



STATE OF THE **MOVEMENT**

2019-2020



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WE WILL INHERIT
*we will fix
this mess*
THIS MESS



WE BELIEVE THAT
we will win

PART ONE: WE BELIEVE THAT WE WILL WIN

WE ARE THE ADVOCACY ACADEMY

The Advocacy Academy is a youth movement working to unleash the power of young people to create a more fair, just, and equal society. We give young people with lived experience of injustice the knowledge, the skills and the confidence to tackle the most pressing challenges of our time - from breaking gender binaries to building affordable housing, to ending sexual violence on our streets.

We began in 2014 with 12 teenagers, a shoestring budget, and a community hall with a hole in the roof. Since then, that week-long pilot has grown into the six-month Social Justice Leadership Fellowship, consisting of more than 400 hours of workshops, speakers, discussion groups and real-life boots-on-the ground campaigning.

At this point in our movement, we are now a family of more than 100 young leaders whose campaigns are sending ripples across the nation. Through new programmes we are reaching more young people than ever before, in different areas and at different points in their social justice journeys. And our wider community continues to grow: our passionate supporters and volunteers are showing up to and getting behind our young people's actions, united with us in the deep belief that the future is not fixed and that young people, working together, can shape it for the better.

We've come a long way in a short time, and are now at the stage where we're ready to announce our plans for the coming years. In this year's State of the Movement, we'll be showing off some of our biggest campaign wins and achievements to date. We also lay out our strategy for threading youth organising throughout the fabric of UK society, the next step on our journey to achieving a fair and just world.

Welcome to our State of the Movement 2019/2020.



WE STAND ON THE SHOULDERS OF THOSE WHO CAME BEFORE US

The Advocacy Academy is a youth organising movement built in the tradition of the Student Nonviolent Coordinating Committee (SNCC). Emerging in 1960, these young activists were committed to harnessing the power of grassroots voices and organising from the bottom up, centring young peoples' voices and issues.

SNCC was the force behind the sit-ins that led to the desegregation of lunch counters and restaurants, the freedom rides through the American South that protested segregated bus terminals, and the voter registration drive across the Deep South known as the freedom summer. SNCC organisers partnered with politically-experienced adults to develop the knowledge, skills and networks they needed to win. They were known for audacious and creative action, strong culture and spirit, and exceptional youth leadership, and they pushed their parent movements to be bolder and better.

This is the tradition that The Advocacy Academy is working in. We recognise that at its most impactful, youth organising prepares young people to lead their communities, their society and the world. And it transfers knowledge from previous generations to give young people the power to continue the fight for justice.

Our theory of social change

WE FIGHT FOR SYSTEMIC CHANGE!

We focus our resources on tackling the root causes of problems, rather than the symptoms. This approach is captured most effectively in one of our foundational stories:

One morning, a woman was walking along the bank of a river when suddenly she saw someone struggling to keep afloat in the fast flowing waters. Without a second thought she jumped in, swam out to the drowning person and pulled them back to the bank. Tears were shed, hugs exchanged, and after a little while she walked on. But only a few minutes later, our woman saw someone else in the river. Just as before, she dived in and swam a second person to safety.

By now our woman was exhausted and dreaded continuing to look at the river. Yet lo and behold, a few minutes later she came upon another drowning person - but this time their screams

OUR WOMAN TURNED TO THE FRANTIC RESCUE GROUP, TOOK A DEEP BREATH, AND SAID, “HELL NO. I’M DONE SAVING PEOPLE FROM DROWNING. I’M GOING UPSTREAM TO STOP WHOEVER IS THROWING THEM IN THE RIVER IN THE FIRST PLACE.”

were so loud that the whole town had rushed to the river bank to try and help. People were throwing in ropes, buoys, tree-branches and forming a human chain. The leader of the rescue team saw her and said “Thank God you’re here! You’re the strongest swimmer in the town - jump in and save them!”

The desire to rescue drowning people is deeply human, but our work focuses on the reasons why people are in need. There are always identifiable forces that oppress people. Instead of simply trying to alleviate suffering, we exist to generate enough power to alter the systems that allow this harm to happen.

