment Programme in Leeds

The Community Empowerment Programme sponsored by the National Lottery Community Fund was launched in 2024 by Afrikindness and officially endorsed by the 130th Lord Mayor of Leeds. It was created in direct response to the growing need for culturally sensitive, grassroots leadership within diverse and underrepresented communities—particularly African and faith-based groups.

This programme was designed to equip individuals with the knowledge, confidence, and practical tools to lead change, support families, and connect communities to essential services. At its heart, the initiative addresses critical gaps in safeguarding, mental health access, racial identity development, and community cohesion, issues that continue to disproportionately impact Black and ethnic minority families.

With training delivered in partnership with respected organisations such as Leeds City Council, Voluntary Action Leeds, Touchstone, and others, the programme strengthens both individual and collective capacity to navigate and influence systems—fostering more inclusive, resilient, and thriving communities.

Now, more than ever, amid rising concerns about mental health, racism, inequality, and a growing disconnect between services and community needs, this programme offers a replicable model of empowerment and change.

It ensures that lived experiences are recognised, voices are amplified, and leadership is truly reflective of the communities it serves.

Since its launch, the Community Empowerment Programme has trained and supported over 70 leaders, facilitated culturally relevant workshops across Leeds, and empowered parents and community members to advocate for change, access services, and build stronger, more connected communities.

# 2024/25 Impact at a Glance in Leeds



## Looking Ahead:

As we move forward, the Community Empowerment Programme is expanding into Bradford, with support from Bradford NHS grant fund NHS Trust, to reach even more families and communities.

At the same time, we will continue working closely with Cohort/1 leaders—supporting them as they deepen their impact across Leeds, reaching new communities, strengthening partnerships, and driving systemic change.

Our goal is clear: **to build empowered, informed, and resilient communities across West Yorkshire, one leader at a time.**

# Strategic Priority 5

## Advance Research and Advocacy

### Organisation

#### Goal 1:

To strengthen Afrikindness' role in influencing change by conducting impactful research survey and using advocacy to shape policies and practices that support children, families, and communities — particularly in areas of racial identity development, mental health, and inclusion.

#### Action Plan:

- Conduct targeted research in collaboration with academic and community partners to explore key issues affecting children, families, and communities, such as racial identity, mental health, and inclusion.
- Share research findings through accessible reports, events, and toolkits, and use these insights to engage stakeholders and influence relevant policies and standards. Strengthen advocacy efforts by participating in advisory boards, responding to consultations, and monitoring the impact of our work to drive meaningful systemic change.

#### Achievement and impact:

In 2024, Afrikindness launched the Racial Identity and Socialisation Survey to establish a baseline understanding of how children and young people experience and develop their racial identity within family and community settings. This marks a significant step in our research efforts.

Afrikindness is also establishing itself as a credible voice in shaping inclusive policies that amplify positive racial identity development, mental health awareness, and equity in education.

We continue to contribute to strategic advocacy by attending key research meetings, participating in advisory boards, and influencing discussions that shape future frameworks and standards.

# Strategic priority 6

## Strengthen collaboration

### Organisation

#### Goal 1:

**Forge strategic partnerships with organisations, experts, and communities to amplify our influence, share resources, and collectively address issues related to racial identity, mental health, and cultural inclusivity.**

### Action Plan:

- Identify and engage with local, national, and international organisations, thought leaders, and subject matter experts aligned with our mission to co-deliver programmes, co-host events, and share resources and research that address issues around racial identity, mental health, and cultural inclusion.
- Build a thriving internal network by supporting our volunteers, ambassadors, and community leaders through regular engagement, reflective practice, capacity-building workshops, and recognition initiatives that foster connection and shared ownership of our mission.

### Achievement and impact:

Afrikindness has successfully partnered with over 20 organisations across education, community development, and advocacy sectors. These collaborations have expanded our reach, deepened our impact, and enabled the sharing of best practices and culturally relevant resources. Through collective efforts, we have been able to co-deliver webinars, support training sessions, distribute resources, and increase awareness on racial identity, mental wellbeing, and inclusive education. These partnerships have significantly enhanced the visibility and credibility of Afrikindness, strengthened community trust, and created sustainable pathways for continued engagement and systemic change.

## Strategic Funders, Collaborators and Partners

- The National Lottery Community Fund
- Sir George Martin Trust
- Leeds Community Foundation
- Good things Foundation
- Voluntary Action Leeds
- Leeds City Council
- Forum Central
- 100% Digital Leeds
- GIPSIL
- Cranfield Trust Consultancy Management
- Ethnic Minority Research Inclusion
- NHS Bradford District Care NHS Foundation Trust
- Leeds Mental Health Wellbeing Services
- Child Friendly Leeds
- Autism Arena
- Sylvie Nunn Memorial Trust
- Drumroots
- Leeds African Community Trust
- Leeds Refugee Forum
- Africa Awareness Week
- Climate Action Leeds
- ChangeX
- Keeping Children Safe

# Strategic priority 7

## Optimise Technology and Innovation

### Organisation

#### Goal 1:

**Leverage technology and innovative tools to increase the effectiveness, accessibility, and reach of our programmes while improving internal operations and engagement with stakeholders.**

### Action Plan:

- Invest in digital tools and platforms that support communication, data management, and programme delivery to increase efficiency and accessibility.
- Build internal capacity through staff and volunteer training on digital systems, data protection, and emerging technologies.
- Strengthen our digital presence and user experience through ongoing website development and the use of integrated communication tools and analytics.

### Achievement and impact:

- Secured a Microsoft grant, enabling us to establish official organisational emails and communication tools, improving both internal coordination and external engagement.
- Awarded a Google for Nonprofits grant, allowing access to essential tools like Google Workspace and Google Ads, helping us enhance visibility and streamline operations.
- Recruited a Data Protection Officer to ensure compliance with data handling and privacy standards, reinforcing our commitment to safeguarding stakeholder information.

Despite challenges with our current website's speed and performance, we successfully maintained and updated the site to ensure consistent information access. We are actively seeking funding to upgrade the site infrastructure to meet the growing demands of our expanding work.

These advancements have significantly improved how we communicate, store and protect data, and deliver programs. Access to professional tools has allowed us to build credibility, operate more efficiently, and ensure a more user-friendly experience for beneficiaries, stakeholders, and the wider public.

## **Here are all the figures combined from the Google Ads campaigns that we have run in 2024:**

- On Google Ads, all campaigns received 14,062 impressions and 1,935 clicks to the Afrikindness website.
- The CTR of all the campaigns is 13.76% which is well ahead of the 5% threshold for Google Ads grant campaigns.
- The cost of the campaigns is \$3,629.09, which would amount to just under £3,000 if we were funding the campaigns ourselves without the grant.
- London city received the highest number of clicks followed by Birmingham and Manchester.
- The most successful campaign in 2024 was the Black History Month campaign.

# Funding Our Mission

At Afrikindness, our mission to advance emotional well-being, cultural inclusion, and racial harmony for children and young people continues to grow. But like many grassroots charities, we face the ongoing challenge of securing core funding to sustain our day-to-day operations. In response, we undertook a strategic shift in 2024 to expand and enhance our activities, focusing on long-term sustainability and greater impact.

This transformation has only been possible through the collective effort of our passionate volunteers, trustees, expert speakers, and the support of committed partners. We extend our sincere thanks to everyone who has stood with us on this journey.

In 2024, we were fortunate to receive vital grant funding from key supporters, including the National Lottery Community Fund, Leeds Community Foundation, Sir George Martin Trust, and other local and national grantmakers. These funds played a critical role in delivering programs such as our Neurodiversity Drop-in Sessions, Parent Empowerment Workshops, and our newly launched Community Empowerment Programme, opened by the 130th Lord Mayor of Leeds.

Alongside grant funding, we developed meaningful collaborations with leading organisations and local partners, including schools, councils, and third-sector networks. These partnerships have strengthened the implementation and delivery of our initiatives, extended our reach, and helped us respond to the increasing needs of children and families.

This year also marked the creation of a dedicated fundraising team, focused on ethical and transparent fundraising aligned with the Charities (Protection and Social Investment) Act 2016.

Afrikindness is registered with the Fundraising Regulator, and we proudly report that we received no fundraising complaints in 2024, demonstrating our commitment to integrity and the Code of Fundraising Practice.

Looking ahead, we are working to diversify our revenue streams through new grant opportunities, corporate sponsorships, digital campaigns, and community fundraising events. These efforts are essential to scaling our work across the UK and Africa—helping us reach more families, address cultural barriers in education, and empower communities to support future generations.

As our mission expands, so does our need for sustainable funding. With your continued support, we can ensure that every child—regardless of background—can thrive in a society rooted in kindness, inclusion, and resilience.

**Many thanks to our funders below:-**

- The National Lottery Community Fund
- Leeds Community Foundation
- Sir George Martin Trust
- Good things foundation
- Bradford NHS Care grant
- ChangeX
- Leeds City Council inner community committee fund

# Financial Review

## Statement of Financial Activities (SOFA)

### Review of Financial Year Ended 31 March 2025

	Notes	Unrestricted Funds (£)	Restricted Funds (£)	Total 2025 (£)	Unrestricted Funds (£)	Restricted Funds (£)	Total 2024 (£)
<b>Income</b>							
-Donations and Legacies			35,704	35,704	135	2,000	2,000
-Charitable Activities		1,368		1,368			
<b>Total Income</b>	2	<b>1,368</b>	<b>35,704</b>	<b>37,072</b>	<b>135</b>	<b>2,000</b>	<b>2,135</b>
<b>Expenditure</b>							
Raising Funds							
Charitable Activities							
- Administrative Costs		1,583		1,583	1,763		1,763
- GCSE Platform		729		729			
- Other Charitable Activities			14,480	14,480	1,617		1,617
<b>Total Expenditure</b>	3	<b>2,312</b>	<b>14,480</b>	<b>16,792</b>	<b>3,380</b>		<b>3,380</b>
<b>Net Income/(Expenditure)</b>		<b>(944)</b>	<b>21,224</b>	<b>20,280</b>	<b>(3,245)</b>	<b>2,000</b>	<b>(1,245)</b>

# Financial Review

## Statement of Financial Activities (SOFA) Review of Financial Year Ended 31 March 2025

	Notes	March 2025 (£)	March 2024 (£)
<b>Fixed Assets</b>			
Tangible Fixed Assets		0	0
<b>Total Fixed Assets</b>		<b>0</b>	<b>0</b>
<b>Current Assets</b>			
Pre-Registration Costs	4	2,303	2,303
Cash at Bank and in Hand		24,396	2,000
<b>Total Current Assets</b>		<b>26,699</b>	<b>4,303</b>
<b>Liabilities</b>			
Loans from Trustees (Liabilities)	4	(7,664)	(5,548)
<b>Net Assets/(Liabilities)</b>	<b>6</b>	<b>19,035</b>	<b>(1,245)</b>
<b>Funds</b>			
Unrestricted Funds		(3,478)	(3,245)
Restricted Funds		22,513	2,000
<b>Total Funds</b>		<b>19,035</b>	<b>(1,245)</b>

# Financial Review

## Notes to the Financial Statements

1. These financial statements have been prepared in accordance with the Charities SORP (FRS 102) and include comparative information from the prior reporting period where available. The charity was registered on 23 June 2023, and the FY24 figures represent the partial year following registration.

### 2. Expenditure Details:

- Afrikindness received total income of £37,072 in FY25, including £35,704 of restricted donations and £1368 from GCSEpod platform facilitation.
- The GCSEpod income was collected from parents to cover access costs to a tutoring platform. It is treated as unrestricted earned income.

