

The logo for SMART (Suffolk Music & Arts Alumni Trust) features the word "SMART" in a large, white, sans-serif font. Below the text are three horizontal lines: a blue line on top, a yellow line in the middle, and a green line on the bottom.

Suffolk Music & Arts Alumni Trust

**SMART**

**(Suffolk Music & Arts Alumni Trust)**

**Charity number: 1177728**

**Trustees' Annual Report &  
Financial Statement**

**From charity registration (27th March 2018)  
to 31st March 2019**

## **Reference and Administrative Information**

### **First Trustees**

Mrs Wendy James	Chair
Mr William Peall	Vice Chair
Mr Jamie Foreman	Treasurer
Mrs Rebecca Reidy	General Secretary
Miss Victoria James	Media & Publicity Secretary
Mrs Carly Markkanen	Membership Secretary
Miss Sarah Waller	Social Secretary
Mr Thomas Search	Office vacated September 2018
Mr Alex Tostadevine	Office vacated September 2018
Mrs Stephanie Wakeman	Resigned July 2018

### **Nominated Trustees**

Mr David Stowe	Head of County Music Service
Mr Nathan Austin	Youth Trustee
Miss Grace Harman	Youth Trustee

**Office Address:** SMART, % Mr W Peall, Unit 11, Ip-City Centre, 1 Bath Street, Ipswich, IP2 8SD

**Charity number:** 1177728

**Auditors:** to be appointed

**Bankers:** Lloyds Bank Plc, Chelmsford Legg St Osc, 1 Legg St, Chelmsford, Essex, CM1 1JS

**Charity's Object:** *To relieve the needs of young people from Suffolk who have needs by reason of youth; in particular, but not exclusively, by the provision of grants to access or participate in art in its widest form, including music.*

## How SMART started

SMART was born from conversations at the concert held to mark Philip Shaw's retirement from Suffolk County Music Service in December 2017. A call was made for volunteers to become "first trustees" of a charity that would fundraise to support young people in Suffolk access music and the arts, and also form an alumni group for Suffolk Youth Music. Our plans are to extend membership to alumni from other Suffolk arts organisations in the future.

We decided upon SMART (Suffolk Music and Arts Alumni Trust) as the name of the charity and that we would endeavour to achieve some of our fundraising through a membership fee.

After jumping through lots of hoops, we finally received confirmation of our status as a Charitable Incorporated Organisation (CIO) on 27th March 2018.

Our constitution allows for up to 10 elected trustees and 4 nominated trustees. We currently have 7 "first trustees" who are all willing to stand for re-election at the AGM and 3 "nominated trustees", 2 of which are "youth trustees". Nominated trustees are nominated by the Suffolk Music Education Hub.

We are keen to elect 3 more trustees to join us to help move SMART forwards.

## Membership

Despite much publicity on social media, membership uptake was very slow. We decided to offer free membership for 6 months to see if this would encourage people to join, but this had little impact. We knew that we needed a big event to encourage people to join and have been pursuing Latitude festival for over 6 months to try to get a slot to perform. Since we have had confirmation from Latitude, membership has soared, but with most people selecting the "free membership" option.

There are a number of costs associated with running the charity and we hoped that membership fees would cover these, so that any fundraising could be used to support young people. We are very grateful to all those members who have paid a membership fee, as this has enabled us to make the charity operational. For the time being however, free membership has been extended. Although this means we will not be raising many funds through this route, it does mean that we have alumni members and can now start to make things happen via other fundraising events.

<b>Membership Type &amp; Membership Fee</b>	<b>Membership numbers as of 31st March 2019</b>	<b>Funds Raised through membership fees as of 31st March 2019</b>	<b>**For information** Membership numbers as of 4th July 2019</b>	<b>**For information** Funds Raised through membership fees as of 4th July 2019</b>
FREE	0	£0.00	81	£0.00
Standard (£12.00)	4	£48.00	8	£96.00
Bronze (£24.00)	8	£192.00	10	£240.00
Sliver (£48.00)	2	£96.00	3	£136.00
Gold (£60.00)	4	£240.00	4	£240.00
Platinum (£120.00)	5	£600.00	6	£720.00
<b>TOTALS</b>	<b>23</b>	<b>£1176.00</b>	<b>112</b>	<b>£1432.00</b>

## **Events and Publicity**

SMART attended two SYO concerts at Snape Maltings to distribute fliers and explain the charity to audience members.