We build power and win change through organising our community. Organising is not about “rescuing” people, but about training them to change the structures that oppress them. At The Advocacy Academy, young people aren’t subjects, consumers, clients, or beneficiaries - they are organisers, citizens and leaders.

It is important to note an issue with this story. The way it is framed, the people in the river are essentially hopeless victims. In the real world, this is almost never the case. No matter how downtrodden, people almost always have the capacity to organise and resist in one way or another.

PART ONE: WE BELIEVE THAT WE CAN WIN

WE BELIEVE IN YOUTH-LED SOCIAL CHANGE

Youth Led Social Change is made by young people for young people. It exists within a strong community that develops its own leaders, designs its own structures and decides its own methodologies. It is about relationships, trust, responsibility, and agency.

At The Advocacy Academy, we believe that young people are the engine of the world. At each turning point in our history, young people have been the catalyst - they are the reason we live in a more fair and just society. However, they are rarely given the tools to participate, let alone lead. The most important decisions facing us today - whether it be Brexit, climate change or the future of our health service - will deeply impact the generations to come, yet are made in isolation from the people they will affect. Even day to day decisions within families, schools and communities are made without consulting young people, perpetuating a civic alienation which can be hard to shake when they are given the keys to adulthood.

Youth Led Social Change puts control firmly into the hands of our youth. Rather than protecting young people from difficult truths, it pulls back the curtain and trusts them with the responsibility that comes from understanding the complex society we live in. It recognises their power and potential at a time when they are most passionate and hopeful, and gives them the skills and the support to realise the world they want to inherit.

“AT EACH TURNING POINT IN OUR HISTORY, YOUNG PEOPLE HAVE BEEN THE CATALYST - THEY ARE THE REASON WE LIVE IN A MORE FAIR AND JUST SOCIETY.”

POWER IS THE ABILITY TO ACT



WE ARE POWER HUNGRY

We would rather everyone acted altruistically, but in this world we get the justice we have the power to compel. The power our movement is building is not about feeling 'confident' or 'courageous': power is the ability to act. There is a reason why powerless groups are encouraged to think of power as evil and corrupting - it keeps power in the hands of the people who already have it. We argue that powerlessness can be equally corrupting, as anyone who's experienced it already knows.

At The Advocacy Academy, power is a good thing. We are raising change leaders and we expect them to be power hungry. Within our movement, power is held in check by our twelve-point Charter, written by the young people we work with. Each article establishes the pillars of transparency, solidarity, and action that underpin our work.

THE ADVOCATES' CHARTER

- I. A better world is possible. There is nothing inevitable about injustice and inequality.
- II. It is our right and our responsibility to build that world.
- III. We strive to continually improve ourselves, our communities, and our society.
- IV. The lives of ordinary people matter.
- V. We are one family. We love and support one another and stand in solidarity with each other.
- VI. It is our right to define ourselves, and have our identities celebrated.
- VII. We actively work to uncover, acknowledge, and overcome our biases.

- VIII. We value experience, and do not do for others what they can do for themselves. Nothing about us without us!
- IX. We prize conviction, and support each other to live our values in our everyday lives.
- X. We value critical thinking and challenge. We approach discomfort, disagreement and difficult conversations with an open and curious mind.
- XI. We practice the powerful combination of education and action.
- XII. We work to create inclusive and supportive spaces where we can each be our best selves.



“IF THERE IS NO STRUGGLE, THERE IS NO PROGRESS...POWER CONCEDES NOTHING WITHOUT A DEMAND. IT NEVER DID AND IT NEVER WILL.”

- Frederick Douglass





WE ARE NOT HERE TO RAISE AWARENESS

Exposing a problem is often the first step to harnessing people power: but people will only invest energy and time in a campaign when they understand why it is important, what the solution looks like and how they can help. We only pursue actions that can win real change.

From non-violent civil disobedience to voter registration, political issue lobbying to arts activism to divestment campaigns, our actions have measurable and achievable goals. We believe that an action or campaign is only a “good thing to do” if it works.