### 3. Expenditure Details:

- Total expenditure of £16,792 was allocated across the following:

Admin Fees	1,583
National lottery	6,895
Neurodiversity Project	3,067
Leeds city council	1,214
Africa Awareness Week	1,123
Education Intervention	768
GSCE pod Subscription	729
ChangeX	556
Art Competition	319
Power Communities	252
Africa Awareness week	146
Voluntary Action - Training	100
ANCP	40

- Additional breakdown of expenditure by type:

Training	3,214
Catering	2,668
Subscription	1,893
Venue Hire	1,275
Printing	1,157
Workshop	1,123
Photography	950
Travel	947
Gifts	743
Refreshments	683

# Financial Review

## Notes to the Financial Statements

◦ Additional breakdown of expenditure by type:

Video Editor	573
Design	498
Awards	344
Stationery	311
Media	250
Advertising	71
Software	58
Other Staff expenses	35
Bank Charges	1

#### 4. Pre-Registration Costs

- The charity began operations in June 2022, prior to its registration on 23<sup>rd</sup> June 2023. During this period, trustees provided funds amounting to £2,303 to cover initial costs.
- These funds have been recognised as a loan in the financial statements as of 23<sup>rd</sup> June 2023. The loan is interest-free and repayable on demand. The trustees have agreed to defer repayment until the charity is in a suitable financial position.

#### 5. Trustee Loans:

- The trustees provided an initial loan of £2,303 to cover pre-registration costs, along with additional loans of £3,245 in FY 24 and a further £2,116 during this financial year to address funding gaps.

This brings the total outstanding trustee loans to £7,664 as of 31 March 2025. The loans are repayable under the terms agreed with the trustees.

# Financial Review

## Notes to the Financial Statements


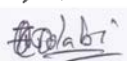
### 6. Fund Reconciliation

- Afrikindness closed the year with a funds of £19, 035 representing net assets after the accounting for loans.

<b>Income and Expenditure</b>	<b>Unrestricted Funds (£)</b>	<b>Restricted Funds (£)</b>	<b>Total 2025 (£)</b>
Funds brought forward	(3,245)	2,000	(1,245)
Net income / (expenditure) FY 2025	(944)	21,224	20,280
<b>Funds carried forward</b>	<b>(4,189)</b>	<b>23,224</b>	<b>19,035</b>

### Trustees' Approval

This statement of financial activities and balance sheet was approved by the Board of Trustees on 27/05/2025 and signed on their behalf by:

<b>Trustee Name</b>	<b>Signature</b>	<b>Date</b>
Sukwinder Bassi		27/05/2025
Tolulope Owolabi		27/05/2025

# Reserves Policy

Afrikindness currently operates without a reserve fund due to historical funding constraints. However, the organisation recognises the importance of building reserves to enhance financial sustainability, ensure continuity of operations, and provide resilience against unexpected financial challenges. Establishing a robust reserves fund is a strategic priority for 2025 and beyond, aligning with the charity's financial governance framework.

## Financial Risk Management

Afrikindness is committed to robust financial risk management to safeguard its resources and ensure long-term sustainability. Key financial risks and mitigation strategies include:

### 1. Funding Shortfalls

**Risk:** Dependency on grants and donations may create cash flow challenges.

**Mitigation:**

- Diversify income streams, including corporate sponsorships, individual giving, and fee-based services.
- Build a pipeline of grant applications and establish a reserve fund for resilience.

### 2. Increased Operational Costs

**Risk:** Rising costs could outpace available funding as the organisation grows.

**Mitigation:**

- Implement cost controls and secure operational funding through sponsorships.
- Improve financial efficiency through the newly implemented Capium accounting system, which is compliant with Charity Commission standards.

### 3. Economic Instability

**Risk:** Economic downturns may affect donor capacity and grant availability.

**Mitigation:**

- Develop flexible budgets and broaden the donor base to include corporate sponsors and smaller individual contributions.

### 4. Inadequate Financial Oversight

**Risk:** Inefficient use of funds or budget deficits due to insufficient controls.

**Mitigation:**

- Maintain strong governance by requiring all payments to be signed off by two authorised signatories.
- Conduct regular internal and external audits to ensure compliance and transparency.

# Financial Policies

Afrikindness has established a policy on the Disbursement of unrestricted funds, ensuring transparency and accountability in the allocation of funds. All payments require two signatories, adding an additional layer of governance to financial decision-making.

Looking forward, Afrikindness plans to formalize additional financial policies in 2025, including:

- **Reserves Policy**
- **Fundraising and Income Recognition Policy**
- **Financial Reporting and Monitoring Policy**

These policies, coupled with the newly implemented Capium accounting system, will provide a robust framework to enhance financial efficiency and compliance with Charity Commission requirements.

## Future Plans

Afrikindness aims to build on its achievements and strengthen its financial position with the following initiatives:

- **Fundraising Expansion:** Afrikindness plans to raise £300,000 by FY26 through a mix of grants, corporate partnerships, and recurring donor campaigns.
- **Operational Efficiency:** Leverage the new Capium accounting system to improve financial accuracy and streamline operations.
- **Reserves Development:** Establish a reserve fund to safeguard against future uncertainties and ensure operational continuity.
- **Program Growth:** Expand flagship initiatives, including Africa Awareness Week and the Social Emotional Learning framework in schools, to increase impact and reach.

These goals align with Afrikindness's long-term strategy to create a sustainable organisation capable of delivering lasting change.

# Governance and Management

## Governing Document

Afrikindness operates as a registered Charitable Incorporated Organisation (CIO) under a constitution that governs its activities. This constitution outlines the objectives, governance structure, and operational framework of the charity. It ensures compliance with relevant legal requirements and provides clarity on the roles and responsibilities of the Board of Trustees and executive team.

## Recruitment and Appointment of Board of Trustees

The Board of Trustees comprises professionals with diverse experiences and skills relevant to the charity's objectives. Trustees are recruited through platforms such as Reach Volunteering, where their applications undergo thorough evaluation. Shortlisted candidates are interviewed by existing board members, and successful individuals are selected based on an assessment of the skill gaps within the board. Each trustee's unique expertise contributes to the charity's high governance standards.

## Trustee Induction and Training

The induction process provides all new trustees with a comprehensive induction pack. This resource explains their duties and responsibilities, offers insights into the charity's mission and objectives, and provides access to additional information about Afrikindness' operations. This process ensures that trustees are well-prepared to contribute effectively to the charity's governance and strategic direction.

## Organisational Structure

Afrikindness has an integrated governance and operational framework involving the Board of Trustees and the Executive Board. The trustees and executive board members collectively form the management team, with trustees focusing on strategic oversight and governance, and the executive board leading daily operational activities.

## Trustee Board

The Trustee Board consists of 10 members who meet four times a year to review the charity's strategy, operational activities, and financial performance. Trustees are responsible for maintaining high governance standards and ensuring the charity's activities align with its objectives. Each trustee is recruited for their specialist skills, enabling Afrikindness to maintain a robust and effective governance structure. Trustees give their time voluntarily and receive no financial benefits from the charity.

## Executive Board

The Executive Board, consisting of 18 members, manages the day-to-day operations of Afrikindness. This team includes:

- Parent Team Lead
- Research Team Lead
- Education Team Lead
- Finance Specialist
- Legal Advisors
- Administrative Staff
- Neurodiversity Lead
- Community Liaison Manager
- IT & Website Specialists

This diverse team ensures that the charity operates effectively across all areas, delivering its mission to advance education, promote inclusivity, and support communities.

## Volunteers

Afrikindness relies on a dedicated group of volunteers who support various projects and initiatives. Volunteers play a crucial role in the charity's success, contributing their time and skills to drive impact across different programs. Their efforts, alongside those of the trustees and executive board, exemplify the collective commitment to Afrikindness' mission.

Afrikindness is committed to fostering a strong, collaborative governance structure that ensures transparency, accountability, and effective delivery of its charitable objectives. The combined efforts of the Trustee Board, Executive Board, and volunteers drive the organisation's success in making a meaningful difference in the lives of the communities it serves.

## Volunteer Onboarding Process

Our volunteers undergo a comprehensive onboarding process designed to equip them with the necessary knowledge and tools for their roles. This includes:

- **Information on Ethical Behaviour:** Clear guidelines to promote professionalism and respect in all interactions.
- **Policy Familiarisation:** Volunteers are introduced to Afrikindness' key policies, including safeguarding, data protection, and equal opportunities policies.
- **Training Opportunities:** Access to relevant training sessions to build skills and enhance their contribution.

The onboarding process ensures that every volunteer is well-prepared to engage in the charity's activities, contributing their diverse skills and passions effectively.

Our team of diverse volunteers plays a pivotal role in our daily operations. They bring a wealth of experience and skills, offering their time and passion to advance the charity's mission.

## Executive Board Members - Workstream Lead

- Dr Pedi Obani (Parent Team Lead)
- Dr Grace Okoro (Research Team Lead)
- Lovette Monyei (Education Team Lead)
- Bunmi Owolabi (Children and Teens)
- Nathan Warren (IT)
- Bamike Sawyerr (Finance)
- Dr Vivian Okoye (Neurodiversity)
- Lola Olaniyi-Alabi (Safeguarding)
- Chizaram Opara (Legal)
- Ronke Olojede (Community Liaison)
- Suzzie Oyakhire (Neurodiversity)
- Alice Crawford (Education)
- Samuel Ogunsola (Website)
- Gary Bailey (Google ads)
- Jerry Ebinum (Website)
- Tolu Owolabi (GCSEpod Administrator)
- Mariya Omoniyi (Research)
- Dr Monica Service (Parent advocate)



Whether supporting our workshops, managing events, or engaging in research, their involvement ensures the smooth running of our initiatives and enhances the reach of our impact.

## Policies and Procedures

At Afrikindness, we recognize the importance of robust policies and procedures in maintaining the integrity, safety, and effectiveness of our operations. These frameworks ensure that all team members, including volunteers, operate ethically and in alignment with the charity's mission and values.

## Safeguarding Policy

Afrikindness is deeply committed to safeguarding all individuals who engage with our organisation, particularly children, young people, and vulnerable adults. We adhere strictly to safeguarding policies that:

- Ensure the protection of individuals from harm, abuse, or exploitation.
- Establish clear reporting mechanisms for concerns or incidents.
- Require all volunteers and team members working with vulnerable groups to complete mandatory safeguarding training and undergo necessary checks, including enhanced DBS checks.

Our safeguarding measures align with best practices and are regularly reviewed to ensure they meet current legal and operational standards.

## Data Protection Policy

We handle all personal data in accordance with the Data Protection Act 2018 and the UK GDPR.

### Key elements include:

- Securing and protecting personal information of all beneficiaries, volunteers, and partners.
- Ensuring transparency in how data is collected, stored, and used.
- Training team members on best practices for data management and confidentiality.

## Commitment to Key Policies

Afrikindness has implemented a range of policies that govern our operations, including:

- **Equality, Diversity, and Inclusion Policy:** Fostering an environment that values diversity and inclusivity.
- **Health and Safety Policy:** Ensuring a safe working environment for all.
- **Whistleblowing Policy:** Providing a secure platform for raising concerns about misconduct or unethical behaviour.

# Adherence to Safeguarding and Operational Requirements

Our adherence to safeguarding and operational policies underpins every aspect of Afrikindness' work. From workshops and community outreach to research and educational activities, all operations are conducted with a focus on safety, ethical conduct, and accountability. This commitment reflects our dedication to creating a secure and supportive environment for all beneficiaries and stakeholders.

By maintaining and regularly updating our policies and procedures, Afrikindness ensures the highest standards of governance, safeguarding, and inclusivity, empowering our team to deliver meaningful and impactful work.

## Partnerships and Collaborations

Afrikindness values the power of collaboration in achieving meaningful impact. This year, we have strengthened our partnerships with organizations locally, nationally, and internationally to deliver workshops, webinars, and other initiatives that align with our charitable objectives and strategic mission.

Our partnerships are carefully selected to ensure they meet the best interests of our beneficiaries and service users. By working alongside like-minded organizations, we have been able to enhance the quality and reach of our services, addressing key issues and creating opportunities for positive change in the communities we serve.

In forming partnerships, we adhere to the Charity Commission guidance on collaboration, ensuring that all alliances are in line with best practices and contribute effectively to our mission. Each partnership is evaluated to confirm its alignment with our goals of advancing education, fostering positive identity development, and promoting inclusivity.

