



Sunday Assembly 2020

Sunday Assembly Annual Report and Financial Statements
for the year ended 31st December 2020

A Company Limited by Guarantee | CHARITY REGISTRATION NUMBER 1162995 | COMPANY REGISTRATION NUMBER 08818905

About Sunday Assembly

Sunday Assembly was established in 2013 as a registered charity and based in London. In 2019, its international network became community groups affiliated with the charity, which meant that the charity was no longer responsible for governing each community group. However, we all continue to bring people together through our motto to live better, help often and wonder more as well as share that one thing we have in common: 'life'.

Sunday Assembly is a volunteer-led secular community. Our volunteers are at the heart of the charity and a true representation of the work done to provide opportunities to all. To help us achieve this, we also have the support of two paid roles - the Producer and Bookkeeper - who are part-time contractors and give so much of their time and energy. **Thank you all.**



Live better: our vision

We strive for everyone to live as fully as possible. Through the events we host and the many community groups and activities - occurring in addition to our bi-monthly events - people are able to connect, build relationships, and share a sense of belonging; all of which we believe are everyone's right to have.

Help often: our mission

Beyond coming together as a community, we extend our activities to supporting other causes and raising awareness of other local movements. Above all, we try to help each other. Covid-19 has meant going above and beyond for our community, including volunteers creating a virtual Christmas Day to alleviate social isolation and loneliness at a time when many more people would have been alone.

Wonder more: our approach

We provide a platform for inspiring expert speakers, budding poets, and musicians for our community to enjoy. Each bi-monthly event is themed and the choir and band align their performances with that. We aim to bring awareness of interesting topics that provide insight, reliable facts and figures grounded in evidence.



Contents

- 2** About Sunday Assembly
- 4** Welcome from the Board
- 5** 2020 highlights
- 8** Community impact
- 10** Paving the way forward
- 12** The power of giving and receiving donations
- 15** Where does our money come from?
- 17** Principal risks and uncertainties
- 19** Corporate directory
- 21** Independent Examiner's report



Welcome from the Board

Firstly, on behalf of the Board, thank you for taking an interest in reading this report. It represents an extraordinary year for Sunday Assembly and highlights accomplishments which we are proud to present.

With the arrival of the Covid-19 pandemic and the UK being put into lockdown in March 2020, our Organising Team worked tirelessly to transition over to fully virtual assemblies that commenced from 5 April, with 17 more held by the end of 2020.

In a year where community and connection were more critical than ever, we turned what could have been a devastating crisis for a small charity into an opportunity that expanded our reach, explored new mediums, and ultimately connected us with a greater number of people.

Sunday Assembly saw a reduction in expenditure and impressive fundraising efforts which led to the charity being able to strengthen its core functions. The focus of the Board has been on building strong foundations from which to look to the future. Six factors drive the charity's new three-year strategy, these are:



Impact. Have a greater positive impact for our community and the world



Quality. Continually enhance the quality of our services, delivering brilliant community experiences, compliantly and consistently



Community. Optimise the size, diversity and engagement of our community to reach more people, increase the proportion returning again and again for the long term and look after our volunteers



Geography. Consider the right geographic scope of the Sunday Assembly charity



Awareness. Build brand recognition for Sunday Assembly with our target audience



Finances. Grow donations and other income and optimise our costs to ensure a sustainable long-term future and reinvest to make our charity bigger and better

2020 highlights

January

5 Jan - Happy new year, and happy seventh birthday to us!

19 Jan - How community spaces should be redesigned to help integrate the elderly into our daily lives in 'Designed To Care'.

March

1 Mar - Gulwali Passarlay shared his inspiring story with us in our assembly called 'Paying it Forward': he was a child refugee from Afghanistan who made it to the UK against all odds, and now as an adult helps other child refugees.

15 Mar - Our last assembly at Conway Hall during 2020. Daniel Zoran of DeepMind spoke about machine learning and debunked some myths for us.

February

2 Feb - 'Misunderstood Mammals' featuring Michelle Lindson, known as @hyenalady, who explained her love for hyenas.

16 Feb - Margot De Broglie demonstrated that we can communicate with each other in more ways than just words, 'Ways We Connect'. Naturally, as the founder of Secret Sunrise London, she got the whole room up and dancing together.



...and then we went into lockdown.

► The impact of Covid

The Organising Team hit the ground running, making plans to take our assemblies online. It was a steep learning curve to bring all of the elements that make an assembly enjoyable in a physical shared space, into a fun and rewarding experience in a virtual space. After a few trials, we signed up for a Zoom account, and began contacting our speakers and poets who were all happy to participate online.



We held seventeen virtual assemblies in 2020 - [click here to view them all on YouTube.](#)

Our first virtual assembly was 'Global Goals' on 5 April and our main speaker surprised us all. Henry Blanchard co-founded an organisation called Uganda Marathon that combines charity with fitness goals. Memorably, he invited all of the participants in the Zoom meeting to pick another person in the gallery to look at, make eye contact with them for 15 seconds, and wish the very best for them. In that instant, we all realised the potential of this new medium to convey the deep sense of connection and belonging that we have experienced so many times in our gatherings at Conway Hall. The Organising Team knew they had made the right decision to move our assemblies online.



April

5 Apr - 'Global Goals', our first virtual assembly, with over 300 attendees.

19 Apr - Anna Hughes told us how we could 'Have More Fun By Flying Less' in honour of Earth day. And the talented double-bassist and beatboxing champion Bellatrix gave us a live performance.

June

7 June - our main speaker tuned in all the way from Vancouver! The inspiring Jacques Martiquet broke down all the steps needed to make a gathering of people deeply meaningful, memorable, and fun in 'The Science of Celebration'.

21 June - At our assembly 'How To Care Intensively', paediatric neurosurgeon Jay Jayamohan shared his wisdom about what's really important in those quick, crucial decision-making moments in our lives.

May



3 May - James Sills, the author of 'Do/ Sing' and founder of The Sofa Singers, showed us the power of group singing, even when done online, in our assembly 'Many Voices, One Song'. We also welcomed the return of our community choir!

17 May - A member of our community spoke about mental healthcare at our assembly 'Cool to Be Kind' as part of Mental Health Awareness Week.

July

5 July - At our Pride-themed assembly 'World Wide Pride', our amazing host, Laura Barker, shared her inspiring stories and experiences. Her talk encouraged powerful conversations and exchanges of other community member's LGBTQ+ stories and experiences in breakout rooms afterwards, highlighting the essence of what Sunday Assembly is about, and that our events open meaningful conversations.