“YOU HAVE TO ACT AS IF IT WERE POSSIBLE TO RADICALLY TRANSFORM THE WORLD. AND YOU HAVE TO DO IT ALL THE TIME.”

- Angela Davis

NOTHING ABOUT US *without us*

At the heart of our work is the belief that the personal is political. This is the reason for the very first question we ask on The Advocacy Academy: what makes you angry? What we’re really asking is, what do you care about enough to act on and why? To organise effectively, we need to understand what motivates each person to get involved and stay involved. We recognise self interest as about us deeply loving the people we recognise as our community and wanting their lives to be better.

Since our inception, we have recruited young people who live at the sharp end of multiple oppressive systems because we believe that movements with the transformative power to end injustice will centre those who have lived the struggle. Like the Civil Rights and Anti-Apartheid Movements, we also believe that all of us are needed in this work - we each have a role to play in the fight. The Advocacy Academy is designed to be one of the rare places that builds enduring relationships across identity lines, forging trust and mutual solidarity through years of collective action for the common good.

“WE BELIEVE THAT MOVEMENTS WITH THE TRANSFORMATIVE POWER TO END INJUSTICE WILL CENTRE THOSE WHO HAVE LIVED THE STRUGGLE”

WE ARE PART OF A BIGGER MOVEMENT ECOLOGY

We see ourselves as a distinct part of a larger effort to create social change. The different movements, organisations and campaigns that make up the social justice landscape in the UK vary by culture, tactics, strategies and specific targets. The Advocacy Academy is a piece of that jigsaw, and even though not all the pieces fit easily together, we still participate in a greater whole. The relationships we build across this environment are fundamental to achieving our shared vision of achieving a better and more just future.

WE ARE BUILDING A CENTRE OF EXCELLENCE FOR THE UK

Six years into our Movement, we've honed one of the best training programmes in the country for young activists, grown our family of young leaders, and seen their campaigns gain acclaim at a national level. Now, we've reached a point in our development where we have the resources, the relationships, and the experience we need to take the next leap in our journey.

We have big ambitions. We want to be known as the organisation growing the young leaders in every movement that matters, and we also know that no matter how successful we are, it will take more than The Advocacy Academy alone to realise the world we want to live in. At the next stage in our Movement, we want to become a centre of excellence for youth organising in the UK; a thought leader, innovator, and training-house for passionate individuals and organisations across the country who share our mission.

We want our campaigns to shake the nation and embed youth organising in the UK for generations to come, just as SNCC did in the United States in the 1960s. Young people will inherit this mess - we're giving them the tools to fix it.

OUR COMPASS FOR CHANGE

We have a clear view of our destination. But with no precedent in the UK, we're tacking through uncharted waters to reach it. We don't have a map or ten-point plan to follow - so instead, we've created a Compass for Change to guide us.

Our compass orientates us across four poles, with every choice we make guided by our Advocates Charter and our Theory of Social Change.

Our compass for change

DEVELOPING LEADERS WITH LIVED EXPERIENCE OF INJUSTICE (THE CRUX OF OUR THEORY OF CHANGE)

We are the leading house for a new generation of young leaders, delivering a range of programmes to reach young people at different stages in their justice journey.

CAMPAIGNING FOR CHANGE (THE BULK OF OUR WORK)

We run campaigns with memorable and achievable goals, that build the power of our movement to win more and bigger. We use innovative, multi-hour and multi-site in our approach.

ACTIVATING NEW ALLIES (GROWING OUR MOVEMENT)

Because those with lived experience of the problems are best placed to fight for the solutions, we share our skills, experience and resources to support others in taking action for their communities.

ORGANISING THE COMMUNITY (INSPIRING OTHERS TO ACTION)

We build partnerships with other grassroots organisations and activists, and encourage our wider community to participate actively in our movement.

We used our Compass for Young Activists to consider the role for social justice in South London.

WE ARE BUILDING OUR IMPACT
AS A POLITICAL MOVEMENT

Every Movement has a campaigning arm and a training arm, and The Advocacy Academy is no different. Most movements focus on their campaigns in the beginning, and then later develop their training and membership absorption arms. Because our Theory of Change holds that young people with lived experience should be leading our campaigns, it was critical for us to start by building the best social justice training programme in the country. As our family of Alumni has grown, we are now in a position to invest as much time, energy, and resource in their organising and campaigning.