Through these collaborations, we continue to deliver impactful services that support our beneficiaries and further our commitment to creating a more inclusive and supportive society.

# Useful Links

## Services

- Neurodiversity Community Programme  
<https://afrikindness.org/our-services/parent-neurodiversity-training/>
- Community Empowerment Programme  
<https://afrikindness.org/our-services/community-empowerment/>
- Parent Intervention Service  
<https://afrikindness.org/family-intervention-service/>
- Purposeful Parenting Training  
<https://afrikindness.org/our-services/afrikindness-parents/parent-training-programme/>
- Africa Awareness week  
<https://www.africaawarenessweek.co.uk>
- School Colour of Excellence Art Award  
<https://www.africaawarenessweek.co.uk/awards>
- Neurodiversity Drop-in session  
[Neurodiversity Drop-in session](#)

## Impact & Project Evaluation Reports 2024

- Impact Report 2023  
[2023 Impact report](#)
- Parent - Teen Workshop  
[2024 Parent and Teen workshop report](#)
- Community Empowerment Programme Cohort/1 Report  
[Community Empowerment programme 2024](#)
- Neurodiversity Evaluation Report by Voluntary Action Leeds  
[Evaluation report ANCP](#)
- BCC Parenting Group Launch Programme  
[Purposeful parenting launch report](#)

# As seen in the Media



# STRATEGIC AIMS (2023 - 2028)

## OVER THE NEXT FIVE YEARS, AFRIKINDNESS AIMS TO:

- **EXPAND REACH AND IMPACT:** Broaden our reach to support more vulnerable children and families, ensuring that our initiatives have a positive and lasting impact on their lives.
- **ENHANCE EDUCATIONAL INITIATIVES:** Develop and implement educational programs that break down cultural barriers in schools, promoting inclusivity and fostering positive racial identity development among children and young people.
- **DIVERSIFY FUNDING STREAMS:** Actively seek and secure diverse funding opportunities to sustain and enhance our programs, enabling us to implement new initiatives and respond effectively to emerging challenges.
- **EMPOWER YOUNG PEOPLE, PARENTS AND TEACHERS:** Continue to provide comprehensive support to young people, parents and educators through workshops, resources, and webinars, focusing on equipping them with tools to navigate modern parenting challenges and promote cultural competence.
- **ADVANCE RESEARCH AND ADVOCACY:** Continue conducting research on key issues impacting children, families, and communities, and leverage advocacy efforts to influence policies that support positive racial identity development, mental health, and inclusivity.
- **STRENGTHEN COLLABORATIONS:** Forge strategic partnerships with organizations, experts, and communities to amplify our influence, share resources, and collectively address issues related to racial identity, mental health, and cultural inclusivity. Optimize Technology and Innovation: Embrace technological advancements and innovative approaches to enhance the delivery and accessibility of our programs, ensuring they remain relevant and impactful in an ever-evolving landscape.
- **CULTIVATE A SUPPORTIVE COMMUNITY:** Foster a strong sense of community among our volunteers, supporters, and partners, creating a collaborative environment that encourages shared learning, exchange of ideas, and collective efforts toward our mission.



**Registered Charity No:  
1203713**

[www.afrikindness.org](http://www.afrikindness.org)  
[www.africaawarenessweek.co.uk](http://www.africaawarenessweek.co.uk)



## Afrikindness

### Statement of Financial Activities (SOFA) For the Year Ended 31 March 2025

	Notes	Unrestricted Funds (£)	Restricted Funds (£)	Total 2025 (£)	Unrestricted Funds (£)	Restricted Funds (£)	Total 2024 (£)
<b>Income</b>							
-Donations and Legacies			35,704	35,704	135	2,000	2,000
-Charitable Activities		1,368		1,368			
<b>Total Income</b>	2	<b>1,368</b>	<b>35,704</b>	<b>37,072</b>	<b>135</b>	<b>2,000</b>	<b>2,135</b>
<b>Expenditure</b>							
Raising Funds							
Charitable Activities							
- Administrative Costs		1,583		1,583	1,763		1,763
- GCSE Platform		729		729			
- Other Charitable Activities			14,480	14,480	1,617		1,617
<b>Total Expenditure</b>	3	<b>2,312</b>	<b>14,480</b>	<b>16,792</b>	<b>3,380</b>		<b>3,380</b>
<b>Net Income/(Expenditure)</b>		<b>(944)</b>	<b>21,224</b>	<b>20,280</b>	<b>(3,245)</b>	<b>2,000</b>	<b>(1,245)</b>



## Afrikindness

### Balance Sheet As at 31 March 2025

	Notes	March 2025 (£)	March 2024 (£)
<b>Fixed Assets</b>			
Tangible Fixed Assets		0	0
<b>Total Fixed Assets</b>		<b>0</b>	<b>0</b>
<b>Current Assets</b>			
Pre-Registration Costs	4	2,303	2,303
Cash at Bank and in Hand		24,396	2,000
<b>Total Current Assets</b>		<b>26,699</b>	<b>4,303</b>
<b>Liabilities</b>			
Loans from Trustees (Liabilities)	4	(7,664)	(5,548)
<b>Net Assets/(Liabilities)</b>	<b>6</b>	<b>19,035</b>	<b>(1,245)</b>
<b>Funds</b>			
Unrestricted Funds		(3,478)	(3,245)
Restricted Funds		22,513	2,000
<b>Total Funds</b>		<b>19,035</b>	<b>(1,245)</b>

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## Notes to the Financial Statements

1. These financial statements have been prepared in accordance with the Charities SORP (FRS 102) and include comparative information from the prior reporting period where available. The charity was registered on 23 June 2023, and the FY24 figures represent the partial year following registration.

### 2. Income Details:

- Afrikindness received total income of £37,072 in FY25, including £35,704 of restricted donations and £1,368 from GCSE platform facilitation.
- The GCSE income was collected from parents to cover access costs to a tutoring platform. It is treated as unrestricted earned income.

### 3. Expenditure Details:

- Total expenditure of £16,792 was allocated across the following:

• Admin Fees	1,583
• National lottery	6,895
• Neurodiversity Project	3,067
• Leeds city council	1,214
• Africa Awareness Week	1,123
• Education Intervention	768
• GSCE pod Subscription	729
• ChangeX	556
• Art Competition	319
• Power Communities	252
• Africa Awareness week	146
• Voluntary Action - Training	100
• ANCP	40

- Additional breakdown of expenditure by type:

• Training	3,214
• Catering	2,668
• Subscription	1,893
• Venue Hire	1,275
• Printing	1,157
• Workshop	1,123
• Photography	950
• Travel	947
• Gifts	743
• Refreshments	683



• Video Editor	573
• Design	498
• Awards	344
• Stationery	311
• Media	250
• Advertising	71
• Software	58
• Other Staff expenses	35
• Bank Charges	1

#### 4. Pre-Registration Costs

- The charity began operations in June 2022, prior to its registration on 23rd June 2023. During this period, trustees provided funds amounting to £2,303 to cover initial costs. These funds have been recognised as a loan in the financial statements as of 23rd June 2023. The loan is interest-free and repayable on demand. The trustees have agreed to defer repayment until the charity is in a suitable financial position

#### 5. Trustee Loans:

- The trustees provided an initial loan of £2,303 to cover pre-registration costs, along with additional loans of £3,245 in FY 24 and a further £2,116 during this financial year to address funding gaps. This brings the total outstanding trustee loans to £7,664 as of 31 March 2025. The loans are repayable under terms agreed with the trustees.

#### 6. Funds Reconciliation:

- Afrikindness closed the year with a funds of £19,035 representing net assets after accounting for loans.


<b>Income and Expenditure</b>	<b>Unrestricted Funds (£)</b>	<b>Restricted Funds (£)</b>	<b>Total 2025 (£)</b>
Funds brought forward	(3,245)	2,000	(1,245)
Net income / (expenditure) FY 2025	(944)	21,224	20,280
<b>Funds carried forward</b>	<b>(4,189)</b>	<b>23,224</b>	<b>19,035</b>



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## Trustees' Approval

This statement of financial activities and balance sheet was approved by the Board of Trustees on 27 May 2025 and signed on their behalf by:

Trustee Name	Signature	Date
Sukwinder Bassi		
Tolulope Owolabi		27/05/2025



**Trustees' Approval**

This statement of financial activities and balance sheet was approved by the Board of Trustees on 27 May 2025 and signed on their behalf by:

**Trustee Name**

**Signature**

**Date**

Sukwinder Bassi

27/05/2025

Tolulope Owolabi

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF AFRIKINDNESS

I report to the trustees on my examination of the financial statements of Afrikindness (the 'CIO' charitable incorporated organisation) for the year ended 31 March 2025.

### Responsibilities and basis of report

As the charity trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the CIO's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the CIO as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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 financial statements to be reached.



.....  
Date : 29 May 2025

**Shahrizat Abdul Samad FCCA**

**Member of the ACCA**

For and on behalf of:

**RBlue Accounting & Advisory Ltd**

128 City Road,  
London EC1 2NX

**AFRIKINDNESS**

England & Wales - Charity number 1203713

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# Accounts

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# **TRUSTEES'** **ANNUAL** **REPORT** **& ACCOUNTS**

**FOR THE PERIOD FROM**  
**JUNE 2023 -**  
**MARCH 2024**

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# Foreword:

## Reflecting on the year of impact and progress

As I reflect on the journey of Afrikindness throughout 2023/24, the urgency and relevance of our mission have never been more palpable. The profound impact of lack of empathy, increase in racial bullying, discrimination, and harassment on the mental health of young people, and the consequential fragmentation of families is only beginning to reveal its depth.

We hear of parents facing the dilemma of shielding their children from the harsh realities of racial bias in the UK, while parenting under the shadow of fear. The negative experiences taking an increased psychological and emotional toll on our young ones, call for a collective response to break this cycle of distress.

In the 2020-21 academic year, the alarming surge in [racially motivated bullying](#)(pdf link), with 1,198 reported instances in Scottish schools alone, marked the highest figures on record.

The statistics tell a stark tale—a 20% rise in incidents over four years and a staggering 60,177 [racist incidents](#) recorded in UK schools over five years.

The urgency to address this issue became even more evident in 2023 with a [racially aggravated assault](#) on a Black pupil in Ashford, Surrey, emphasizing the prevalence of racist bullying in our schools and the involvement of adults in some cases.

A debate pack on racial discrimination in schools by the [House of Commons Library](#) stated:

In [October 2020, a report from the YMCA](#)(link to PDF) looked at young Black people's experiences of racism. The outcome included that: -

- 95% of young Black people report that they have heard and witnessed the use of racist language at school.
- 49% of young Black people felt that racism was the biggest barrier to attaining success in school, while 50% said the biggest barrier was teachers' wrong perceptions of them – e.g., being seen as “too aggressive.”
- 70% of young Black people had felt the need to change their hair to be “more professional” at work or school.

As an organisation, we cannot ignore this harsh reality. It raises some critical questions about the impact of racism on children and their sense of identity and belonging. This troubling scenario propelled Afrikindness into a realm of unparalleled activities in 2023.

Guided by the belief that embracing identity is an act of empowerment, we have tirelessly worked to provide children and young people with a platform that promotes kindness in their interactions, celebrates their

identity and culture, builds racial harmony, and fosters positive character development. It is only on this basis that we can have an inclusive society where every child thrives.

In 2023, we launched our flagship initiative - Africa Awareness Week, under the CAR-PRIDE (Celebrate Culture and Race by fostering Positive Racial Identity development in Education) services for schools during Black History Month. This is a beacon for fostering cultural awareness, diversity, and kindness.

We recognize the damaging stereotypes and misconceptions about Africa. We have endeavoured to challenge these narratives by creating educational content designed by UK teachers that aligns with the UK school curriculum, building racial knowledge, and promoting inclusivity through extracurricular activities as well.