19 July - We geared up for summer break with a talk from the director of Camp Quest UK at our assembly called 'Asking Deep Questions'.

August

Every year we leave the confines of Conway Hall in August and meet up in nearby Lincoln's Inn Fields instead to be in the great outdoors together. This year, despite all the other challenges, we managed to organise our picnics and meet face-to-face for the first time since March. The government restrictions had lifted enough for us to gather in socially-distanced, small groups in an outdoor space, in line with the government's contact tracing program and a risk assessment. We held picnics as planned on 2 and 16 August, and they were such a huge success that we added a third date on 31 August.

September

October

4 Oct - In 'A Whole New World: Lessons We Learn From Musical Theatre', Ray Rackham of piano bar Overtures proved that musical theatre can be for everyone!

18 Oct - Dr Nikki Ramskill, 'The Female Money Doctor' taught us 'Why Money Matters' and how to start tackling our personal issues surrounding money.

6 Sept - After our August break, we returned with lecturer Lindsay Jordan's insightful talk about whether we should 'Sit on the Fence or Take a Stand'.

20 Sept - We joined forces with six other assemblies across the UK to create the first ever Mega Assembly! It was called 'All Together Now' and it was a huge success. We made plans to do another mega assembly in six months.

November

December

6 Dec - 'Everything is Awesome' according to The Lego Movie. We celebrated all things Lego as author Abbie Headon explained some of the ways playing with toys like Lego can improve our wellbeing as a mindfulness practice.

19 Dec - We upped the ante from our UK-wide assembly by having a planet-wide event! 'Yule Lockdown Rockdown' was co-produced by Sunday Assembly London and Sunday Assembly Nashville and featured contributions from eleven different assemblies from around the world.

20 Dec - We held our final assembly of the year, 'Hail Santa'. Instead of a featured speaker or poet, we invited members of our community to sing some of their favourite holiday songs and tell some of their own stories.

1 Nov - We acknowledged October's Black History Month with Dr Nadena Doharty's powerful talk about how to improve the way history is taught in our schools in our assembly, 'The Miseducation of Britain'.

15 Nov - Author of the fitness manual 'The Cell Workout' L J Flanders told us his personal story of how writing helped him get through his darkest days in our assembly 'The Power of the Pen'. Another former prisoner, David Breakspear, recited poetry.

Community impact

Community meetings

Community meetings occur monthly and an opportunity for people to share feedback on Sunday Assembly events as well as any new ideas. Over time, these meetings were not what the community needed, rather it was essential to use this time to check in with each other and provide peer support to prevent isolation and depression. We soon changed the name to 'Chat, Check In, Catch Up' to indicate a more casual format.

Live Better groups

Towards the end of 2020, two community members, trained in delivering holistic support, began hosting a monthly meetup under the name Live Better. Although these were different to the original Live Better groups, these groups served a purpose which was to continue providing much needed peer support during an extraordinary time.

Band and choir volunteering

Music and singing are known to benefit us all and are at the heart of Sunday Assembly. Even during a pandemic, our band and choir have impressively embraced all the challenges faced from doing online rehearsals and persevered. Both have been in full swing and included the production of videos too. This has really been at the crux of what people enjoy about our events.



**Click here
to watch our
music videos
on YouTube**

Other interest groups

In addition to our assemblies, we have many interest groups that people can join. They provide people with a space to pursue what they enjoy or try something new. During the pandemic many of these groups were still able to continue, including:

The Walking Group organised monthly walks when permitted.

The Board Games Group held 34 'lockdown sessions' online.

Article Club hosted six online meetings.

We also share other people's events which bring people together and imbibe our values, including:

The Lively Poets Society was created in March.

Social Distancing Dance Party (SDDP) became a sensational hit and continues twice-weekly.



Skills building

Sunday Assembly plays a key role in developing our volunteers' skills. We encourage people to bring their existing expertise, knowledge and skills to support others in their learning and we saw astounding results during 2020.

- ▶ With a new structure in place, eight people took on leadership roles in areas of their expertise, and some also learnt new skills. They have played an integral part in upskilling volunteers to continue their work.
- ▶ Teams have built stronger relationships and collaborated with the wider community to develop strategies and action plans that have meant people learning more about charity governance and the strategic objectives of the charity.
- ▶ A team of three volunteers, including an experienced graphic designer, updated the charity's brand guidelines, which had not been reviewed since 2014. The main goals were to improve both accessibility and brand recognition.
- ▶ The website and communications teams have brought Sunday Assembly into the 21st century; with many things shifting online, there was a need to scope what was available for us to use within the limited resources and capacity we had. This led to the launch of an online, ethical merchandise shop.
- ▶ Many skills have been learned and shared to improve the sound and video quality for our music which brings a unique element to experiencing our assemblies.
- ▶ Sunday Assembly played a key role in helping our creative designer to build her portfolio, which has enabled her to become a freelancer. She also mentored and upskilled volunteers to make videos and still images for future events.
- ▶ The Music Team put these skills to use to ensure that our song covers would comply with YouTube's regulations; we now have an incredible archive of elaborate music videos that have been performed for our assemblies.

Paving the way forward

► Two teams, one vision

In our 2019 Annual Report we detailed the evolution of our 'Labs' work, which experimented with different ways our events could work and developed feedback mechanisms to improve our offering. After a year of implementation, Labs changed its name to the Organising Team in early 2020.

Following the appointment of a new Chair, the Board had its first (virtual) away day where Trustees agreed to have a rolling vice-chair role to reflect the Board's capacity. The Board also identified key strengths to create formalised roles. Each trustee uses their areas of expertise to strengthen the pillars of Sunday Assembly.

In July 2020, the Board began a consultative period to bring together Sunday Assembly's first ever three-year strategy. Despite the extended lockdowns, which prohibited us from coming together, our strategy is proving to be robust and well-measured. Its ambitious nature is dedicated to strengthening the charity's core and infrastructure, focusing on building capacity to prepare for growth.



► Growing our community

The Board of Trustees has this year focused on strengthening the core of the charity's functions such as its infrastructure to support volunteer management and establish opportunities for much needed growth and development.

