

# **Spiritual Awakening**

7 Bay View, Findhorn, Forres, UK, IV36 3YX

Scottish Charity Number: SC051664

25/04/2024

## **Trustees Annual Report & Finances**

Trustees Annual Report for the period till 31/03/2024

### **Overview**

Our work as a charity promoting Spiritual Awakening is to help people become aware of the process of spiritual awakening, and the many ways it can happen, and to help them through it. Our work is 100% online at this time, though that may change in the future.

A spiritual awakening may be very pleasant, but it can also be very challenging and very disruptive to the person's personal life. By helping educate and inform people about the nature of Spiritual Awakening we hope to ease their process and help alleviate potential problems which may arise.

In our first year of operation (the previous year) we applied for and received the free advertising which Google offer non-profits and have undertaken some tests of this form of advertising for our charitable purposes.

To meet our current ends, we have not needed to fundraise, therefore, we have no actual Finances to report and therefore nothing to be audited. Our minimal financial requirements are met by our Trustees directly, without passing through the charity itself. The advertising facility offered to us by Google will enable us to reach far more people than we would be able to otherwise. Therefore, this facility from Google will enable our work to have much more effect. Particularly so since our work is online.

Google require us to have charitable status in order to have access to their free advertising. We are therefore extremely grateful to OSCR for our charitable status, and to Google for the advertising facility they grant us, thereby enabling us to reach far more people with our message than would be possible otherwise.

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### **Structure, governance and management**

The Spiritual Awakening SCIO is governed by our constitution. We have a board of Trustees which oversees the activities of the charity.

### **Trustee recruitment and appointment**

The board may at any time appoint any person to be a charity trustee - by way of a resolution passed by majority vote at a board meeting.

### **Objectives and activities**

Our work as a charity promoting Spiritual Awakening is to help people become aware of the process of spiritual awakening, and the many ways it can happen, and to help them through it. Our work is 100% online at this time, though that may change in the future.

A spiritual awakening may emerge as, or be brought on by, a personal crisis of some kind. Therefore, the more understanding there is about the process of spiritual awakening the more easily people will be able to adapt to it.

Our formal purpose as noted in our constitution: The advancement of religion.

### **Summary of the main activities in relation to these objects**

Ongoing development and promotion of website: [spiritualawakening.cc](http://spiritualawakening.cc)

As our work is online then the website is key to this. We use the website to host articles about Spiritual Awakening and the challenges and opportunities it brings. We use the advertising facility from Google to direct website visitors to those pages.

### **Achievements and performance**

Ongoing maintenance and development of the above website.

To date (31/03/2023) we achieved 132K visitors to our website. Over 90% of these is due to the advertising services made available through the Google Adgrant. As our primary activity is awareness raising through web traffic, we consider this a worthy achievement.

### **Donated facilities and services (if any)**

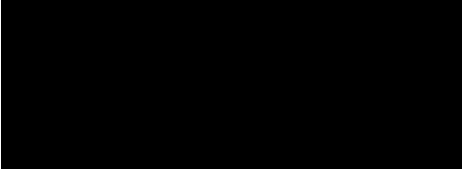
We get some free advertising from Google which lets us advertise our information on their search engine. We use the adverts to direct website visitors to the web page relevant to their search on Google.

### **Finances**

The charity is technically dormant financially as we have not done any fundraising and no funds have passed through it. To date, we as Trustees have supported the above charitable activities directly out of our own pockets.

### **List of Trustees (all appointed by Board of Trustees):**





Yours sincerely,