It is also why we produced a short film on one of Africa's most prominent cultural histories – the Benin Kingdom. We are facilitating vital connections with the Arts and Media to co-produce more short films alongside schools to support children's cultural knowledge and appreciation of traditions and diversity.

## C A R P R I D E

The impact of our initiatives extends beyond the classroom and homes. Our groundbreaking EMPOWER project program equips children and young people to take charge of community projects, connecting them to their cultural roots and instilling a sense of positive identity. We had 7 children-led projects. One of the projects saw a child in the UK fundraise over £1000 for a feeding project for vulnerable children in his community.

We also had 3 UK children carry out a fundraising campaign which raised over £5000 to renovate a school in a local community. The tangible outcomes, such as fundraising for vulnerable children and renovating schools, underscore the transformative power of kindness and community engagement and, most importantly, bring a sense of belonging, pride, and positive identity.

The Empower Project stands as a transformative initiative cultivating positive racial identity in children and young people while honing real-time skills such as empathy and leadership. Fostering a sense of community inspires children to become solution-seekers, instilling the belief that they are integral contributors to the collective progress of their community.

## E M P O W E R

Our K.I.D.S Academy portrays our commitment to social, emotional, and character development. The program, aligned with CASEL's Framework, equips students with essential life skills and values, fostering a holistic approach to education that extends beyond academic success.

We launched the 30-day Summer of Kindness challenge and Earth Day competitions, engaging over 500 children and young people in the UK and Africa, which exemplifies our dedication to instilling kindness as a habit. These children's competitions, along with our Kindness Heroes podcast, showcase the positive impact on participants' sense of purpose, gratitude, and happiness.



Our teachers' training workshops and research initiatives underscore our commitment to continuous learning and improvement. Our collaborative approach extends to parents through webinars and podcasts addressing cultural and racial barriers, providing expert insights, and building a thriving parent community with over 2000 members.

The Afrikindness Podcast, inaugurated in May 2023 to coincide with the annual Africa Day, spearheads Afrikindness's mission to dismantle stereotypes and challenge negative narratives about the continent. In alignment with the Organization of African Unity's objectives, the podcast contributes to fostering a more nuanced understanding of pertinent issues surrounding Africa. By popular demand, with 15 episodes streamed over 19 platforms, we have extended our reach to 4 continents (Africa, Europe, North America, and Asia).

**Securing charitable status with the Charity Commission in 2023 signifies a remarkable milestone for Afrikindness, amplifying our commitment to transparency, accountability, and the ability to access broader avenues of support to further our mission of fostering positive racial identity, kindness and inclusivity.**

We received our first grant from Sir George Martin Trust and launched the Afrikindness Neurodiversity Community Programme.

We are grateful for the support of over 50 volunteers, engagement with over 20 charities and organisations, and the partnerships that allowed us to effect positive changes in the lives of children and families.

*Bunmi Dwolabi*  
**CEO Afrikindness**



# Words from our trustees

Our teams have had an incredible year of children-led projects, parent and teacher community groups, mentoring and counselling, engaging with schools and religious institutes and continuing our advocacy and research programs, under the dedicated and skilled stewardship of our CEO, Bunmi Owolabi.

I truly believe that our work has had the blessings of the universe - It was no coincidence that it was at the exact moment of our 2nd board meeting of the year that the Charities Commission finally granted us Charitable status, allowing us to celebrate the moment together as a team. I am very confident that with the continuing commitment, perseverance, the right attitude and teamwork of our volunteers, executive team, and trustees, Afrikindness will be able to realise our vision to create a world where every child transforms their community and makes a difference through Kindness.

Creating a society where children feel safe and included regardless of their race or ethnicity, teaching young people the core values of humanity and to make them kind and productive citizens.

Our mission is centred around taking steps to help address the underlying structural and systemic factors that perpetuate racial discrimination and bullying, and to support character development, enabling young people to be resilient, kind, emotionally balanced, and thrive in society.

*Sukwinder Bassi*

Chair of Trustees,  
Afrikindness



# Our Trustees



**SUKWINDER BASSI**  
Chair of Trustees



**CAROLYN DICKINSON (EDU.)**  
SW Hub Director,  
Avanti Schools



**ADE BAMIGBOYE (DIGITAL)**  
CTO Royal Borough  
of Kensington  
and Chelsea



**EDDY WIFA (RESEARCH)**  
Lecturer in Law University  
of Aberdeen



**ANN PALMER (EDUCATION)**  
CEO & Founder  
FigTree Intl Ltd



**MARA MAKONI (PARTNERSHIPS)**  
Consultant  
PA Consulting



**TOLU OWOLABI (STRATEGY)**  
Commercial Lead,  
GCO, Cabinet Office



**JOY OBALLUM (INT'L EDUCATION)**  
Senior Consultant  
Oxford Policy



**BUNMI OWOLABI (CEO)**  
Shift Manager  
BOC-UK



**UZMA ANSER (FINANCE)**  
Finance Manager,  
Spitalfields  
Housing Association



**MANJINDER CACACIE (LEGAL)**  
Founder,  
OptimumLex



# Introduction

The Trustees of Afrikindness are pleased to present their Annual Report alongside the Financial Statement for the period ended 31st March 2024. This report is prepared in accordance with the provisions of the Charity Commission for the period 23<sup>rd</sup> June 2023 - 31st March 2024.

In 2023, Afrikindness proudly achieved charitable status as a Charity Incorporated Organisation (CIO).

This year, as a fully constituted organization, we achieved a significant milestone by developing and approving our 5-Year Business Plan. This plan provides a clear and strategic roadmap for our work in the UK and Africa, outlining seven key priorities focused on fostering racial

harmony, supporting vulnerable children and families, and promoting inclusivity. The plan will be evaluated and reviewed annually against our activities, ensuring alignment with our goals and adaptability to emerging needs.

In addition, we established robust governance structures by recruiting key trustees and appointing executive board members across the UK and Africa.

These leaders will oversee each workstream, delivering activities aligned with our priorities while maintaining trustee oversight. Together, these efforts lay a strong foundation for impactful and sustainable community engagement.

This report, along with a few of our policies and procedures, is published on our website and will guide our activities in the years ahead, reinforcing our commitment to meaningful change in the communities we serve.

## **Afrikindness - Be Kind to All Kinds**

Afrikindness is the UK's children's kindness charity, open to all, where our guiding principle is simple: "Be kind to all kinds."

We envision a world where every child transforms their community and makes a global difference through acts of kindness.

At Afrikindness, we believe every child deserves moments that create lasting memories, nurturing their social, mental, and emotional well-being.

Our platform unites schools, families, and communities to foster an enabling environment where kindness thrives, cultural and racial barriers are broken, and young people are empowered to be the change they wish to see in the world.

## **Why our services matter Navigating crucial stages**

Afrikindness plays a pivotal role in today's world by aligning with the foundational principles derived from extensive research, notably Erik Erikson's [psychosocial development](#)

[stages. Our focus on Stage 4 — Early School Years \(Industry vs. Inferiority\) and Stage 5 — Adolescence \(Identity vs. Role Confusion\) addresses critical junctures in human development.](#)

By nurturing positive character, fostering a strong sense of identity, and promoting kindness, Afrikindness contributes significantly to guiding children and adolescents through these crucial stages, laying the groundwork for resilient, self-assured individuals in adulthood.

Our approach is COLLABORATIVE – connecting parents, schools, and communities to achieve our goals.

Guided by our vision to empower children, parents, and communities, we remain steadfast in our mission to foster racial harmony, promote positive racial identity, and support cultural inclusivity.



**EMBRACING  
INDENTITY  
IS AN ACT OF  
EMPOWERMENT**

# About Us

**Inspire. Educate. Empower. Advocate.**

Afrikindness is a non-profit organisation dedicated to promoting positive racial identity development, fostering racial harmony, and instilling kindness in children and young adults.

By emphasizing racial diversity, we aim to help children build a strong cultural identity, fostering a sense of belonging and confidence, while also promoting curiosity, fairness, and kindness.

Afrikindness actively works towards these goals by celebrating cultural diversity, building racial harmony, and promoting social and emotional learning in schools; supporting children of colour in developing positive racial identities; educating teachers and parents on racial knowledge; and creating public awareness about the impact of identity crises on the mental health of young people.

We believe in translating kindness into action, teaching children to embrace and celebrate differences while learning acceptance.

## OUR VISION

To create a world where every child transforms their community and makes a global difference through kindness.

## OUR MISSION

To foster positive racial identity development and promote kindness in children and young people.

## AREAS THAT WE WORKED IN

UK REGIONS:  
Yorkshire & Humber - South East  
- East England - South West -  
West Midlands - North West.

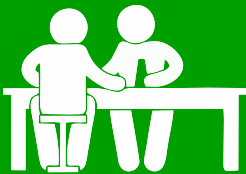
AFRICA: Nigeria - Ghana

## OUR APPROACH

We Believe that meaningful changes will only happen if a collaborative environment is nurtured between parents, teachers and the children.

## CREATE IMPACT

We work with schools, parents and young people building on character development and empowering them to be part of the solution through children-led projects and academy sessions.



### INQUIRE

We conduct research to support our work, reaching to communities and drilling down to the core behavioural & psychological issues faced by children & young people.



### REVIEW & MONITOR

We aim to instill the values of kindness, empathy, mindfulness and compassion in children from an early age, these values need to be modelled daily.

# Our Impact Strategy

## INSPIRE

Children by creating awareness of everyday acts of kindness to one self, each other, their environment and to Africa. Cultural awareness and sensitivity.

## EDUCATE

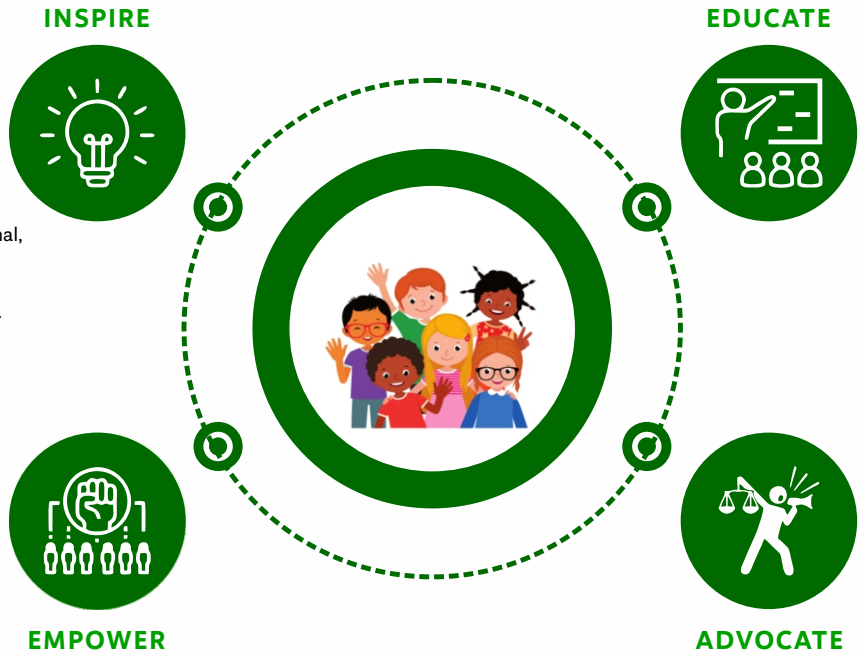
Children, young adults on strong interpersonal, social and emotional intelligence skills; build their racial knowledge and promote positive racial identity in schools and homes.