WE ARE GROWING OUR
COMMUNITY

The power we are building is relational (among and between people), because history has shown us more times than we can count that well-organised people have the ability to challenge dominant power (power over people) and win. We are shaping our movement according to the principles of Community Organising, which includes activating new allies through slowly and purposefully growing relationships and broad-based partnerships that last beyond any one campaign.

We work closely with schools, community groups, activists, volunteers, and youth workers to grow our impact. We also open our Brixton Campus for Young Activists to other grassroots organisations in South London, building bridges between movements and offering much-needed space to organise our community.



WE ARE GUIDED BY OUR VALUES

The next stage of our journey will involve innovation, hopefully several wins, inevitably some failures, and many, many valuable learnings. We are leading in the same way we always have - prioritising our values in line with our goals. How we reach our destination is just as important as when we arrive.

For us, this means investing in our relationships even more deeply. We are running focus-groups on our strategy to gain perspectives from across our community and from others in our wider networks. We're also ensuring complete transparency in our development process by sharing our discussions and learnings, to support others who are doing this work alongside us.

In this year's State of the Movement we shout about our wins, we're honest about what has and hasn't worked, and we describe our plans to adapt. We actively seek insights and feedback from our partners and our community to help us keep moving forward in the right direction.

We are more than 100 young leaders on a journey to rewrite the rules of UK society. We are setting out to uproot and overhaul oppressive systems and break down the barriers to achieving the fair, just and equal world that we all deserve to live in.

WE ARE TAKING RESPONSIBILITY FOR THE HEALTH OF YOUTH ORGANISING IN THE UK

We want youth organising to flourish in every corner of the UK, but we have always been a locally rooted movement. Putting a Campus in every town has never been our goal. Instead, we want to invest in the infrastructure that will allow us to activate new allies and support them to unleash the power of the young people in their orbit. Through our train-the-trainer work, we will share our learnings, experience, energy, tools, and resources with other grass-roots movements as they develop their own young leaders and campaigns.

If you are not
 ANGRY
 you are not
 PAYING
 ATTENTION



PART TWO: WHAT WE ACHIEVED IN 2019-2020

1. OUR CAMPAIGNS

Every year a new Fellowship cohort sets out to create ripples of change across South London. Their campaigns are impactful, innovative and underpinned by a deep understanding drawn from lived experience. And their wins are seriously impressive. Meet the Class of 2020.

TURNING ANGER INTO ACTION - HOW WE CHOOSE OUR CAMPAIGNS

Our aims are ambitious and we plan to win. Each campaign we run demands:

- A team of passionate leaders
- A clearly-defined issue and solution which motivates these leaders to come together, dedicate time, and recruit others who are affected
- A specific target
- A measurable, achievable, realistic, time-bound, and agreed goal to help us know whether our campaign has succeeded



THE CAMPAIGNS OF THE **CLASS OF 2020**

NO PAPERS, PLEASE staged a trial of the UK's immigration policy outside City Hall in partnership with the CitizensUK Lambeth chapter. Through their action they gained a meeting with Sadiq Khan's manifesto team and Jino was interviewed on the BBC World Service.



ICFREE ran two actions to challenge institutional racism, recreating a school isolation unit outside Brixton station to highlight how this harmful practice disproportionately affects young people of colour; and designing posters that drew attention to discriminatory police treatment. These were also placed around Lambeth in an ad hacking campaign that drew widespread press attention.





FILL IN THE BLANKS worked in partnership with ReRooted, a Lambeth-based decolonising campaign run by a group of our Alumni, to create new versions of popular newspapers and disperse 5000 copies across the tube network at rush hour. Metru and The New Standard called for the decolonisation of the school history curriculum and caught the attention of Ed Miliband, who interviewed Rochelle and Sima on his podcast. Fill In the Blanks have also been called on during the Black Lives Matter protests since May 2020 to raise their voices on decolonising the curriculum.