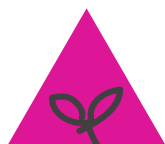
Sunday Assembly's three-year organisational strategy prioritises key initiatives that aims to lead to the growth and development of our community and the charity. Mindful of the pandemic at the time of implementation, priorities include: being more data-driven, establishing a fundraising strategy, building more strategic partnerships and finding alternative ways to sustain consistent and professional support without overburdening our volunteers.

► Our objectives



2019

Last year we focused on creating stable and fertile foundations for growth



2020/21

This year we are nurturing our existing community in tough times, and planting the seeds of future growth



2021/22

Next year we will focus on growing a strong and sustainable core



2022/23

In the future we will strengthen our infrastructure, explore opportunities to expand the reach and breadth of services we offer with truly professionalised, seamless delivery



Impact

Revitalise “Help Often” with a focus on Covid support

Focus on maintaining current virtual attendance and encouraging engagement with other SA services / “touchpoints” to keep up momentum

Focus on making our impact measurable

Focus on growing in-person attendance to 300+ people with greater diversity (target to be refined based on required donations & “the vibe”)

Encourage members to engage across multiple “touchpoints” (not just assemblies)

Pack out the room!



Community

Financial transparency & stability (incl. clear and accurate reporting and more regular donors)

Secure PR coverage positioning SA as a solution to Covid isolation. Increase following/engagement with social channels

Agree a sustainable model for assemblies (to zoom or not to zoom) and reach a level of financial security sufficient to begin recruitment for an employee

Invest in a bold marketing push for our in-person re-launch and secure at least two high profile speakers

Secure financial position to enable growth aspirations and required infrastructure incl. hiring/retention of employee(s)

Drive greater brand recognition amongst our target audience



Finances



Awareness



Geography

Virtual Assemblies with a London focus but accessible to all

Get back to Conway Hall, focus on London. Consider continuing Zoom in some form for inclusivity and reach

Drive greater collaboration with other assemblies. Consider building the infrastructure to support stable geographic expansion (e.g. taking back oversight of UK assemblies, expanding across London - TBC)



Quality

Develop a “one-stop-shop” of standards, governance and policy documentation and frameworks for consistent high-quality activities

Focus on the sustainability and morale of our volunteers. Ensure any virtual experience available once we return to Conway Hall meets quality standards

Ensure every assembly has seamless, professionalised delivery

The power of giving and receiving donations

Every assembly we host is free and it is open to anyone to attend. This has been the charity's commitment since inception, and one that we aim to continue. For this to be achieved and keep doing what we do, we need to fundraise for Sunday Assembly.

► Fundraising events

The 2.6 Challenge

On 26 April we ran Sunday Assembly's first digital fundraiser in conjunction with the organisers of the cancelled 2020 London Marathon. With the focus on the numbers two and six, we organised a 26-minute online dance party and a community member ran a marathon over a week.

We raised an incredible £2,274.82.

National Lottery Community Fund

In November, Sunday Assembly secured a grant from the National Lottery Community Fund of **£7,000 to support our long-term goals to continue live streaming** once we are able to return to a physical location, and to embed the principles and best practice of **accessibility, diversity and inclusion**. This funding is intended to be spent on new key roles to support this journey. We look forward to updating you on ways we've improved these at Sunday Assembly!

12 Days of Giving

Our signature annual fundraising event is usually 'Yule Rock' but we couldn't do this due to Covid (of course). Instead we hosted a series of online events between 8 and 20 December, called the '12 Days of Giving.' Volunteers led events each and every day for free with a £12 suggested donation. **We raised an amazing £1,519.08 from the campaign which ended with our final assembly of the year!**

In an effort to make the festive times less lonely, **we joined forces with affiliate members from across the world for a one-off international assembly**. This was followed by a virtual party in collaboration with DJ Ian Joliet's Social Distancing Dance Party and the online live radio called The Thursday Night Show (TTNS).

Lates

We had our last 'Lates' evening event in March. With Covid-19 uncertainties brewing, we found fewer people attended, and although the event was surprisingly successful, once lockdown was announced our efforts were needed to transition our events to become accessible virtually.

Aviva Community Fund

In October, **our application to be part of Aviva's crowdfunding page was successful.** The funding will only be released when we reach our £1,500 target. The aim is for Aviva staff to contribute their 'workplace tokens', which hold a financial value that is donated through Aviva.



The challenges are real, but our supporters and volunteers keep us going!

Supporters and volunteers are the backbone of Sunday Assembly - we couldn't fulfil the charity's purpose without their generosity. On behalf of the charity, a huge thank you for everything you do!

Fundraising aims to provide financial resilience and sustainability of Sunday Assembly events, and wider networks, by nurturing supportive relationships that are aligned to our motto: live better, help often and wonder more.



Regular giving

Our regular giving supporters have been declining for some time but at the height of the pandemic we saw regular donors nearly double in April. Unfortunately, this was not sustained and we saw one in six people cancel. Despite this, **we still have 47 regular donors who give an incredible £1,300 per month!**



Fundraising events

Two of our biggest fundraising events, Yule Rock and our Anniversary assembly, couldn't happen in the same way. Ordinarily, these would raise about £10,000, but this year we saw a 42% drop in donations from these events. However, **our community has pulled out all of the stops, shared wonderful virtual moments together and maintained connection as such a difficult time.**

One-off giving

Sunday Assembly has had to establish a more digital fundraising model during the pandemic which has led to seeing growth when using new ways of giving, including our text-to-donate platform. **This helped us to still raise money during our virtual assemblies but raised only 16.8% of what the community gave in 2019.**



Volunteers

Volunteering continues to be a source of great drive and enthusiasm. Without this vital resource we could not have transitioned from our physical venues to live streaming online. Despite the ongoing demands on people's time, it did not deter our dedicated volunteers from rallying together when the first national lockdown was announced in March.

Over 5,200 hours of volunteering took place in 2020. It has been incredible to feel such support towards Sunday Assembly as a charity, as well as towards the community.



Thank you to everyone who supports Sunday Assembly - it makes all the difference!

► The future can be brighter

Having an individual leading our fundraising efforts has helped to establish a 'Fundraising Hub' which recruited fundraising volunteers to help raise much needed funds for the charity. It was as a direct result of having this Hub that we were able to achieve the following:

- Have a fundraising strategy that involved the community and complemented the charity's 3-year Growth Strategy.
- Launched two fundraising campaigns - the '2.6 Challenge' and the '12 Days of Giving'.
- Gain funds to pioneer our initiatives in equality, diversity and inclusion.
- Secure the funds that will bring our brand to life by revamping our website in 2021.
- Achieve being on an exclusive crowd-funding platform that could help strengthen our volunteering infrastructure and build much-needed capacity.
- Have a six-month reserve to enable Sunday Assembly to be more robust for years to come.