## EMPOWER

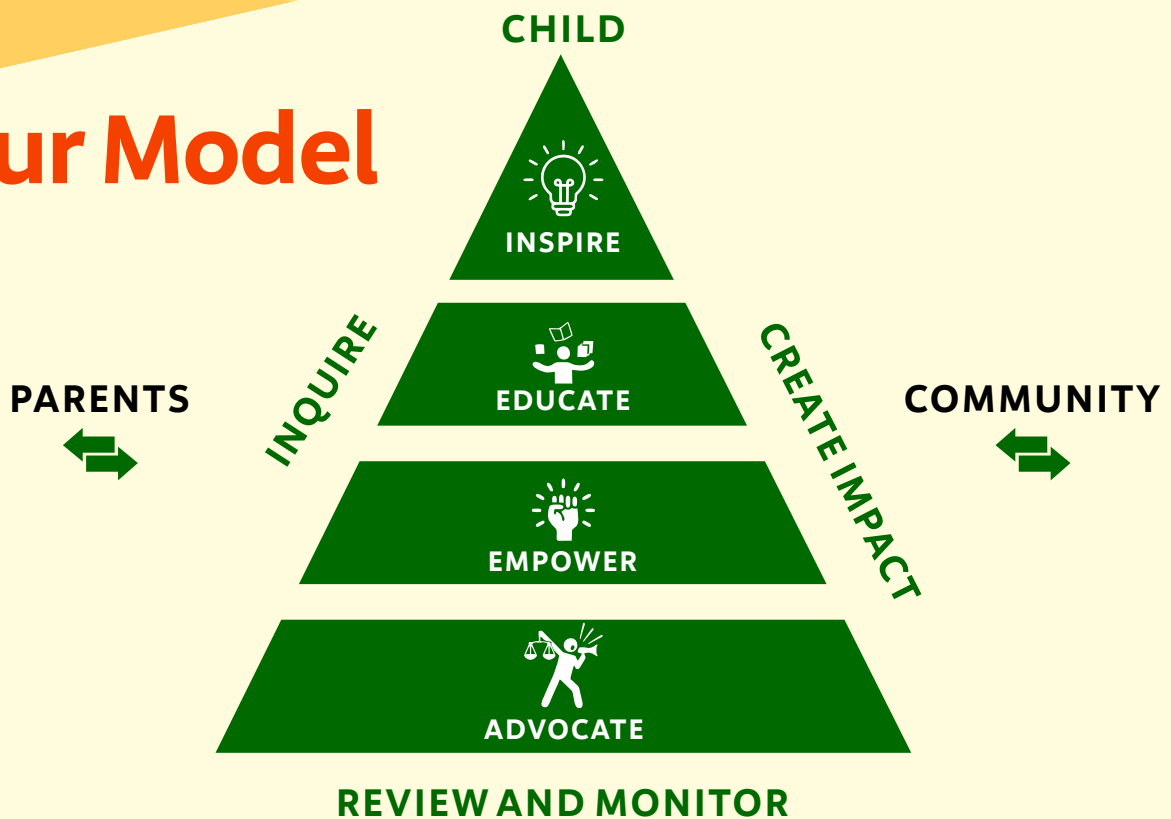
Children, young adults by creating platforms that give them the opportunity to demonstrate kindness in their communities. Empower parent and communities to support young people to be the best version of themselves.

## ADVOCATE

For kindness in schools and communities, engage policy makers in the society on our research work and facilitate educational reforms that supports contemporary ideals on inclusion, kindness and mental well-being.



# Our Model



# Objectives and Activities

## Our charitable object as set out in our constitution

### For the Public Benefits

- To advance education and the social and character development of children and young people by developing their mental, physical and moral capabilities to enable them to grow to full maturity as individuals and members of society.

- To promote racial harmony by:

*(a) educating the public and raising awareness on the subject of racial diversity and equality.*

*(b) promoting knowledge and mutual understanding and respect for those of different racial backgrounds and their cultures.*

*(c) the elimination of discrimination on the grounds of race.*

In furtherance of the above purposes the trustees will additionally promote research in all aspects of the above and publish the useful results of such research.

### Our Services Include

- KIDS intervention & mentoring program
- EMPOWER project for Young People
- Parents and Teachers Empowerment Programs
- Schools Kindness & Cultural Workshops
- Africa Awareness week
- Research in minority communities

### Our Four Workstreams

- **Parents and Community:** Our efforts focused on equipping parents and caregivers with resources, training, and intervention programs that empower them to break cultural barriers, strengthen family relationships, and nurture their children effectively.

- **Children and Young People:** We support the holistic development of young people through mentoring, empowerment programs, and supplementary educational initiatives, addressing their social, emotional, and mental well-being while fostering resilience and self-identity.
- **Research and Advocacy:** Afrikindness has continued to develop evidence-based programs informed by research and surveys, advocating for inclusive policies and practices while shedding light on the experiences of minoritized communities.
- **Education:** We worked with schools and educators to deliver cultural awareness training and projects that celebrate diversity, build racial knowledge, and foster inclusivity within the classroom and beyond.





# 2023/24 Impact at a Glance

**1**

**RESEARCH  
CONFERENCE**

**2**

**TRAINING  
EVENTS**

**6**

**PARENTS RESOURCES  
DELIVERED VIA OUR  
EXPERT NETWORK**

**14**

**PARENT WEBINARS  
AND  
WORKSHOPS**

**15**

**PODCAST  
EPISODES**

**43**

**COMMUNITY/PARENT  
CONVERSATIONS  
AND BLOGS**

**50+**

**SKILLED  
VOLUNTEERS**

**10,000+**

**PEOPLE  
REACHED**

**3000+**

**PARENTS, CHILDREN  
SUPPORTED-  
UK AND AFRICA**

**4**

**CONTINENTS  
REACHED WITH OUR  
PODCAST/WEBINARS**

**16**

**COUNTRIES REACHED  
WITH OUR PODCAST/  
WEBINARS**

**11**

**SKILLED  
TRUSTEES**

# Afrikindness Highlights 2023/24

## JANUARY

- **Our Empower** projects, led by children, have grown to encompass [seven impactful initiatives](#), driving community engagement through activities such as fundraising, charity walks, birthday pledges, and bake sales. Through our compelling video series, we share inspiring stories of positive change, highlighting how these projects actively promote social and emotional learning. Our overarching goal is to empower both young people and adults, encouraging their contributions to building safe, healthy, and just communities.

## MARCH

- **Community Group Spotlight:**  
Afrikindness Research team attended the EMRI [Conference](#) and participated in the world café, discussing the need to promote research on children's mental well-being, neurodiverse children and race-related issues.
- **Newsletter Publication:**  
Afrikindness's work with young people was highlighted in the NIHR- EMRI Newsletter for Yorkshire and Humber.

- **Neurodiversity Week:**

In commemoration of the week, a series of [videos and parent resources](#) on Neurodiversity with a specific emphasis on black culture were launched, offering educational insights and awareness while guiding parents to the necessary support for navigating the challenges of raising a neurodivergent child. These resources aim to provide valuable information and assistance in fostering understanding and inclusivity within the realm of neurodiversity.

## APRIL

- **Afrikindness 'Earth Day**

Competition, featuring 14 judges and spanning Nigeria and Ghana, received over 600 entries, culminating in six standout winners and 25 commendable entries recognised with consolation prizes.

The competition showcased the creative prowess of students committed to environmental causes, fostering a platform for impactful contributions and discussions on sustainability and Earth Day awareness.

## MAY

- **Africa Day:**

Launched Afrikindness Podcast during the Africa Day celebration. Africa Day commemorates the founding of the Organisation of African Unity (now known as the African Union). 15 podcast episodes done with a reach of 4 continents.

## MAY/OCTOBER

- **Teachers' Training Workshops:**

Gained widespread coverage in all major [news media outlets](#). This accomplishment solidified Afrikindness as a prominent figure in the [educational landscape](#) contributing significantly to our overarching goal of bolstering the educational sector.

## OCTOBER

- **Africa Awareness Week:**

During [Africa Awareness Week](#), we unveiled educational resources tailored for schools in the UK, distributing educational content to over 5000 institutions. These materials meticulously covered National Curriculum Statutory Requirements, ensuring alignment with Relationships, Health, and Sex Education (RHSE) guidelines, fostering a deeper understanding and appreciation of Africa's rich cultural diversity.

- **Research Outcome:**

Our Research associate, Dr. Vivian Okoye unveiled key [research findings](#) on the challenges Black African Parents face in accessing timely autism diagnosis in the UK.

## JANUARY 2023 - MARCH 2024

- **Parents Community:**

The parent team successfully organized 10 impactful webinars featuring experts covering crucial topics like school safeguarding, racial identity, online safety for children, and essential insights on GCSEs and A-levels.

With participants spanning four continents— Africa, Europe, North America, and Asia —the global reach of these webinars reflects their widespread impact. Positive feedback and individual support provided to attendees have marked this initiative as a resounding success, fostering knowledge exchange and empowerment across diverse communities.

- **Launched Afrikindness Neurodiversity Community Project** with our first grant received from Sir George Martin Trust.

# Our Theory of Change

## Impact Journey

Afrikindness' Theory of Change is rooted in a holistic approach that spans from Empower Projects and KIDs Academy for children and young people to parent training, workshops, intervention support programs, research, advocacy, and cultural education in schools—all geared towards fostering inclusive communities, empowering families, and shaping a future where every child thrives in a world that values diversity, equity, and kindness.

Activities	Focus	Tasks – What we do	Outputs – What it produces	Outcomes – What it achieves	Impact – long term
<b>EMPOWER PROJECT</b>  <b>KIDS Academy</b>  <b>Kindness Challenge</b>	Children	<ul style="list-style-type: none"> <li>▣ Delivering age-appropriate projects in the community/globally</li> <li>▣ Delivering Kindness Workshops using the CASEL framework in schools.</li> <li>▣ Delivering capacity development programmes and training</li> <li>▣ Providing 1-2-1 support</li> <li>▣ Kindness Challenges &amp; Competitions</li> </ul>	<ul style="list-style-type: none"> <li>▣ 7 community &amp; global projects with over £7000 fundraised led by 4 children in the UK</li> <li>▣ 4 Charity organisations supported the projects, including 3 schools.</li> <li>▣ 4 months of mentorship by parents &amp; teachers.</li> <li>▣ 1-2-1 support for reported bullying relating to racial issues.</li> <li>▣ Over 5000 children &amp; families benefitted from the projects in the UK and Africa.</li> <li>▣ Measurable results in enhanced social, and emotional wellbeing. Character development with improvement in behaviour and in school academics.</li> </ul>	<ul style="list-style-type: none"> <li>▣ Enhanced sense of community belonging and social cohesion reported by children.</li> <li>▣ Holistic development resulting in heightened social and emotional skills, strong character, and a positive cultural identity.</li> <li>▣ Fostering a new generation of resilient leaders with a sense of purpose and active engagement in meaningful community initiatives.</li> <li>▣ Parenting confidence</li> <li>▣ Instilling essential life skills - self-awareness, control, and interpersonal skills preparing them for life challenges.</li> </ul>	<ul style="list-style-type: none"> <li>▣ Transformative development of young individuals</li> <li>▣ Fostering enhanced social and emotional wellbeing, character growth</li> <li>▣ Lasting positive cultural identity within their community.</li> <li>▣ Building Community Resilience</li> <li>▣ Character development to be kinder and better citizens.</li> </ul>
<b>PARENT Community</b>  <b>Teachers' Workshop</b>	Parent & Teachers	<ul style="list-style-type: none"> <li>▣ Conducting informative webinars and podcasts.</li> <li>▣ Organizing professional training &amp; development sessions and workshops to empower teachers</li> <li>▣ Addressing parenting challenges, cultural complexities, and educational topics for parents.</li> </ul>	<ul style="list-style-type: none"> <li>▣ Completion of 14 informative and engaging webinars for parents, providing valuable expert insights and practical knowledge.</li> <li>▣ Implementation of 2 professional development sessions for teachers, resulting in enhanced skills, increased cultural competence, and improved educational strategies.</li> </ul>	<ul style="list-style-type: none"> <li>▣ Increased knowledge and confidence among parents in handling parenting challenges and understanding cultural nuances.</li> <li>▣ Improved teaching effectiveness and cultural competence among educators, positively impacting classroom dynamics and student engagement.</li> </ul>	<ul style="list-style-type: none"> <li>▣ Increased level of public awareness about the consequences of racial identity crisis &amp; mental health.</li> <li>▣ Knowledge generation &amp; learning</li> <li>▣ Empowering Communities</li> </ul>
<b>CAR-PRIDE</b>	Schools	<ul style="list-style-type: none"> <li>▣ Develop educational contents that challenge stereotypes and promote racial harmony/cultural diversity in schools</li> <li>▣ Cultural Films</li> <li>▣ Cultural Projects &amp; Events</li> <li>▣ Black History Month</li> <li>▣ Cultural Competition</li> </ul>	<ul style="list-style-type: none"> <li>▣ Launched Africa Awareness Week</li> <li>▣ Teachers' training workshops on racial identity with expert DEI speakers</li> <li>▣ Distribution of resources (activity packs) to over 5000 UK schools to combat prevailing narratives about Africa.</li> <li>▣ Cultural Short Film on Benin Kingdom</li> <li>▣ Black History month campaign awareness</li> </ul>	<ul style="list-style-type: none"> <li>▣ Improved cultural inclusivity and understanding in schools.</li> <li>▣ Enhanced awareness and knowledge about racial identity and diversity among students and educators.</li> <li>▣ Reduction in racial bullying through the dissemination of resources challenging stereotypes and fostering positive cultural identity.</li> </ul>	<ul style="list-style-type: none"> <li>▣ Cultivation of inclusive and harmonious communities with sustained cultural understanding.</li> <li>▣ Long-term positive shifts in education, marked by reduced racial biases, increased cultural competence, and a more inclusive learning environment.</li> </ul>
<b>Research</b>	Public	<ul style="list-style-type: none"> <li>▣ Conducting research</li> <li>▣ Advocating and campaigning</li> <li>▣ Community Initiatives</li> <li>▣ Hosting events / conferences</li> <li>▣ Disseminating information</li> </ul>	<ul style="list-style-type: none"> <li>▣ Research blogs on Racial Identity &amp; Suicide, Mental Health</li> <li>▣ Research output on the disparities of autism in Black communities.</li> <li>▣ EMRI conference on</li> <li>▣ Community awareness &amp; campaign during Neurodiversity week.</li> </ul>	<ul style="list-style-type: none"> <li>▣ Heightened awareness achieved.</li> <li>▣ Stakeholders well-informed and actively engaged.</li> <li>▣ Empowered communities through informed decision-making.</li> </ul>	<ul style="list-style-type: none"> <li>▣ Establishment of resilient communities with sustained awareness</li> <li>▣ Lasting positive social, economic, and cultural transformations.</li> </ul>