ICONIQ launched a new event series to carve out safe spaces for LGBTQ young people of Colour and Faith in Lambeth, where they can celebrate their identities and have open discussions on their different experiences of faith, love and queerness. Their first event included sessions with local religious leaders and focused on building new community connections.





COLONIAL PAST ON FUTURE CURRICULUM

EMPIRE STRIKES OUT: BORIS UNVEILS PLANS FOR ALL SCHOOLS TO TEACH BRITISH EMPIRE ON HISTORY CURRICULUM

EXCLUSIVE

In an unprecedented move, Secretary of State for Education Gavin Williamson announced that the new legislation will also require the teaching of the history of the British Empire in all schools from September 2020. The move is seen as a major step in the government's efforts to address the legacy of slavery and colonialism in the UK. Mr. Johnson introduced legislation that will require every school to teach the story of the British colonial past. The new curriculum will include the story of the transatlantic slave trade, the role of the British Empire in the development of the modern world, and the impact of colonialism on the lives of people in the UK and around the world. The new curriculum will also include the story of the British Empire's role in the development of the modern world, and the impact of colonialism on the lives of people in the UK and around the world. The new curriculum will also include the story of the British Empire's role in the development of the modern world, and the impact of colonialism on the lives of people in the UK and around the world.

Lower uptake in History amongst BAME students

BAME pupils 7% less likely than white pupils to study history at A level.

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FILL IN THE BLANKS Retweeted

Ruth Taylor @Ruth_STaylor · Jan 10

This is one of the best campaign stunts I've seen in ages! Absolutely love it! The need for increased education around British colonial history for children - and adults! - cannot be underestimated! Go follow @fillintheblanks and give your support!



South London Students Hack 5000 Newspapers to Call on the Govern...
FILL IN THE BLANKS ACTION PRESS RELEASE
medium.com

CAMPAIGN CASE STUDY · ROCHELLE

FILL IN THE BLANKS

I have this memory of being in Year 8, learning about the transatlantic slave trade, and the teacher started off by saying that slavery has nothing to do with race. By the end of the lesson, I was led to believe that Africans benefited just as much from the slave trade as Americans did, because Africans received guns for slaves. I can remember opening my mouth and nothing coming out, and feeling so small and powerless. I just knew in my gut what she was saying was wrong but I didn't have the language to articulate it. I co-founded Fill In the Blanks because I care about those histories being taught correctly and I don't want another black kid to feel as powerless as I did back then.

We started our campaign on the summer residential. We all knew we were angry about the way colonial history was taught but we didn't know what to target specifically. During the residential we learned how to take this massive issue - anti-racism in education - and slim it down to something more manageable. We realised that it's not enough to have an option at GCSE level: there's already a unit on migration and empire, but just 4% of schools currently opt into it. Colonial history needs to be taught at KS3, it has to be mandatory.

We launched our campaign in Parliament on the last day of the summer residential. I'd never felt like I had power in my life, so to stand there ranting about why dead white men shouldn't be the only thing our curriculum focuses on - I could literally feel the relational power we had as a power manifesting.

CAMPAIGN CASE STUDY · ROCHELLE

From then on we worked on planning an action. Our idea came from us wanting to get the issue out there but not knowing any journalists. So we just thought fuck it, we'll make our own news and create a small piece of the world as it should be. We made a spoof Metro (or 'Metru') and an Evening Standard, which for us was The New Standard. We wrote headlines such as 'Boris backs empire education' and on the back pages we talked about racism in sport. We explored colourism and other ways that empire is still manifesting itself today: one story was about Blac Chyna stopping her skin bleaching company and another was about Kanye saying he was wrong about slavery. We tried to make them all link back to our colonial legacy, which isn't very hard because it's everywhere.

For the action we needed to collect old newspapers, I was bringing them home in my tote bag. There was one night when my dad drove to the Academy with a boot full of them! With help from others in our cohort and Alumni, we took off all the covers and stapled on new ones. We ended up with 5000 newspapers.

