



SMART

(Suffolk Music & Arts Alumni Trust)

Charity number: 1177728

**Trustees' Annual Report &
Financial Statement**

From 1st April 2020 to 31st March 2021

Reference and Administrative Information

Trustees

Ms Rebecca Reidy	Co-Chair
Miss Victoria James	Co-Chair
Mr William Peall	Vice Chair & Designated Safeguarding Officer
Mrs Wendy James	Treasurer & Fundraising Officer
Mrs Carly Markkanen	Membership Secretary & Lead Board Member for Safeguarding
Miss Sarah Waller	Community Music Officer
Mr Jake Batley	Community Music Officer
Miss Grace Harman	Media and Publicity Officer (appointed 26 Sept 2020)
Mr Nathan Austin	Committee Member (appointed 26 Sept 2020)

Nominated Trustees

Mr David Stowe	Head of County Music Service
Mr Callum Given	Head of Community, Britten Pears Arts (appointed 20 Jan 2021)
Miss Kayleigh Bishop	Youth Trustee (office vacated June 2021)

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

Charity number: 1177728

Auditors: Mr Timothy Green FCMA, Beechwood Consulting, 29 Beechwood Drive, Crewkerne, Somerset, TA18 7BY

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.

Trustee report

Overview

SMART exists to ensure that young people in Suffolk have access to arts opportunities that improve their lives. We provide funding to help Suffolk's young people to access high-quality music and arts opportunities. We do this by bringing together Suffolk arts alumni and using their skills, passion and experience to help us raise these funds.

Our aims for 2020/21 were to support this work by (i) continuing to build our membership and (ii) growing our funds through a variety of fundraising activities involving members.

Unfortunately, the Coronavirus pandemic and lockdowns that dominated much of the 2020/21 financial year meant that we were unable to carry out much of our planned live activities involving members and trustees. We had hoped for a return invitation to Latitude Festival in July 2020, but the Festival was cancelled. Many other fundraising events and activities, such as VE Day Schools Celebrations, SYM performances, member concerts, etc. were also not able to go ahead.

Despite this, we managed to build up our funds via several virtual fundraising and member events, as set out below (see sections on Fundraising and Membership).

Given that SMART has now been operating for 3 years, we started reviewing our strategy towards the end of the financial year. This work continued into the current financial year, and we will present separately at the AGM on our updated strategy.

Fundraising

Income	£3,103.66
Income streams	Fundraising events: £1,596.48 Member donations: £669.48 Paypal Giving Fund: £435.26 Interest on savings (FoSYM): £262.40 (Returned unused grant funding: £100) Amazon Smile: £40.04
Core running costs (% income)	£167.71* (5.4%) *excludes 2020/21 insurance cost of £174.48 (which will show in 2021/22 accounts), includes 2019/20 & 2020/21 ICO payments of £40 each.
Fundraising costs	£0
Total funds	£42,256.13 FoSYM**: £35,276.07 SMART: £6,980.06

**We received a ring fenced donation from the Friends of Suffolk Youth Music (FoSYM) which must be used to support Suffolk County Music Service activity, in line with the objects of FoSYM. All other funds are held in our general fund, referred to as "SMART" in this report.

Various member-driven fundraising events were our biggest source of income during 2020/21, as set out in more detail in the membership section below. Member donations also made up a significant portion of our income.

We have access to several charity-specific funding streams such as Paypal Giving and Amazon Smile, both of which generated funds for SMART in 2020/21. We continue to encourage members and supporters to use Amazon Smile and GiveAsYouLive to help generate donations for SMART.

Grant-making

Funds available to distribute during 2020/21	SMART: £1000 FoSYM: £5,000
Grants awarded (£)	SMART: £600 FoSYM: £1,165
Grants awarded (#)	3 (SMART: 2 FoSYM: 1)
Average grant amount (£)	£588
Discipline(s) awarded to	Classical Music, Musical Theatre

For the 2020/21 financial year, we made available £1,000 from the SMART fund and £5,000 from the FoSYM fund. We continued to advertise the grants via our social media sites, website and word of mouth, predominantly via our connections to the Suffolk County Music Service and Suffolk schools. However, due to the pandemic, we were unable to distribute the full amount of our available funds as very few activities were taking place that required funding and so we received fewer applications than anticipated. We are also still building our profile and sharing the word about our funding with potential grant recipients.

We successfully awarded a large grant of £500 to a young person starting the “Actor Musician” course and Mountview Academy. The grant went towards maintenance on his guitars, household items and the uniform required for the course. We also approved a grant to fund a year’s worth of Suffolk Youth Orchestra membership for a young person preparing to attend a conservatoire. This funding is yet to be distributed as an invoice has not been received; it is included in the above figures but not in the accounts. We had also awarded another grant of £100, but this was returned as the activity it was due to support was cancelled due to the pandemic.

Alongside our own efforts to build SMART’s profile among potential grant applicants, we continued to encourage members to promote SMART, so that more people are aware of the charity and aware of the availability of grant funding.

SMART Scholarships

At the end of the 2020/21 financial year, we launched our SMART Scholarships for talented and committed young people in challenging circumstances and/or in need of financial support. The scholarships are funded by the ringfenced FoSYM fund.

The scholarships will initially provide up to 50% of one year’s funding for young people in Years 7-13 to continue their musical learning through Suffolk County Music Service tuition, to attend a Suffolk County

Music Service area ensemble, and towards any instrument hire costs. It is our ambition to continue funding SMART scholars throughout their musical development up to the age of 18, subject to SMART's financial position and satisfactory review of the scholars' performance and commitment.