# Parent Workstream

## Charitable Objectives

**Afrikindness is dedicated to promoting racial harmony by:**

- (a) Educating the public and raising awareness on the subject of racial diversity and equality.
- (b) Promoting knowledge and mutual understanding and respect for those of different racial backgrounds and their cultures.
- (c) The elimination of discrimination on the grounds of race.

## Parent Work Stream Summary

**The Afrikindness Parent Workstream is designed to empower and support parents through a wide range of services, including:**

### Parent Training:

Equipping parents with effective strategies to address challenges such as sibling rivalry, cultural parenting conflicts, and communication barriers.

### Webinars and Workshops:

Covering essential topics like safeguarding, mental health, and the power of play in parenting.

### Intervention Programs:

Addressing complex cases involving abuse, safeguarding concerns, or other parenting challenges.

### Awareness Campaigns:

Breaking stigmas and fostering discussions on critical issues like neurodiversity and mental health.

### Support for Migrant Families:

Offering culturally sensitive guidance and resources to navigate parenting in a new environment.

### Parent Community Building:

Creating a community of empowered parents who can share experiences, seek advice, and access ongoing support.

This holistic approach aims to break barriers, foster stronger family bonds, and build trust in available services, ultimately creating empowered and resilient families.

### Navigating Modern Parenting Challenges:

**Empowering Parents through Complexity.**

**Empowering Parents, Transforming Communities.**

Afrikindness' Parent guided by the motto "**Connect, Live, Thrive,**" has become a transformative platform for parents, offering a safe space to share concerns, access expert insights, and navigate parenting challenges.

With the launch of six comprehensive resources—covering Neurodiversity, GCSE & A-level guidance, Online Safety, Digital Citizenship, Safeguarding in Schools, and Racial Identity and Mental Health—parents worldwide now have access to vital tools that enhance their knowledge and confidence.

Our culturally sensitive webinars address barriers and complexities, offering practical solutions and recommendations.

### **The Result?**

An impressive 98% of participants reported a better understanding of the topics, equipping them to support their children more effectively.

Collaborations with leading organizations like Place2Be, The Diana Awards, and Afruca bring top-tier expertise to Afrikindness events, including expert discussions, webinars, and drop-in sessions. These initiatives have had a profound impact on parents, especially migrant families, fostering inclusion and understanding in new cultural landscapes.

Through tailored guidance, referrals, and community engagement, Afrikindness continues to empower parents, creating nurturing environments where children can thrive, grow with kindness, and achieve their full potential.

**“Thank you all so much for the innovation and most resourceful webinar/presentation! I love the abundance of support, resources, and networking. I work with young people and their families in the juvenile corrections in California.**

**I definitely would like to see more webinars like this! These are powerful skills/tools we can use in our everyday way of life! Again, thank you so much! Keep doing what you are doing! we are changing lives one story at a time!”.....Parent**

**“Kudos to Afrikindness – for the discussion and all the good initiatives taken.”**

**.....Shanthisree R**

# Education Workstream

## Charitable Objectives

**Afrikindness is dedicated to promoting racial harmony by:**

- (a) Educating the public and raising awareness on the subject of racial diversity and equality.
- (b) Promoting knowledge and mutual understanding and respect for those of different racial backgrounds and their cultures.
- (c) The elimination of discrimination on the grounds of race.

Afrikindness is committed to addressing the critical challenges of racially motivated bullying, limited diversity in school curricula, and low racial literacy among educators, as highlighted in the 2020 Runnymede Trust report.

Our Education Workstream aims to foster inclusivity, dismantle stereotypes, and promote cultural understanding through innovative initiatives and impactful services. One of our key services is CAR-PRIDE: Celebrate Culture and Race by fostering Positive Racial Identity Development in Education.

## Key Services Offered

### Kindness Workshops:

Interactive sessions designed to instill values of empathy, respect, and racial harmony among students.

### Cultural Awareness Campaigns (Africa Awareness Week):

Providing schools with educational resources, research blogs, and activities that challenge stereotypes and celebrate African heritage.

### Teachers' Trainings on Racial Identity:

Professional development workshops focused on inclusive education and fostering a balanced narrative in classrooms.

### Competitions and Challenges:

School-based activities encouraging students to explore and embrace cultural diversity creatively.

### Tackling Racial Bullying and Identity Crisis:

Unyielding action in a Turbulent Year

Afrikindness firmly believes that cultural learning should be an ongoing journey, not confined to a limited timeframe.

Therefore, the educational contents delivered during Africa Awareness Week are designed to be accessible freely throughout the year. By providing schools with resources that promote cultural diversity and understanding, Afrikindness strives to contribute to a broader shift in fostering inclusivity and appreciation for diverse identities.

## Impact in Schools

Disseminated inclusive educational resources on African Culture & heritage to over 5,000 schools across the UK, promoting diversity and combating stereotypes.

Delivered training workshops featuring experts like Sardarni Navleen MBE and Ellen Day, equipping educators with tools to foster cultural understanding.

Issued training certification in Inclusive Education Training, enhancing teacher competencies and building inclusive classroom environments.

Empowered students to embrace their identities, reducing racial bullying and fostering pride in cultural heritage.



By providing accessible year-round resources and engaging schools with enriching programs, Afrikindness has become a pivotal force in shaping a generation that values diversity, cultural awareness, and racial harmony.

## Our Africa Awareness Week Campaign Reached Over 5000 Schools

### TEACHERS

"I intend to integrate the strategies from the training workshop in my teaching practice by taking into consideration respect for all learners, equity, active engagement of learners, collaborating with learners and co-educators to improve learning and continuously gain more knowledge to assist learners in whatever category as learning evolves".....Hilda Jidechukwu, Teacher

"Thanks to Afrikindness, NAPPS for adding more to my knowledge on inclusion. Indeed, am very grateful .

Hungry for more educative and impactful training in future"...  
Teacher

# Children and Young People Workstream

## Charitable Objectives

### Afrikindness is committed

- To advance education and the social and character development of children and young people by developing their mental, physical and moral capabilities to enable them to grow to full maturity as individuals and members of society.

In a year marked by challenges, Afrikindness' Children and Young People Workstream made a meaningful impact through programs designed to foster kindness, positive racial identity, and environmental consciousness.

Despite limited funding, our committed volunteers delivered transformative initiatives under the Kids Intervention Program, contributing to the holistic development of children and young people.

## Key Services Offered

### EMPOWER Project:

Hands-on community and global projects that deepen cultural connections and foster leadership skills.

### Kids Academy:

Educational and interactive sessions that build emotional intelligence, social empathy, and positive racial identity.

### Mentoring and Counselling:

1-2-1 mentorship and family bonding activities to enhance emotional well-being.

### Challenges and Competitions:

Initiatives like the Earth Day Competition and Summer of Kindness Challenge that engage children creatively and meaningfully.

## Impact Highlights

Successfully delivered 7 children-led projects, emphasizing cultural roots and emotional resilience.

Engaged over 500 students across Nigeria, Ghana, and the UK in the Earth Day Competition, awarding 25 winners with prizes including mentoring, art workshops, and cash awards.

Conducted the 30-day Summer of Kindness Challenge, promoting kindness to self, others, the environment, and Africa.

Empowered children to develop pride in their heritage and identity through activities aligned with Afrikindness' mission.

## **Afrikindness Films:**

In 2023, Afrikindness Films, in partnership with Nwafo Media, achieved a remarkable feat with the production of the short film, *The Seven Journeys*. Created by educator and writer Sophia Ovonlen, a team of talented children in the UK, technical experts from Nwafo Media, and supportive parents, the film brings the rich history of the Benin Kingdom to life.

This cultural masterpiece fosters positive identity and enhances educational experiences, resonating as a beacon of heritage and pride. While it has received positive attention on our YouTube channel, Afrikindness aims to expand its reach through targeted school outreach, enhanced promotions, and strategic sponsorships.

Looking ahead, we are committed to inspiring young minds further, with plans for the next series on the Benin Kingdom and continued collaborations with media firms and schools.

**"I am very happy to have won the 2023 Earth Day competition. It means a lot to me especially in boosting my confidence and affirming that I can do anything if I don't give up. I have never won any award; this is my first and it is from an international organisation. I am also happy because of the surprise on the faces of my friends and school mate. I appreciate the award. Earth Day is a good idea to help people know that the earth is very precious, and we should not destroy it. We should do things that will make the Earth safe for all; both animals and human beings".. Alatishe Taiwo , Age 10, Nigeria.**

**"The Summer of Kindness Challenge changed the way I looked at the world because Kindness is something that needs to happen and the kindness challenge helped me to do little acts of kindness to different people and make me feel great about myself. I am also happy that I featured in the short film with Aunty Sophia.**

**The film is titled –**

**THE SEVEN JOURNEYS. I learnt a lot about the Benin Kingdom and look forward to more series. I also featured in the Kindness Heroes Podcast, and I really enjoyed it. I think Afrikindness is a great charity to get involved with activities and to learn more about Africa".. Ebun Owolabi, Age 11, UK**

# Research and Advocacy Workstream

## Charitable Objectives

**Our charitable object as set out in our constitution**

**For the Public Benefits,**

- To advance education and the social and character development of children and young people by developing their mental, physical and moral capabilities to enable them to grow to full maturity as individuals and members of society.
- To promote racial harmony by:
  - (a) educating the public and raising awareness on the subject of racial diversity and equality.
  - (b) promoting knowledge and mutual understanding and respect for those of different racial backgrounds and their cultures.
  - (c) the elimination of discrimination on the grounds of race.