Getting them out was a military operation. We met at the Campus at 7am, it was still dark outside. Everyone brought a suitcase and we just put as many newspapers in them as possible to disperse across the underground network in time for rush hour. It was really fun. One person would keep watch while another deposited the newspapers. We even had hi-vis jackets with the Metro logo on.

Nico and Olamide spotted Ed Miliband at Westminster Station while they were handing out newspapers and had a chat with him, after which he invited us on his podcast Reasons To Be Cheerful. I did it with Sima from the ICFree campaign and it was the craziest thing that has ever happened



to me. I was having a conversation with a former leader of the opposition! It was so weird (but in a good way) being treated like I wasn't stupid and being able to have a conversation with adults who recognised I had something valuable to contribute.

After the stunt there were a lot of people tweeting about it saying they were upset it wasn't real! Getting responses from unlikely allies, such as older people saying they wished they'd been taught colonial history, just made me feel like we were doing the right thing, like this is something that needs to happen and we're not the only ones to recognise it. I can't put into words how strange and also cool it feels to see how we've been able to take all this pain and anger and turn it into something positive that will help us win justice.

"I FEEL LIKE ADVOCACY IS THE FIRST PLACE THAT I'VE EVER UNDERSTOOD WHAT COMMUNITY MEANS."

I feel like Advocacy is the first place that I've ever understood what community means. There's now a space in my life where I can find people who just get it. They have the same commitment to justice as I do and we all show up for each other. There's no way we could have done our action without them. Our campaign has benefited from Alumni passing on their wisdom and advice to us, as well as from the knowledge of the older Changemakers.

I guess to an outsider we're just these kids who hacked some newspapers, but for us it's the relationships we've been building this whole time coming to fruition and the work we've been putting in behind the scenes. We knew from the start this campaign was going to be long term. I have this drive that I can't even put into words. I don't think there's anything that can stop me from wanting to win this change.

CAMPAIGN COLLECTIVES



Each Collective takes responsibility for voting in its organisers and setting its own governing principles. With the Campus as a physical base, the Collectives can develop their own campaigns and build connections across the wider community to bring strength to their actions.

We've also developed a new series of programmes to support our Collectives, which sit alongside our broader mentoring and organising support. They include:

Organiser Training: This two-day training is designed specifically for the Campaign Collective organisers. Informed by discussions with our Alums about their needs, the training goes in-depth into key skill development, including how to build power, how to hold meetings, how to resolve conflict and how to improve emotional intelligence.

We partner with other organisations to deliver each training. At our first session in February, we invited CitizensUK to give a refresher on community organising.

CAMPAIGNS WEEK: During Campaigns Week, Collectives come together at our Campus to plan for the upcoming months. Our staff team are on hand to provide advice and support, and we line up external speakers from our wider community.

With many of our Alumni currently away at university, this is an important time to bring campaign groups together into the same space to organise.

THE LATEST FROM OUR ALUMNI AND CAMPAIGN COLLECTIVES



In the last year:

- **Elizabeth** (Class of 2017) from the Latinx Collective has secured a commitment from the Arts Council to add to a 'Latin American' box on all future monitoring forms as part of the LatinXcluded campaign. This is a win with nationwide impact from a campaign that last year secured the same commitment from Lambeth Council and King's College London.
- **Costa and JP** (both Class of 2016) from the Housing collective are preparing to enter the formal planning process for their development of 25 genuinely affordable homes for young people in Lambeth, including securing £60,000 of additional funding from the GLA for a series of social impact workshops.
- **The Education Collective** have launched a new campaign to demonstrate the groundswell of support for a decolonised curriculum. They are building a new oral history to supplement the teaching of history in the UK.
- Members from the **Climate Collective** launched 2WhatDegree to champion young people of colour's voice in the fight for climate justice.