There is a lot for Sunday Assembly to potentially look forward to in 2021. The fundraising landscape is making strides in bringing funding opportunities to the forefront, particularly to support small, local, and community-led charities. With the added capacity to the Fundraising Hub, we are hopeful that headway will be made to secure additional funding that will secure and sustain Sunday Assembly's future.

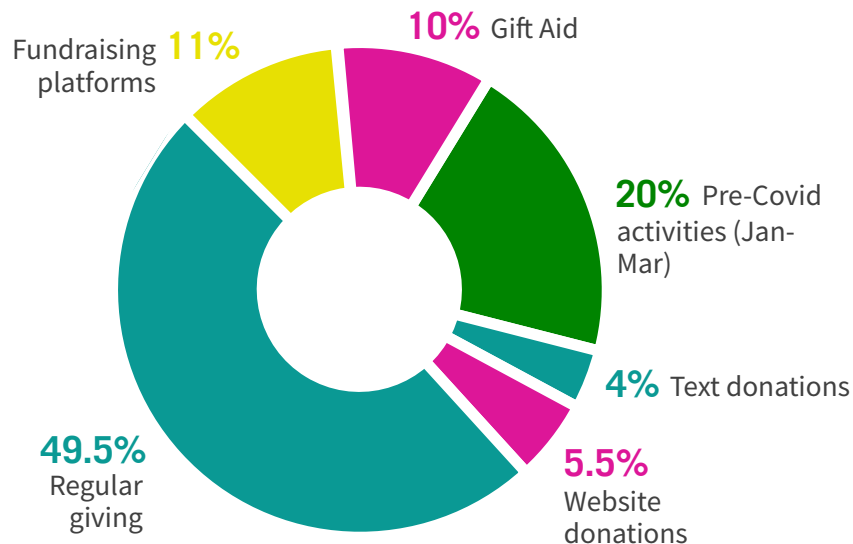
► Our fundraising promise

Sunday Assembly registered with the Fundraising Regulator in April 2020 to mark our commitment to delivering fundraising best practice that is legal, open, honest and respectful. This extends beyond the existing community and supporters, as it harnesses our values-driven approach to fundraising.



Where does our money come from?

Up until our National Lottery Community Fund grant, all of our income came from the ongoing generosity of our community and regular givers. This has truly helped to sustain Sunday Assembly to the present day.



Here you can see the breakdown of how our community, and HMRC, brought in £30,300. This doesn't include the National Lottery Community Fund grant as this was restricted to specific work.

The numbers here reflect that our income is entirely dependent on the generosity of our community. This is putting the charity at great risk and this was most evident during the pandemic.

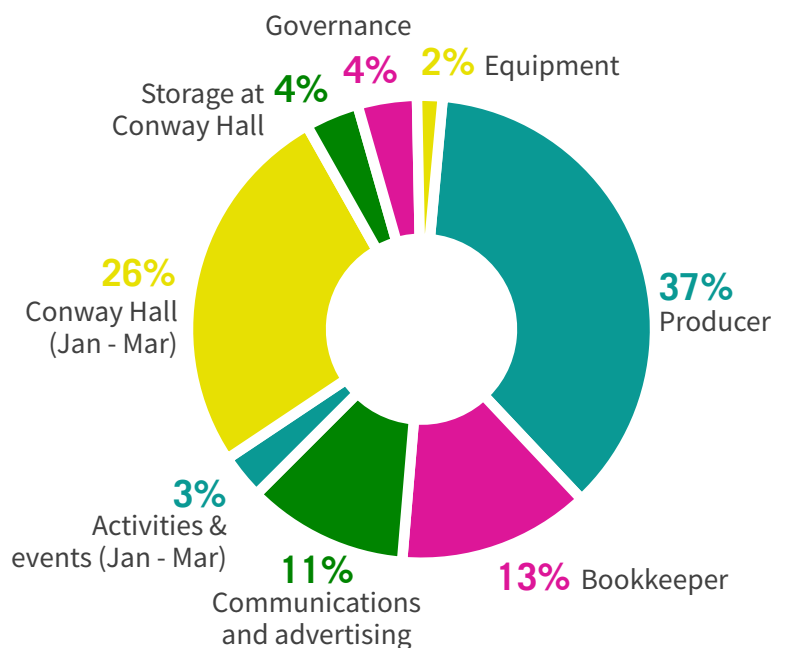
► How was the money spent?

We can see clearly that our largest costs are that of our two part-time contractors who provide vital services that enable Sunday Assembly to function, deliver accessible events and assure its financial governance. However, a breakdown like this is unique to 2020 due to the reduction in our venue costs.

We are very happy that even during this difficult time, we did not need to make anyone redundant.

We realised that by not having the expense of Conway Hall, Sunday Assembly was saved from being in a very dire situation during the pandemic.

Our total expenses for 2020 were £22,589 which is a fraction of what we would usually spend. Such figures reflect a very different Sunday Assembly than the one we are aspiring to be when we return to Conway Hall.



► Financial performance

For the year to 31 December 2020, Sunday Assembly generated a surplus of £11,023, of which £7,000 was restricted to the National Lottery Community Fund. Although this is very different to where we were in 2019, our expenditure has dramatically fallen as we have been able to save on venue costs during the pandemic - ordinarily at least £16,000 per year.

The lack of expenditure in 2020 has repaired the deficit caused in 2019 when we relied heavily on our reserves. Therefore, this progress means that the charity has been able to secure its future more robustly and achieve the necessary milestones to implement the second year of its 3-year strategy, despite the ramifications that COVID-19 had on financials.

Although income is lower in comparison to 2019, so is our expenditure and therefore our returns are 1.49 in comparison to 0.79 in 2019 - meaning that for every pound we spent in 2020 we received 49p more. This marked difference has had a positive impact on Sunday Assembly and is due to diversifying income streams to include crowdfunding platforms such as JustGiving and applying for grants.

► Net assets

The charity's net current assets position has strengthened considerably during the year, especially the large benefit to cash holdings from retaining a surplus of £11,023 compared to the depletion caused by last year's deficit of £14,367. An analysis of net assets between funds can be found in Notes 12 and 13. In 2021, our Fundraising Hub will lead an open session to discuss with the community how any additional income should be allocated. This approach aims to improve inclusivity and engagement to improve affinity and connection with the charity.