In furtherance of the above purposes the trustees will additionally promote research in all aspects of the above and publish the useful results of such research.

## Our Services

Afrikindness' research initiatives focus on uncovering and addressing disparities within underserved communities, particularly in the areas of neurodiversity, mental health, and racial identity.

By conducting targeted studies, fostering dialogues, and disseminating findings, our research aims to:

- Highlight gaps and challenges, such as autism disparities in black communities.
- Promote inclusivity in research participation, especially within underrepresented groups.
- Enhance public awareness and understanding through accessible resources and discussions.
- Develop informed, community-specific interventions to foster equity and support.

Through these efforts, Afrikindness contributes to creating a more inclusive and informed society that values diversity and addresses systemic imbalances.

## Key Research Areas for Afrikindness:

### Autism Disparities in Black Communities:

Exploring the unique challenges faced by black individuals within the autism spectrum, as highlighted by Dr. Vivian Okoye's research.

#### Impact:

Pioneering interventions tailored to address neurodiversity imbalances and providing insights for targeted support within underserved communities.

### Intersection of Racial Identity and Mental Health:

Examining how racial identity influences mental health, particularly in diverse and marginalized communities.

#### Impact:

Enriched dialogues among researchers and specialists, fostering a deeper understanding of mental health challenges related to racial identity.

### Inclusive Research Participation:

Raising awareness and promoting research inclusivity in under-represented communities through partnerships and events like the EMRI conference.

#### Impact:

Increased diversity in research initiatives and collaboration with strategic organizations to address community-specific issues.

### Public Awareness and Knowledge Dissemination:

Sharing research findings via blogs, roundtable discussions, and public engagement to inform and educate wider audiences.

#### Impact:

Broadened awareness on neurodiversity, racial identity, and mental health, empowering communities with valuable knowledge.

Afrikindness' research initiatives have significantly advanced public awareness, fostered critical discussions, and influenced collaborative efforts to address disparities in autism, mental health, and inclusivity in research.

By engaging key stakeholders and sharing findings widely, these efforts continue to enhance understanding and drive meaningful change in marginalized communities.

 ETHNIC MINORITY  
RESEARCH INCLUSION

# IMPROVING REPRESENTATION IN RESEARCH



We are a **Network of research staff and members of the public** from across the Yorkshire and Humber region, working alongside the NIHR Clinical Research Network Yorkshire and Humber with a shared interest in **increasing levels of participation in health and care research within Ethnic Minority communities** throughout the region.

Find out more: <https://bit.ly/EMRIYorksHumber>



**NIHR** | Clinical Research Network  
Yorkshire and Humber



# Funding Our Mission

Financial year 2023/24 posed significant challenges amid the cost-of-living crisis and escalating energy bills but marked a milestone as we obtained charitable status in July 2023.

Lacking core funding to cover our operational costs, Afrikindness underwent a strategic reorientation, necessitating a substantial expansion of our activities. This required strategic partnerships that supported the implementation of enhanced processes to ensure the efficient management and delivery of selected initiatives.

We are grateful for the unwavering commitment of our volunteers, who generously contributed time and skills, and we extend our heartfelt thanks to everyone supporting our mission, including fellow charities and expert speakers. Despite the hurdles, our impactful campaigns persisted.

Afrikindness' fundraising strategy focuses on ensuring sustainability and expanding our impact across diverse communities. We prioritize building relationships with donors, trusts, and grant-making organizations, emphasizing the transformative outcomes of our programs.

By targeting funding opportunities that align with our mission, we've successfully secured our first grant from Sir George Martin Trust in March 2024. The funds will be used to launch our Neurodiversity Community Programme in Leeds.

This year, we constituted a dedicated fundraising team responsible for driving Afrikindness' funding initiatives while ensuring all activities align with ethical standards. Our trustees have carefully considered the Charities (Protection and Social Investment) Act 2016 to ensure compliance, particularly in avoiding undue pressure on individuals during fundraising efforts.

Afrikindness is proudly registered with the Fundraising Regulator and remains committed to upholding the standards outlined in the Code of Fundraising Practice. We are pleased to report that we received no fundraising complaints in 2023, reflecting our dedication to transparency and responsible fundraising practices.

Moving forward, our strategy includes diversifying revenue streams through grants, corporate sponsorships, digital fundraising campaigns, and community events. This approach aims to sustain our ongoing projects, such as neurodiversity programs and parent training workshops, while scaling our initiatives to reach more children, families, and schools.

As we continue our mission, we anticipate funding opportunities and donations to extend our reach to vulnerable children and families, address cultural barriers in schools, and foster an inclusive environment where every child can thrive.

# Statement of Trustees'

## Responsibilities and Public Benefit

The Trustees are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare accounts for each financial year that give a true and fair view of the state of affairs of the charity and the incoming resources and application of resources during that year.

In preparing these accounts, the Trustees are required to:

- Select suitable accounting policies and apply them consistently.
- Observe the methods and principles outlined in the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP).
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the accounts.
- Prepare the accounts on a going concern basis unless it is inappropriate to assume the

charity will continue operating.

**The Trustees are also responsible for:**

- Keeping adequate accounting records that disclose with reasonable accuracy the financial position of the charity and ensure compliance with the Companies Act 2006.
- Safeguarding the charity's assets and taking reasonable steps to prevent and detect fraud or other irregularities.

In accordance with the Charities Act 2011, we confirm that all activities undertaken to achieve our objectives are carried out for the public benefit as described by the Charity Commission.

Our primary beneficiaries include young people, parents, and families experiencing marginalization and social or emotional challenges due to cultural or racial barriers. Our wider beneficiaries include schools, policymakers, and other organizations working with young people.

This report outlines the charitable public benefit of our activities. The Trustees regularly review our progress against our aims and objectives through our quarterly Trustee Board meetings and confirm compliance with the duty under Section 4 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

# Financial Review

## Review of Financial Year (April 2023 to March 2024)

Afrikindness's first financial period runs from 23rd June 2023, the date of its registration with the Charity Commission, to 31st March 2024. During this initial period, the organisation's financial activities were supported by trustee loans totalling £5,548. Of this amount, £2,303 relates to pre-registration costs incurred prior to Afrikindness's official registration, while £3,245 was provided during the financial period to cover funding gaps for administrative costs and the delivery of key initiatives, including Africa Awareness Week.

In addition to a donation from the trustees of £135 to cover some administration costs, Afrikindness received a generous donation of £2,000 from Sir George at the end of March 2024. While this donation was received during the reporting period, it has been restricted for use in funding a project in FY25.

The financial results for this inaugural period reflect a net deficit of £1,245, highlighting the charity's reliance on trustee loans to establish its operations and support its activities as it builds a foundation for the future.

## Expenditure

Expenditure during FY24 amounted to £3,380 allocated as follows:

### By Project:

#### Expenditure by Project FY 24



■ Africa Awareness Week    ■ Administrative Costs

## By Nature of Costs:

### Expenditure by Nature of Costs FY 24



- Media
- Prizes
- Advertising
- Subscription
- Travel
- Parking
- Website
- Illustrations
- Design
- Stationery

### Year-to-Date Results (April 2024 to December 2024)

Afrikindness has made significant financial progress in FY25 to date, with total donations of over £17,000. Key contributions include:

- **The National Lottery:** £11,600
- **Community Foundation Leeds:** £2,500
- **Good Things Foundation:** £1,000
- **Other Donations:** £1,900

Expenditure to date stands at **£7,300**, which has been allocated to administrative activities and ongoing projects. The remaining funds are earmarked for future initiatives, ensuring alignment with Afrikindness's strategic objectives.

# Reserves Policy

Afrikindness currently operates without a reserve fund due to historical funding constraints. However, the organisation recognises the importance of building reserves to enhance financial sustainability, ensure continuity of operations, and provide resilience against unexpected financial challenges. Establishing a robust reserves fund is a strategic priority for 2025 and beyond, aligning with the charity's financial governance framework.

# Financial Risk Management

Afrikindness is committed to robust financial risk management to safeguard its resources and ensure long-term sustainability. Key financial risks and mitigation strategies include:

## 1. Funding Shortfalls

**Risk:** Dependency on grants and donations may create cash flow challenges.

**Mitigation:**

- Diversify income streams, including corporate sponsorships, individual giving, and fee-based services.
- Build a pipeline of grant applications and establish a reserve fund for resilience.

## 2. Increased Operational Costs

**Risk:** Rising costs could outpace available funding as the organisation grows.

**Mitigation:**

- Implement cost controls and secure operational funding through sponsorships.
- Improve financial efficiency through the newly implemented Capium accounting system, which is compliant with Charity Commission standards.

## 3. Economic Instability

**Risk:** Economic downturns may affect donor capacity and grant availability.

**Mitigation:**

- Develop flexible budgets and broaden the donor base to include corporate sponsors and smaller individual contributions.

## 4. Inadequate Financial Oversight

**Risk:** Inefficient use of funds or budget deficits due to insufficient controls.

**Mitigation:**

- Maintain strong governance by requiring all payments to be signed off by two authorised signatories.
- Conduct regular internal and external audits to ensure compliance and transparency.

# Financial Policies

Afrikindness has established a policy on the Disbursement of unrestricted funds, ensuring transparency and accountability in the allocation of funds. All payments require two signatories, adding an additional layer of governance to financial decision-making.

Looking forward, Afrikindness plans to formalize additional financial policies in 2025, including:

- **Reserves Policy**
- **Fundraising and Income Recognition Policy**
- **Financial Reporting and Monitoring Policy**

These policies, coupled with the newly implemented Capium accounting system, will provide a robust framework to enhance financial efficiency and compliance with Charity Commission requirements.

# Future Plans

Afrikindness aims to build on its achievements and strengthen its financial position with the following initiatives:

- **Fundraising Expansion:** Afrikindness plans to raise £300,000 by FY26 through a mix of grants, corporate partnerships, and recurring donor campaigns.
- **Operational Efficiency:** Leverage the new Capium accounting system to improve financial accuracy and streamline operations.
- **Reserves Development:** Establish a reserve fund to safeguard against future uncertainties and ensure operational continuity.
- **Program Growth:** Expand flagship initiatives, including Africa Awareness Week and the Social Emotional Learning framework in schools, to increase impact and reach.

These goals align with Afrikindness's long-term strategy to create a sustainable organisation capable of delivering lasting change.

# Going Concern

Afrikindness remains a going concern due to the ongoing support from trustees, the restricted funds carried into FY25, and the donations received in FY25. Efforts are underway to diversify income streams and secure sustainable funding sources. The Board is confident that with the planned initiatives and enhanced financial governance, Afrikindness will maintain its ability to operate effectively and deliver its mission.

# Afrikindness Statement of Financial Activities (SOFA)

For the Period From 23rd June 2023  
to 31 March 2024

	Notes	Unrestricted Funds (£)	Restricted Funds (£)	Total March 2024 (£)
<b>Income</b>				
Donations and Legacies			2,000	2,000
- Sir George Donation			2,000	2,000
- Trustee Donation		135		135
<b>Total Income</b>	1	135	2,000	2,135
<b>Expenditure</b>				
Raising Funds				
Charitable Activities				
- Administrative Costs		1,763		1,763
- Africa Awareness Week		1,617		1,617
<b>Total Expenditure</b>	2	3,380		3,380
<b>Net Income/(Expenditure)</b>		(3,245)	2,000	(1,245)

# Afrikindness Balance Sheet as at 31 March 2024

	Notes	March 2024 (£)
<b>Fixed Assets</b>		
Tangible Fixed Assets		0
<b>Total Fixed Assets</b>		0
<b>Current Assets</b>		
Pre-Registration Costs	3	2,303
Cash at Bank and in Hand		2,000
<b>Total Current Assets</b>		<b>4,303</b>
<b>Liabilities</b>		
Loans from Trustees (Liabilities)	4	(5,548)
<b>Net Assets/(Liabilities)</b>	5	<b>(1,245)</b>
<b>Funds</b>		
Unrestricted Funds		(3,245)
Restricted Funds		2,000
<b>Total Funds</b>		<b>(1,245)</b>

# Notes to the Financial Statements

## 1. Income Details

- £2,000 donation from Sir George was received in March 2024 but restricted for use in FY25.
- £135 was donated by the trustees and was used to fund administrative costs.