When the Covid-19 lockdown started, several of our Alumni formed new campaigns to support their communities through the pandemic:

INFLUENZERS have been promoting the health and wellbeing of young people in the UK through sharing information, support and advice on social media. Recently they celebrated the 72nd birthday of the NHS by ask people to clap for a new policy idea they would love the NHS to implement instead

ICONIQ, who support and celebrate LGBTQ+ Young People of Colour and Faith, are working with religious leaders in South London to share scriptures online

ICFREE are raising awareness of the impact extended police powers will have on young people of colour

Also a special shout out to Ilhan (Class of 2017) and Amira (Class of 2018) who were nominated for BAFTAs! They were recognised in the Content for Change category at the Children's Awards 2019, for "Hijab & Me" and "Now I Can Breathe" respectively

CAMPAIGN COLLECTIVE



2. DEVELOPING LEADERS WITH LIVED EXPERIENCE OF INJUSTICE



*Meet the
Class of 2020*

RAF

"To me, Advocacy has been equal parts a safe space, and a challenging environment from which to grow, equipping me with the frameworks and tools needed to dismantle our society's unjust structures."

NICO

"Advocacy gave me the words to put next to the feelings I thought were indescribable, taught me and is still teaching me the skills that I need to achieve what I truly want in life."

ANTONIA

Advocacy has made me realise that it is not ok to 'give up'. I've spent a lot of time unlearning the complacency that had been drilled in, starting from the first question "What makes you angry?"

CHANS

"The knowledge I now have is a 1000 times more than when I first got here and my confidence is a million times more than when I got here. I've done things I've imagined but never believed I would be able to do."



ALEX

"This experience has been one of the most life changing things I've done ... it's taught me so many skills that I don't think I would've got anywhere else, like public speaking with vim and how to properly act as an ally."



JINO

"The academy is a gateway. For young people from backgrounds that put them at a disadvantage, it gives them more of an equal playing field... It also gives us space to exist as we are and not as people want us to be."



NAJOMA

"The Advocacy Academy matters because it allows young people, such as myself, to make change in the institutions and areas around us that oppress us and gives us an opportunity to end those injustices and inequalities."



PETAR

"I have gained the confidence to be myself and do what I want to do, which is work towards the world as it should be. I can do this now, because I have the knowledge, skills and people to organise with."

PART TWO: WHAT WE ACHIEVED IN 2019-2020

CASE STUDY

NIMROD

I feel like Advocacy is what my education should have been. School can kind of dampen everything - I was doing my A-Levels but I wasn't able to talk about current affairs, or blackness, or cultural appropriation. I felt like I was in this cloudy mindset of just focussing on what school wanted and ignoring everything else.

School assemblies were never about anything important or informative; they were usually about the army or revision or detention, until The Advocacy Academy one. That same day I went to check the Advocacy website and saw words like social justice, politics and leadership. I thought, I'm still not sure what this is, but you never know!

"SCHOOL ASSEMBLIES WERE NEVER ABOUT ANYTHING IMPORTANT OR INFORMATIVE; THEY WERE USUALLY ABOUT THE ARMY OR REVISION OR DETENTION, UNTIL THE ADVOCACY ACADEMY ONE."

I found it easy to talk about what made me angry in my application: my experience at school deeply fed into it. I felt like it was an opportunity to unload everything safely into a 200-word box, to say what was on my mind that I'd been wanting to scream forever.

The summer residential was like nothing I had ever experienced before. It was honestly an amazing and enriching experience. It was intense, kind of an information overload, but it was really beautiful. It was also really important in terms of my acceptance of my queerness. That was a side of myself that I'd previously tried to suppress and submit to heteronormativity so I would 'pass'.

On our campaign launch day in Parliament I wasn't ready to present my queerness in front of 100 people, so I swapped speeches with someone from a different campaign. They read mine and I read theirs. It felt like I'd put on a cloak for that moment. It wasn't until I got to graduation that I felt that I was ready to embrace my queerness and show it off to people, and not to suppress myself any more. That day in Parliament I was nervous, and I was worried about whether my family were going to be there. There was so much to process.

At the time I had this mentality that I didn't think anyone could help me. But moving through the residentials and Friday gatherings and campaign coaching, that started

to change. I had to leave for two weeks because there was stuff going on at home, and Advocacy were really helpful with social services, and providing therapy which I didn't realise I even needed. The CAMHS list is beyond long and I'd have been waiting for more than a year to be seen by the NHS. Having a time to come every week and sit down and do therapy was really, really important for me.