► Reserves

The purpose of implementing a reserves policy at Sunday Assembly is to ensure the stability of being able to take the steps we need to achieve our mission, delivering events, providing robust volunteering and mentoring programmes, and having ongoing operations that demonstrate our motto: live better, help often, wonder more. The Board is drafting a reserves policy to cover six months of operational cost.



Principal risks and uncertainties

During this unprecedented year, the pandemic demanded that our small community and volunteer led charity continued building a robust core. Having lived through the lessons already learnt from Sunday Assembly's accelerated growth between 2013 and 2017, the charity continued its existing work to embed governance and risk management, revamp processes and capture feedback from the community and volunteers. These vital efforts needed to adapt quickly to an online world, and were achieved with little to no impact on what we delivered.

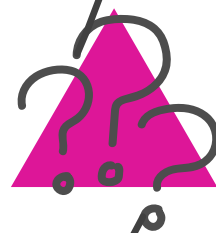
Initially, a Taskforce Group was developed with the outputs of a Risk Management Audit and a Disaster Recovery Plan, which the charity did not have in place before Covid-19. The Taskforce Group, composed of members of the Board of Trustees and Organising Team, met on a weekly basis following Government Announcements. As 2020 went on this was relaxed, and has been under constant review during Board Meetings, Strategy Meetings, and Quarterly Meetings between the Board and the Organising Team.

At present, key risks faced by the organisation can be broadly categorised in the following three ways:

1 A highly challenging and unpredictable operating environment

► The challenging environment means that we don't know when we will go back to Conway Hall. With our usual practice including having mass gatherings (above 50 people), live singing, practising musical instruments, hugging, and dancing together, our whole event would be considered high risk. Therefore, returning to Conway Hall without the ability to operate normally would detrimentally implicate our finances and unravel the majority of the net savings we have accrued in 2020.

Nevertheless, we are undeterred by these challenges and have so far found workable and practical solutions online without compromising any element of our events. In planning our return to Conway Hall we have to also consider these risk factors, foreseeing a period of time whereby our ability to return to 'normal' will be compounded by people's heightened anxiety for events to operate as normal.



2 Diversity, inclusion and participation

► Two key driving forces that make Sunday Assembly possible are its community and volunteers, without which nothing would be able to happen. Our ability to retain both of these is critical, and in doing so we recognise this also means diversifying our audience and improving how accessible we are in practice.

We strive to always be committed to having free events but in 2020 we recognised that more emphasis needed to be placed on expanding people's broader experience of our events and a culture that is more representative of our local community.

Sunday Assembly adapting to online events has made a positive impact on people's lives, particularly for community members who are in the most vulnerable groups: elderly people, and those living with underlying medical conditions, disabilities and mental health conditions.

Likewise, fully integrating people who are experiencing social isolation and loneliness, and enriching lives through connection and a community of belonging, are principles embedded at every level of our charitable goals. Embracing the journey towards achieving this will be a continuous learning curve and one that Sunday Assembly is now making progress with.

3 Local solutions for lasting change

► The Mayor of London is encouraging organisations across London to rebuild local communities in the post COVID-19 recovery. Given the essence of what Sunday Assembly offers, we provide a vital space to be part of this and achieve just that. Accessible to all, we have the tools already in place to invite more people and build a community that supports the regeneration of communities across London. At present, this will of course be in the comfort of one's living room, but over time this has the potential to broaden our reach and welcome all who welcome all; another primary principle of Sunday Assembly's ethos.

Corporate directory

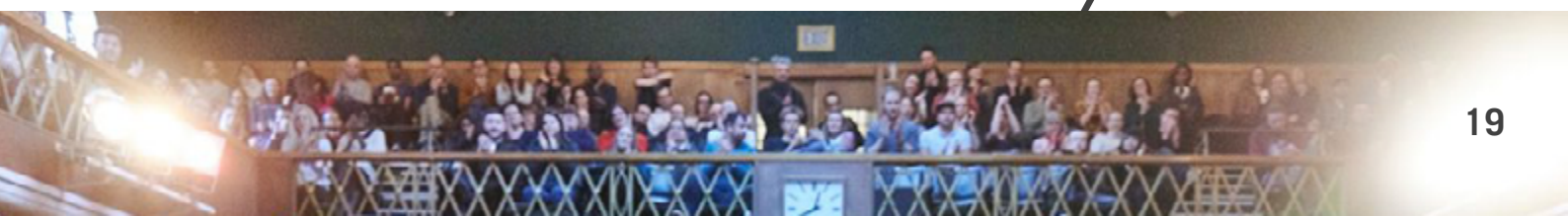
► Legal and administrative information

Charity number	1162995
Company registration number	08818905
Date of incorporation	18 December 2013
Start of financial year	1 January 2020
End of financial year	31 December 2020

Directors at 31 December 2020	Ms J Booth (appointed Chair June 2020) Ms F Tulley Mr A Baker (Treasurer, appointed 20 April 2020) Ms A Perez (Secretary) Mr A Newton Mr J Herbert Dr L Chisholm (appointed 20 April 2020) Mr A Scott Taggart (appointed 20 April 2020) Ms E Bull (appointed 20 April 2020, resigned 9 November 2020) Ms S Morgan (resigned 1 June 2020) Ms G Claus (resigned 6 January 2020)
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Governing document	Memorandum & Articles of Association dated 18 December 2013
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Objects	To provide or assist in the provision of facilities in the interests of social welfare for recreation or other leisure time occupation for the public at large, with the object of improving the condition of life of all who use such facilities, in particular but without limitation by providing facilities for people to meet and associate on a Sunday, without distinction of sex, sexual orientation, race or of political, religious or other opinions.
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► Independent examiner

Oluyinka Afolayan CPFA

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Email: trustees@sundayassembly.com

Independent Examiner's report

Report of the Independent Examiner to the Directors of the charitable company on the accounts for the year ended 31 December 2020

I report to the Directors on my examination of the financial statements of the charitable company on pages 24 to 36 for the year ended 31 December 2020 which have been prepared in accordance with the Charities Act 2011 (the Act) and with the Financial Reporting Standard 102, (effective 1 January 2016) as modified by FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP), published by the Charity Commission in England & Wales (CCEW), and under the historical cost convention and the accounting policies set out on page 28 and 29.