SMART attended a SYO Christmas Concert at Northgate Arts Centre, a small group of SMART musicians rehearsed carols during the afternoon and played them as the audience arrived. This was received very well and we held a retiring collection. A retiring collection for SMART was also held at Sidegate primary School's Carol Service.

Latitude 2019 is our next event with 75 musicians, 2 conductors and 5 stage crew signed up to play a 45 minute concert on Sunday 21st July. Participants will receive a free pass to Latitude, so that they can enjoy the festival, as well as play in the newly formed *SMART Sinfonia*.

## **Marketing**

Website: [www.SuffolkSMART.org](http://www.SuffolkSMART.org)

Facebook closed group: <https://www.facebook.com/groups/SuffolkSMART/> - this will become members only

Facebook page: <https://www.facebook.com/SuffolkSMART/>

Twitter: @SuffolkSMART <https://twitter.com/SuffolkSMART>

Instagram: @SuffolkSMART

## **Fundraising**

Fundraising has been on a small scale so far - donations, retiring collections and membership fees. We need to consider ways to fundraise on a larger scale than this, if we are to truly meet the charity's purpose.

How you can help: <https://www.suffolksmart.org/donate>

Email any fundraising ideas to [admin@suffolksmart.org](mailto:admin@suffolksmart.org)

Help us out by organising your own fundraising event.

## **Grant Making**

Once Latitude is over, we will be in a position where we can start issuing small grants to Suffolk's young people. We are currently developing a policy and systems for issuing grants that comply with data protection requirements and ensure that SMART can evidence that funds have been used in accordance with its object.

## Statement of Financial Activities for the year ending 31st March 2019

<b>INCOME</b>	
Membermojo test (via PayPal)	£0.02
Membership Fees (via PayPal)	£1,176.00
Private Donations (via PayPal)	£767.00
PayPal Giving Donation (via PayPal)	£8.00
Gift Aid (not yet claimed)	£0.00
Collections (cash deposit)	£333.08
Amazon Smile Donation (bank transfer)	£23.18
<b>TOTAL INCOME</b>	<b>£2,307.28</b>
<b>EXPENDITURE</b>	
PayPal Fees (all transactions) <sup>1</sup>	-£41.36
Insurance	-£174.48
Information Commissioner's Office Fees	-£40.00
Miscellaneous Items (collection buckets and envelopes)	-£83.73
Membership software (Free up to 50 members) <sup>2</sup>	-£0.00
Website fee & domain name (donated) <sup>2</sup>	-£0.00
<b>TOTAL Expenditure</b>	<b>-£339.57</b>
<b>CHARITY FUNDS</b>	
Bank current account as of 31st March 2019	£1,453.64
PayPal account as of 31st March 2019	£514.07
Cash held as of 31st March	£0.00
<b>TOTAL FUNDS</b>	<b>£1,967.71</b>
<b>ASSETS - none</b>	<b>£0.00</b>

Notes:

1. PayPal charges non-profit organisations 1.4% plus 20p per transaction.
2. No cost items shown, as these will incur expenditure in future years.

Approved by the Trustees on 7th July 2019

## **Treasurer's statement**

In our first year, generating funds to enable SMART to start fulfilling its aims proved difficult.

### **Membership**

The subscription model was not providing the membership volume wanted, consequently not the income wanted. A steady stream of membership income has still been seen though, so it has still been worthwhile.

Using PayPal works well and the fees are reasonable so it seems a sensible portal to stick with too.

Since changing to free membership, and particularly with the current Latitude event, membership is expanding in the manner wanted, so this is positive.

Running events like Latitude to build the income seems a more exciting and viable route for the future.

### **Costs**

Costs have been low, but annual costs have now started for membership software, insurances, registrations, etc - these are predicted to be approximately £400 per year going forwards.

Running events has a cost, but these have been kept low by the trustees using or supplying venues that are free to the charity.

The charity has been Gift Aid registered, but as yet, we have not claimed. Most of our existing membership fees and donations are eligible, and will generate a further £500 when claimed.

Our fixed costs should stay low, but a buffer for these and putting on further fundraising events should be kept in the account for 2019/20. Once the Latitude fee is received, we can proceed with using funds for SMART to fulfil its charitable object.