The first round of applications opened with a deadline of early May for support starting in September 2021.

Membership

As at the end of March 2021, we had 126 active members.

Our members continued to advocate for SMART and to take on personal challenges and fundraising activities to support our work. Particular highlights included #RosieRides and #WendysWinterWorkout. SMART member and ex-Suffolk Youth Music member, Rosie Taylor, was due to take part in the Prudential RideLondon. After it was cancelled due to the pandemic, she cycled a total of 437 miles in the month of June and raised £650 for SMART. For #WendysWinterWorkout, SMART Treasurer, Wendy James, who only took up running in March 2020 through the Couch to 5k programme, ran the equivalent of nearly three marathons over the month of February and raised an incredible £680 for SMART.



Our SMART Advent Calendar brought together members virtually in the lead up to Christmas. SMART members and supporters sent in videos of them performing their favourite Christmas carols and songs. Some performers picked up their instrument for the first time in years to contribute in the online event, which culminated in a Trustees' group performance of Rudolph the Red Nosed Reindeer.



Elsewhere, members busked outside their local supermarket, did Facebook birthday fundraisers, and made one-off donations. Through a member connection, we were a featured charity for the Early Music Shop, receiving a percentage of their sales, and received one-off donations.

Through our social media and quarterly newsletters, we continued to keep members updated on the progress of our grant recipients, opportunities for getting involved with the charity and what the Trustees had been getting up to behind the scenes.

We continued to shine a light on our members via several social media strands. Our #WhyMusic? strand which highlighted the non-musical careers and studies that SMART members have pursued, and how learning an instrument benefitted this path. The #ArchiveDive took us on a trip down memory lane with pictures and stories from Suffolk Youth Music activities of yesteryears.



Free membership remains an option for all new joiners to encourage membership sign up, and many new members choose to donate. We were seeing limited renewals when membership expired, so all members are now “lifetime members”. We will write to members annually with a reminder of the benefits that SMART can offer to them and to the young people of Suffolk, encouraging members to donate to support our work.

Online engagement and profile building

We continue to be active on social media using a variety of platforms:

Website: www.SuffolkSMART.org

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

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

Instagram: @SuffolkSMART

We have seen consistent engagement on our social media platforms, and continue to grow our following.



1300 post reach**

230 reactions**

185 page likes*



94 posts**

110 followers*

258 max video views**



87 followers*

13 mentions**

10 max engagements**



2755 website views*

* insights to date

** insights for 20/21 financial year

In addition, we have continued to build connections with local businesses, media organisations and radio stations to publicise our activity and grants.

Trustees and governance

As at the end of March 2021, we had 8 elected trustees and 3 nominated trustees.

Kevin Jeckells and Frankie Ayers resigned as trustees during the year. Nathan Austin and Grace Harman came to the end of their tenure as Nominated Youth Trustees. Both were elected as trustees at last year’s AGM and continue to play an active part in the charity.

Wendy James resigned as Chair, and Becci Reidy and Vicky James were elected Co-Chairs by the rest of the Trustees. As Kevin resigned as Treasurer, Wendy has taken on this role in the interim, until a new Treasurer is appointed. We have actively advertised this role among our own networks, volunteer/charity networks and Suffolk-specific networks, but have so far been unsuccessful in recruiting.

We were delighted to be joined by Callum Given, Head of Community at Britten Pears Arts (formerly Snape Maltings) as a Nominated Trustee. Callum brings a wealth of experience and knowledge about Suffolk and its artistic communities and has already made a huge impact on the Trustees and the charity’s development.

Behind the scenes, we have clarified and documented the updated Trustee Roles and Responsibilities. We also created a Trustee Welcome Pack to ensure that new trustees are aware of what it means to be a trustee and how they can effectively contribute to the development of the charity.

We also discussed our commitment to equality, diversity and inclusion and how we can embed this in our work to ensure that all our members, grant and scholarship recipients, and the wider community that engage with SMART are welcomed and treated fairly. We have devised an Equal Opportunities Monitoring Form that will be completed by all grant and scholarship applicants so we can understand who is, and who is not, applying and being awarded funding.

Statement of Financial Activities for the year ending 31st March 2021

Treasurer's statement

Income:

As above, 2020/21 was a very quiet year for SMART, although we did have an income of £3,103.66.

Member donations (£669.48) and fundraising activities (£1596.48) made up the majority of this income.

Donations from PayPal Giving Fund (£435.26) and Amazon Smile (£40.04) are achieved just by the charity and members using these products.

£262.40 interest was received from investments.

£100 was paid back to SMART by a grantee, as they could no longer participate in the activity due to the pandemic.

Outgoings:

Due to limited activity, costs were down on the previous year.

ICO costs for 2019/20 and 2020/21 were paid.

Charity insurance was paid by a trustee, but not reimbursed in this financial year due to an oversight, this cost of £174.48 will show in the 2021/22 accounts.

Grants:

A grant of £500 was made from general SMART funds.

No grants were made from FoSYM funds.

Reserves:

As of 31st March 2021, funds were in the following accounts:

Current Account: £13,245.94

Instant Access Savings Account: £9,002.69

Fixed Term Deposit Account (matures 31/08/21): £20,000

PayPal Account: £7.50

£35,276.07 (restricted FoSYM) and £6980.06 (general funds) - Total reserves: £42,256.13