Respective responsibilities of the Directors and the Independent Examiner and the basis of the report

As described on page 19, you, the charitable company's Directors, who are also the Directors of the Company for the purposes of Company law, are responsible for the preparation of the financial statements in accordance with the Companies Act 2006, the Charities Act 2011 and all other applicable law and with United Kingdom Generally Accepted Accounting Practice, applicable to smaller entities, and for being satisfied that the financial statements give a true and fair view.

The Directors consider that the audit requirement of Section 144(1) of the Charities Act 2011 (the Act) does not apply, and that there is no requirement in the memorandum and articles of the charity for the conducting of an audit, and that the accounts do not require an audit in accordance with Part 16 of the Companies Act 2006 and that no member or members have requested an audit pursuant to Section 476 of the Companies Act 2006. As a consequence, the Directors have elected that the financial statements be subject to independent examination.

Having satisfied myself that the financial statements are not required to be audited under any legal provision, or otherwise, and are eligible for independent examination, it is my responsibility to:

- a.** examine the financial statements of the charity under Section 145 of the Act;
- b.** follow the applicable procedures in the Directions given by the Charity Commission under Section 145(5)(b) of the Act.



Opinion

I report in respect of my examination of the charity's financial statements carried out under Section 145 of the Act. 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 setting out the duties of an independent examiner in relation to the conducting of an independent examination. An independent examination includes a review of the accounting records kept by the charitable company and of the accounting systems employed by the charitable company and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you, as Directors, concerning such matters. The purpose of the examination is to establish as far as possible that there have been no breaches of charity legislation and that, on a test basis of evidence relevant to the amounts and disclosures made, the financial statements comply with the SORP.

Basis for opinion

The procedures undertaken do not provide all the evidence that would be required in an audit, and information supplied by the Directors in the course of the examination is not subjected to audit tests or enquiries and does not cover all the matters that an auditor would consider in arriving at an opinion. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide.

Examiner's responsibilities for the audit of the financial statements

Consequently, I do not express an audit opinion on the view given by the financial statements, and in particular, I express no opinion as to whether the financial statements give a true and fair view of the affairs of the charity, and my report is limited to the matters set out in the statement below.

I planned and performed my examination so as to satisfy myself that the objectives of the independent examination are achieved and before finalising the report I obtained written assurances from the Directors of all material matters.

Conclusions

Attention is drawn to the accounting policy stating that, notwithstanding the explicit requirement in the extant statutory regulations, the Charities (Accounts and Reports) Regulations 2008, to prepare the financial statements in accordance with the SORP 2005, in view of the fact that the SORP 2005 has been withdrawn, and in order to accord with current best practice, the Directors have determined to prepare the financial statements in accordance with the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as

amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP). I concur with this approach, and any references in my report to the regulations should be read subject to this comment.

Subject to the limitations upon the scope of my work as detailed above, I have completed my examination and can confirm that:

- ▶ The accounts of this charitable company are not required to be audited under Part 16 of the Companies Act 2006;
- ▶ This is a report in respect of an examination carried out under Section 145 of the Act and in accordance with directions given by the Charity Commission under Section 145(5)(b) of the Act which may be applicable; and that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:
 - ▶ accounting records were not kept in respect of the charity as required by Section 386 of the Companies Act 2006 and Section 130 of The Charities Act 2011;
 - ▶ the financial statements do not accord with those records; or
 - ▶ the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in Section 396 of the Companies Act 2006 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;
 - ▶ have not been prepared in accordance with the methods and principles set out in the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP).

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.



Oluyinka Afolayan CPFA

This report was signed on 8 June 2021.

Statement of financial activities

Statement of Financial Activities (including the Income and Expenditure Account for the year ended 31 December 2020, as required by the Companies Act 2006)

	Current year Unrestricted Funds 2020 £	Current year Restricted Funds 2020 £	Current year Total Funds 2020 £	Prior Year Total Funds 2019 £
Income & endowments from:				
Donations & legacies	25,168	7,000	32,168	47,150
Charitable activities	1,444	-	1,444	7,116
Other trading activities	-	-	-	478
Total income	26,612	7,000	33,612	54,744
Expenditure on:				
Charitable activities	22,589	-	22,589	69,111
Total expenditure	22,589	-	22,589	69,111
Net income for the year	4,023	7,000	11,023	(14,367)
Net income after transfers	4,023	7,000	11,023	(14,367)
Net movement in funds	4,023	7,000	11,023	(14,367)
Reconciliation of funds:-				
Total funds brought forward	26,277	-	26,277	40,644
Total funds carried forward	30,300	7,000	37,300	26,277

Resources applied in the year ended 31 December 2020 towards fixed assets for Charity use

	2020 £	2019 £
Funds generated in the year as detailed in the SOFA	11,023	(14,367)
Net resources available to fund charitable activities	11,023	(14,367)

Movements in revenue and capital funds for the year ended 31 December 2020

Revenue accumulated funds

	Unrestricted Funds 2020	Restricted Funds 2020	Total Funds 2020	Last year Total Funds 2019
	£	£	£	£
Accumulated funds brought forward	26,277	-	26,277	40,644
Recognised gains and losses before transfers	4,023	7,000	11,023	(14,367)
Revenue accumulated funds	30,300	7,000	37,300	26,277
Revaluation reserve fund	30,300	7,000	37,300	26,277
Total funds	30,300	7,000	37,300	26,277

Income and Expenditure Account for the year ended 31 December 2020 as required by the Companies Act 2006

	2020	2019
	£	£
Income		
Income from operations	30,527	42,760
Gift Aid	3,085	11,984
Investment income	-	-
Gross income in the year before exceptional items	33,612	54,744
Gross income in the year including exceptional items	33,612	54,744
Expenditure		
Charitable expenditure, excluding depreciation and amortisation	22,589	67,671
Governance costs	-	1,440
Total expenditure in the year	22,589	69,111
Net income before tax in the financial year	11,023	(14,367)
Net income after tax in the financial year	11,023	(14,367)
Retained surplus for the financial year	11,023	(14,367)

All activities derive from continuing operations.

In accordance with the provisions of the Companies Act 2006, the headings and subheadings used in the Income and Expenditure account have been adapted to reflect the special nature of the charity's activities.