## 2. Expenditure Details

- Total expenditure of £3,380 was allocated across the following:

- § *Administrative Costs (£1,763)*
- § *Africa Awareness Week (£1,617)*

- Additional breakdown of expenditure by type:

- § *Media (£799)*
- § *Subscription (£664)*
- § *Website (£551)*
- § *Design (£429)*
- § *Prizes (£252)*
- § *Travel (£243)*
- § *Illustrations (£192)*
- § *Stationery (£151)*
- § *Advertising (£70)*
- § *Parking (£28)*

## 3. Pre-Registration Costs

- The charity began operations in June 2022, prior to its registration on 23rd June 2023. During this period, trustees provided funds amounting to £2,303 to cover initial costs. These funds have been recognised as a loan in the financial statements as of 23rd June 2023. The loan is interest-free and repayable on demand. The trustees have agreed to defer repayment until the charity is in a suitable financial position

## 4. Trustee Loans



- The trustees provided an initial loan of £2,303 to cover pre-registration costs, along with additional loans of £3,245 during the financial year to address funding gaps. This brings the total outstanding trustee loans to £5,548 as of 31st March 2024. The loans are repayable under terms agreed with the trustees.

## 5. Net Liabilities

- Afrikindness closed the year with a net liability position of £1,245 due to reliance on trustee loans and the absence of reserves.

# Trustees' Approval

This statement of financial activities and balance sheet was approved by the Board of Trustees on 25<sup>th</sup> January 2025 and signed on their behalf by:

Trustee Name	Signature	Date
Sukwinder Bassi		25/01/25
Tolulope Owolabi		25/01/25



**ANN PALMER**  
Afrikindness Trustee



**ALICE CRAWFORD**  
Education Specialist

# Governance and Management

## Governing Document

Afrikindness operates as a registered Charitable Incorporated Organisation (CIO) under a constitution that governs its activities. This constitution outlines the objectives, governance structure, and operational framework of the charity. It ensures compliance with relevant legal requirements and provides clarity on the roles and responsibilities of the Board of Trustees and executive team.

## Recruitment and Appointment of Board of Trustees

The Board of Trustees comprises professionals with diverse experiences and skills relevant to the charity's objectives. Trustees are recruited through platforms such as Reach Volunteering, where their applications undergo thorough evaluation. Shortlisted candidates are interviewed by existing board members, and successful individuals are selected based on an assessment of the skill gaps within the board. Each trustee's unique expertise contributes to the charity's high governance standards.

## Trustee Induction and Training

The induction process provides all new trustees with a comprehensive induction pack. This resource explains their duties and responsibilities, offers

insights into the charity's mission and objectives, and provides access to additional information about Afrikindness' operations. This process ensures that trustees are well-prepared to contribute effectively to the charity's governance and strategic direction.

## Organisational Structure

Afrikindness has an integrated governance and operational framework involving the Board of Trustees and the Executive Board. The trustees and executive board members collectively form the management team, with trustees focusing on strategic oversight and governance, and the executive board leading daily operational activities.

## Trustee Board

The Trustee Board consists of 11 members who meet four times a year to review the charity's strategy, operational activities, and financial performance. Trustees are responsible for maintaining high governance standards and ensuring the charity's activities align with its objectives. Each trustee is recruited for their specialist skills, enabling Afrikindness to maintain a robust and effective governance structure. Trustees give their time voluntarily and receive no financial benefits from the charity.

## Executive Board

The Executive Board, consisting of 30 members, manages the day-to-day operations of Afrikindness. This team includes:

- Parent Team Lead
- Research Team Lead
- Education Team Lead
- Finance Specialist
- Legal Advisors
- Administrative Staff
- Neurodiversity Lead
- Community Liaison Manager
- Head of Communication and Marketing
- Corporate Partnership Team Members
- IT Specialists

This diverse team ensures that the charity operates effectively across all areas, delivering its mission to advance education, promote inclusivity, and support communities.

## Volunteers

Afrikindness relies on a dedicated group of volunteers who support various projects and initiatives. Volunteers play a crucial role in the charity's success, contributing their time and skills to drive impact across different programs. Their efforts, alongside those of the trustees and executive board, exemplify the collective commitment to Afrikindness' mission.

Afrikindness is committed to fostering a strong, collaborative governance structure that ensures transparency, accountability, and effective delivery of its charitable objectives. The combined efforts of the Trustee Board, Executive Board, and volunteers drive the organisation's success in making a meaningful difference in the lives of the communities it serves.

## Volunteer Onboarding Process

Our volunteers undergo a comprehensive onboarding process designed to equip them with the necessary knowledge and tools for their roles.

### This includes:

- **Information on Ethical Behaviour:**

Clear guidelines to promote professionalism and respect in all interactions.

- **Policy Familiarization:**

Volunteers are introduced to Afrikindness' key policies, including safeguarding, data protection, and equal opportunities policies.

- **Training Opportunities:**

Access to relevant training sessions to build skills and enhance their contribution.

The onboarding process ensures that every volunteer is well-prepared to engage in the charity's activities, contributing their diverse skills and passions effectively.

Our team of diverse volunteers plays a pivotal role in our daily operations. They bring a wealth of experience and skills, offering their time and passion to advance the charity's mission.

Whether supporting our workshops, managing events, or engaging in research, their involvement ensures the smooth running of our initiatives and enhances the reach of our impact.

### **Policies and Procedures**

At Afrikindness, we recognize the importance of robust policies and procedures in maintaining the integrity, safety, and effectiveness of our operations. These frameworks ensure that all team members, including volunteers, operate ethically and in alignment with the charity's mission and values.

### **Safeguarding Policy**

Afrikindness is deeply committed to safeguarding all individuals who engage with our organization, particularly children, young people, and vulnerable adults. We adhere strictly to safeguarding policies that:

- Ensure the protection of individuals from harm, abuse, or exploitation.
- Establish clear reporting mechanisms for concerns or incidents.
- Require all volunteers and team members working with vulnerable groups to complete mandatory safeguarding training and undergo necessary checks, including enhanced DBS checks.

Our safeguarding measures align with best practices and are regularly reviewed to ensure they meet current legal and operational standards.

### **Data Protection Policy**

We handle all personal data in accordance with the Data Protection Act 2018 and the UK GDPR.

#### **Key elements include:**

- Securing and protecting personal information of all beneficiaries, volunteers, and partners.
- Ensuring transparency in how data is collected, stored, and used.
- Training team members on best practices for data management and confidentiality.

### **Commitment to Key Policies**

Afrikindness has implemented a range of policies that govern our operations, including:

- **Equality, Diversity, and Inclusion Policy:**  
Fostering an environment that values diversity and inclusivity.
- **Health and Safety Policy:**  
Ensuring a safe working environment for all.
- **Whistleblowing Policy:**  
Providing a secure platform for raising concerns about misconduct or unethical behaviour.

# Adherence to Safeguarding and Operational Requirements

Our adherence to safeguarding and operational policies underpins every aspect of Afrikindness' work. From workshops and community outreach to research and educational activities, all operations are conducted with a focus on safety, ethical conduct, and accountability. This commitment reflects our dedication to creating a secure and supportive environment for all beneficiaries and stakeholders.

By maintaining and regularly updating our policies and procedures, Afrikindness ensures the highest standards of governance, safeguarding, and inclusivity, empowering our team to deliver meaningful and impactful work.

## Partnerships and Collaborations

Afrikindness values the power of collaboration in achieving meaningful impact. This year, we have strengthened our partnerships with organizations locally, nationally, and internationally to deliver workshops, webinars, and other initiatives that align with our charitable objectives and strategic mission.

Our partnerships are carefully selected to ensure they meet the best interests of our beneficiaries and service users. By working alongside like-minded organizations, we have been able to enhance the quality and reach of our services, addressing key issues and creating opportunities for positive change in the communities we serve.

In forming partnerships, we adhere to the Charity Commission guidance on collaboration, ensuring that all alliances are in line with best practices and contribute effectively to our mission.

Each partnership is evaluated to confirm its alignment with our goals of advancing education, fostering positive identity development, and promoting inclusivity.

Through these collaborations, we continue to deliver impactful services that support our beneficiaries and further our commitment to creating a more inclusive and supportive society.



# Strategic Aims (2023 - 2028)

## Over The Next Five Years, Afrikindness Aims To:

- **EXPAND REACH AND IMPACT:** Broaden our reach to support more vulnerable children and families, ensuring that our initiatives have a positive and lasting impact on their lives.
- **ENHANCE EDUCATIONAL INITIATIVES:** Develop and implement educational programs that break down cultural barriers in schools, promoting inclusivity and fostering positive racial identity development among children and young people.
- **DIVERSIFY FUNDING STREAMS:** Actively seek and secure diverse funding opportunities to sustain and enhance our programs, enabling us to implement new initiatives and respond effectively to emerging challenges.
- **EMPOWER YOUNG PEOPLE, PARENTS AND TEACHERS:** Continue to provide comprehensive support to young people, parents and educators through workshops, resources, and webinars, focusing on equipping them with tools to navigate modern parenting challenges and promote cultural competence.
- **ADVANCE RESEARCH AND ADVOCACY:** Continue conducting research on key issues impacting children, families, and communities, and leverage advocacy efforts to influence policies that support positive racial identity development, mental health, and inclusivity.
- **STRENGTHEN COLLABORATIONS:** Forge strategic partnerships with organizations, experts, and communities to amplify our influence, share resources, and collectively address issues related to racial identity, mental health, and cultural inclusivity. Optimize Technology and Innovation: Embrace technological advancements and innovative approaches to enhance the delivery and accessibility of our programs, ensuring they remain relevant and impactful in an ever-evolving landscape.
- **CULTIVATE A SUPPORTIVE COMMUNITY:** Foster a strong sense of community among our volunteers, supporters, and partners, creating a collaborative environment that encourages shared learning, exchange of ideas, and collective efforts toward our mission.



**AfriKindness**

**Registered Charity No:  
1203713**

[www.afrikindness.org](http://www.afrikindness.org)  
[www.africaawarenessweek.co.uk](http://www.africaawarenessweek.co.uk)



## Afrikindness

### Statement of Financial Activities (SOFA) For the Period From 23<sup>rd</sup> June 2023 to 31 March 2024

	Notes	Unrestricted Funds (£)	Restricted Funds (£)	Total March 2024 (£)
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- Sir George Donation			2,000	2,000
- Trustee Donation		135		135
<b>Total Income</b>	1	<b>135</b>	<b>2,000</b>	<b>2,135</b>
<b>Expenditure</b>				
Raising Funds				
Charitable Activities				
- Administrative Costs		1,763		1,763
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<b>Total Expenditure</b>	2	<b>3,380</b>		<b>3,380</b>
<b>Net Income/(Expenditure)</b>		<b>(3,245)</b>	<b>2,000</b>	<b>(1,245)</b>



## Afrikindness

### Balance Sheet As at 31 March 2024

	Notes	March 2024 (£)
<b>Fixed Assets</b>		
Tangible Fixed Assets		0
<b>Total Fixed Assets</b>		<b>0</b>
<b>Current Assets</b>		
Pre-Registration Costs	3	2,303
Cash at Bank and in Hand		2,000
<b>Total Current Assets</b>		<b>4,303</b>
<b>Liabilities</b>		
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### 5. Net Liabilities:

- Afrikindness closed the year with a net liability position of £1,245 due to reliance on trustee loans and the absence of reserves.

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## Trustees' Approval

This statement of financial activities and balance sheet was approved by the Board of Trustees on 25<sup>th</sup> January 2025 and signed on their behalf by:

Trustee Name	Signature	Date
Sukwinder Bassi		25/01/25
Tolulope Owolabi		25/01/2015