Sunday Assembly - Balance Sheet as at 31 December 2020

	Notes	2020 £	2019 £
Current assets			
Debtors	8	997	-
Cash at bank and in hand		37,367	27,717
Total current assets		38,364	27,717
Creditors: amounts falling due within one year	9	(1,064)	(1,440)
Net current assets		37,300	26,277
The total net assets of the charity		37,300	26,277

The total net assets of the charity are funded by the funds of the charity, as follows:

Restricted funds		7,000	-
Restricted revenue funds	15	7,000	-
Unrestricted funds		30,300	26,277
Unrestricted revenue funds	15	30,300	26,277
Designated funds			
Total charity funds		37,300	26,277

The Directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The Directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The charity is subject to Independent Examination under charity legislation, and the report of the Independent Examiner is from page 21 to 23.

The financial statements have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006, applicable to companies subject to the small companies regime.



Jessica Booth

Director

Approved by the Board of Trustees on 8 June 2021

The notes attached on pages 28 to 36 form an integral part of these accounts.

Notes to the Accounts for the year ended 31 December 2020

1. Accounting policies

Policies relating to the production of the accounts

Basis of preparation and accounting convention

The accounts have been prepared on the accruals basis, under the historical cost convention, and in accordance with the Financial Reporting Standard 102, (effective 1 January 2016) and 'FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP), published by the Charity Commission in England & Wales (CCEW), effective January 2016, and in accordance with all applicable law in the charity's jurisdiction of registration, except that the charity has prepared the financial statements in accordance with the FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015, (as amended by the Bulletin issued in October 2018 and applicable to all accounting periods beginning on or after 1 January 2019), (The SORP), in preference to the previous SORP, the SORP 2005, which has been withdrawn, notwithstanding the fact that the extant statutory regulations, the Charities (Accounts and Reports) Regulations 2008 refer explicitly to the SORP 2005. This has been done to accord with current best practice.

Going concern

Preparation of the accounts is on a going concern basis. The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

Risks and future assumptions

The charity is a public benefit entity.

The Directors actively review the major risks which the charity faces on a regular basis and believe that maintaining the free reserves stated combined with the annual review of the controls over key financial systems carried out on an annual basis will provide sufficient resources in the event of adverse conditions. The Directors have also examined other operational and business risks which they face and confirm that they have established systems to mitigate the significant risks.

Recognition of liabilities and expenditure

A liability, and the related expenditure, is recognised when a legal or constructive obligation exists as a result of a past event, and when it is more likely than not that a transfer of economic benefits will be required in settlement, and when the amount of the obligation can be measured or reliably estimated.

Liabilities arising from future funding commitments and constructive obligations, including performance related grants, where the timing or the amount of the future expenditure required to

settle the obligation are uncertain, give rise to a provision in the accounts, which is reviewed at the accounting year end. The provision is increased to reflect any increases in liabilities, and is decreased by the utilisation of any provision within the period, and reversed if any provision is no longer required. These movements are charged or credited to the respective funds and activities to which the provision relates.

Fixed assets

The Charity held no fixed assets during this or the previous financial year.

Volunteers

In accordance with the SORP, and in recognition of the difficulties in placing a monetary value on the contribution from volunteers, the contribution of volunteers is not included within the income of the charity.

However, the Directors value the significant contribution made to the activities of the charity by unpaid volunteers and this is described more fully in Note 5.

Debtors

Debtors are measured at their recoverable amounts at the balance sheet date.

Financial instruments including cash and bank balances

Cash held by the charity is included at the amount actually held and counted at the year end. Bank balances, whether in credit or overdrawn, are shown at the amounts properly reconciled to the bank statements.

Fund accounting

Unrestricted funds are available for use at the discretion of the Directors in furtherance of the general objectives of the charity.

There are no endowment funds.

2. Liability to taxation

The charity is exempt from tax on its charitable activities.

3. Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

4. Net surplus before tax in the financial year

The net surplus before tax in the financial year is stated after charging:

Pension costs

2020	2019
£	£
-	541

5. The contribution of volunteers

Sunday Assembly is a volunteer-led organisation whereby volunteers are at the heart of the charity. This approach reflects our commitment to providing opportunities for everyone to engage, be involved and influence our work. We do have two paid, part-time contractor roles: Producer and Bookkeeper. The Producer's main focus is leading the production of Sunday Assembly's core service - the assemblies on the first and third Sundays of the month.

Outside of this, the running of Sunday Assembly is managed by two volunteer teams:

- **Board of Trustees (Directors)** - who have accountability for setting Sunday Assembly's strategic direction and ensuring it fulfils its charitable purpose and legal and compliance obligations.
- **Co-ordination Crew** - who are responsible for delivering Sunday Assembly's services including twice-monthly Assemblies, Interest Groups, Choir, Live Better groups, community meetings, and fundraising activities.

6. Staff costs and emoluments

	2020	2019
	£	£
Salary costs		
Gross salaries excluding trustees and key management personnel	8,250	29,775
Employer's National Insurance for all staff	-	767
Pension contributions	-	541
Total salaries, wages and related costs	8,250	31,083

Number of staff employed

The average number of total staff employed in the year was

0 5

Neither the Directors nor any persons connected with them have received any remuneration from the charity or any related entity, either in the current or prior year.

No employees received emoluments (excluding pension costs) in excess of £60,000 per annum.

7. Remuneration and payments to trustees and persons connected with them

No Director or persons connected with them received any remuneration from the charity, or any related entity.

8. Debtors

	2020	2019
	£	£
Current receivables		
Enthuse	679	-
Other online payment providers	318	-
Total receivables	997	-

9. Creditors: amounts falling due within one year

	2020	2019
	£	£
Current payables		
Conway Hall - Storage space	54	
Bookkeeper - up to 31 Dec 2020	260	
Producer - up to 31 Dec 2020	750	
Total payables	1,064	1,440

10. Income and expenditure account summary

	2020	2019
	£	£
At 1 January 2020	26,277	40,644
Surplus after tax for the year	11,023	(14,367)
At 31 December 2020	37,300	26,277

11. Related party transactions

No payments were made to Directors or any persons connected with them during this financial period. No other transaction took place between the charity and a trustee or any person connected with them.

12. Particulars of how particular funds are represented by assets and liabilities

	Unrestricted funds	Designated funds	Restricted funds	Total funds
			£	£
At 31 December 2020				
Current assets	31,364		7,000	38,364
Current liabilities	(1,064)	-	-	(1,064)
	30,300		7,000	37,300
At 1 January 2020				
Current assets	27,717	-	-	27,717
Current liabilities	(1,440)	-	-	(1,440)
	26,277	-	-	26,277

13. Change in total funds over the year as shown in Note 14, analysed by individual funds

	Funds brought forward from 2019	Movement in funds in 2020	Transfers between funds in 2020	Funds carried forward to 2021
	£	£	£	£
Unrestricted and designated funds				
Unrestricted revenue funds	26,277	4,023	-	30,300
Total unrestricted and designated funds	26,277	4,023	-	30,300
Restricted funds				
National Lottery Community Fund	-	7,000	-	7,000
Total restricted funds	-	7,000	-	7,000
Total charity funds	26,277	11,023	-	37,300

14. Analysis of movements in funds over 2020 as shown in Note 15

	Income	Expenditure	Other gains and losses	Movement in funds
	2020	2020	2020	2020
	£	£	£	£
Unrestricted and designated funds				
Unrestricted revenue funds	26,612	(22,589)	-	4,023
Restricted funds				
National Lottery Community Fund	7,000	-	-	7,000
Total charity funds	33,612	(22,589)	-	11,023

15. The purposes for which the funds are used

Unrestricted and designated funds

Unrestricted revenue funds

These funds are held for the meeting the objectives of the charity, and to provide reserves for future activities, and, subject to charity legislation, are free from all restrictions on their use.

Restricted funds

National Lottery Community Fund

In November, Sunday Assembly secured a grant from the National Lottery Community Fund of £7,000 to support our long-term goals to continue live streaming once we are able to return to a physical location, and to embed the principles and best practice of accessibility, diversity and inclusion. This funding is intended to be spent on new key roles to support this journey, including a British Sign Language interpreter, Diversity and Inclusion specialist as well as an expert in accessibility both on the physical aspects of our events as well as across our digital platforms.

16. Ultimate controlling party

The charity is under the control of its legal members.

Every member of the charity is obliged to contribute such amount as may be required not exceeding £10 to the assets of the company in the event of its being wound up while he or she is a member, or within one year after he or she ceases to be a member.

17. Donations, grants and legacies

	Current year Unrestricted Funds 2020	Current year Restricted Funds 2020	Current year Total Funds 2020	Prior Year Total Funds 2019
	£	£	£	£
Donations and gifts from individuals				
Small donations individually less than £1,000	17,363	-	17,363	15,874
Gift Aid from HMRC	3,085	-	3,085	11,984
Other donations	4,720	-	4,720	14,792
Total donations and gifts from individuals	25,168	-	25,168	42,650
Revenue grants from government and public bodies				
Small grants individually less than £1,000	-	-	-	4,500
National Lottery Community Fund	-	7,000	7,000	-
Total public sector revenue grants	-	7,000	7,000	4,500
Total donations, grants and legacies	25,168	7,000	32,168	47,150

18. Income from charitable activities - trading activities

	Current year Unrestricted Funds 2020	Current year Restricted Funds 2020	Current year Total Funds 2020	Prior Year Total Funds 2019
	£	£	£	£
Primary purpose and ancillary trading				
March Lates event	1,404	-	1,404	1,411
Merchandise	34	-	34	705
Yule Rock 2019	6	-	6	5,000
Total primary purpose and ancillary trading	1,444	-	1,444	7,116
Total income from charitable trading	1,444	-	1,444	7,116
Total from charitable activities	1,444	-	1,444	7,116

19. Expenditure on charitable activities - Direct spending

	Current year Unrestricted Funds 2020	Current year Restricted Funds 2020	Current year Total Funds 2020	Prior Year Total Funds 2019
	£	£	£	£
Gross wages and salaries - charitable activities	-	-	-	29,775
Employers' NI - charitable activities	-	-	-	767
Defined contribution pension costs - charitable activities	-	-	-	541
Contract staff - Charitable activities	8,250	-	8,250	-
Marketing and advertising of charitable services	2,525	-	2,525	2,309
Activities and events	227	-	227	2,464
Choir expenses	-	-	-	2,171
Meeting expenses	-	-	-	237
Total direct spending	11,002	-	11,002	38,264

20. Support costs for charitable activities

	Current year Unrestricted Funds 2020 £	Current year Restricted Funds 2020 £	Current year Total Funds 2020 £	Prior Year Total Funds 2019 £
Premises expenses				
Conway Hall - rent	5,919	-	5,919	17,483
Administrative overheads				
Stationery and printing	-	-	-	88
Catering services	480	-	480	1,068
Equipment expenses	399	-	399	2,155
Liability and contents insurance	241	-	241	437
Sundry expenses	844	-	844	1,320
Travel and subsistence	-	-	-	90
Yule Rock	-	-	-	2,257
Professional fees paid to advisors other than the auditor or examiner				
Bookkeeping costs	3,015	-	3,015	3,735
Regulator fees	50	-	50	-
Financial costs				
Bank charges	639	-	639	774
Support costs before reallocation	11,587	-	11,587	29,407
Total support costs - Current Year	11,587	-	11,587	29,407

The basis of allocation of costs between activities is described under accounting policies.

All the expenditure in the prior year was unrestricted.

21. Other expenditure - governance costs

	Current year Unrestricted Funds 2020 £	Current year Restricted Funds 2020 £	Current year Total Funds 2020 £	Prior Year Total Funds 2019 £
Current year				
Independent Examiner's fees	-	-	-	1,440
Total Governance costs	-	-	-	1,440

All the expenditure in the prior year was unrestricted.

22. Total charitable expenditure

	Current year Unrestricted Funds 2020	Current year Restricted Funds 2020	Current year Total Funds 2020	Prior Year Total Funds 2019
Current year	£	£	£	£
Total direct spending	11,002	-	11,002	38,264
Total support costs	11,587	-	11,587	29,407
Total governance costs	-	-	-	1,440
Total charitable expenditure	22,589	-	22,589	69,111

All the expenditure in the prior year was unrestricted.

	Prior Year Unrestricted Funds 2019	Prior Year Restricted Funds 2019	Prior Year Total Funds 2019
Prior year	£	£	£
Total direct spending	38,264	-	38,264
Total support costs	29,407	-	29,407
Total governance costs	1,440	-	1,440
Total charitable expenditure	69,111	-	69,111



Thank you

We would like to thank all of those involved in bringing together this wonderful edition of the Annual Report.

It is also with huge appreciation to our incredible team of volunteers, led by our Organising Team, that Sunday Assembly events have continued during this exceptionally challenging year. We could not have achieved what we have without you. Thank you all.

www.sundayassembly.com