The autumn residential was ten times more intense than the summer residential because it was about leadership and taking control of your space. The drag race was my peak. It was just amazing seeing the outfits and costumes everyone was wearing, and seeing people being in touch with their feminine or masculine side. It was both fun and insightful: it helped me step out of my comfort zone, and it let me separate from everything that had been happening. It was just the perfect moment.

My campaign was called Iconiq, and it focussed on creating safe space for queer young people of colour. We created an event called Queermas and invited a rabbi in training who was trans, a female imam and a pastor for a panel discussion. I hope the young people who came took away the sense they can be who they want to be, and that they don't have to mould themselves to what their parents or other people want them to be.

I have the perfect analogy for graduation. At the summer residential I was a cake put in the oven, but at certain points I forgot to turn the oven on. Then at graduation I did, and I came out as a beautiful cake! In that moment it felt like a weight lifted off my shoulders. I'd felt daunted at first when I saw so many people coming in, but then I thought, this is easy compared with Parliament Day and there's no time for being nervous. I felt in control.

Since graduation, I've joined two Campaign Collectives, Education and LGBTQ. We're also considering whether to make Queermas an annual event. Having a space with people who understand you can be incredibly important, where you can answer questions for yourself and feel safe.

- Nimrod, 21, London



GEO

"Advocacy allowed me to put my knowledge into practice by fighting some of the issues I have been thinking about my whole life. The programme itself pushed me out of my comfort zone in the best way possible."



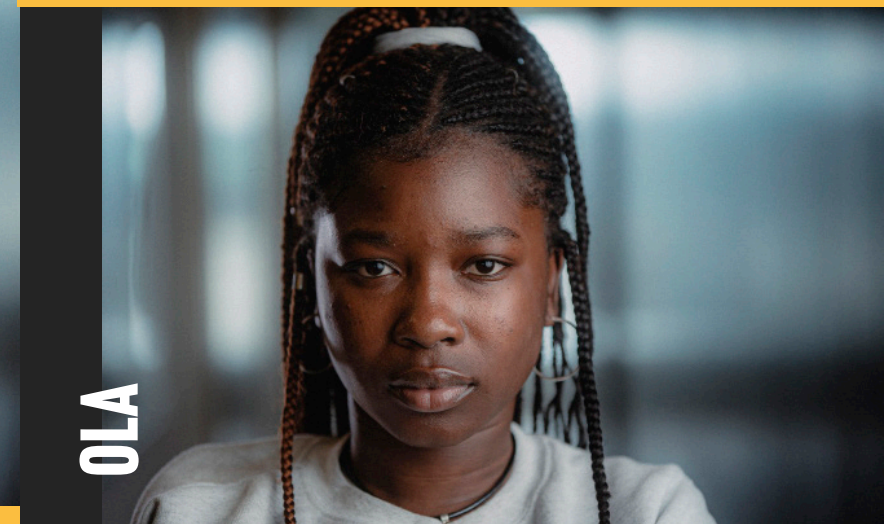
ROCHELLE

"Advocacy provided me with an education I didn't know I needed, but it matters most of all because it gave me hope. I used to think injustice was inevitable, but now I know I can go out and change the things I can't accept."



IMAN

"I have gained the confidence to speak up for myself. I now understand that my oppressions should not hold me back but fuel me instead."



OLA

"Many people are not aware of the oppression they are facing or how to address it or how to get help, Advocacy has given me the chance to know these things and that's more than any material gift anyone can give me."



CASE STUDY

JINO

When I was persuading my parents to let me attend the Fellowship I told them how useful it would be for my future prospects and my UCAS application, but that wasn't really the reason why I wanted to do it. I was tired of the fact that the world just isn't designed for people to be happy and I wanted to fix that. People being deported, people being gentrified out of their cities (not even their neighbourhoods), my own experience with the housing system, cramped housing, the educational system - just everything.

Before Advocacy, I had protested at my old school that a lot of the way they taught the history syllabus was racist, inaccurate and wrong. No one listened to that mind you, but I tried. There were some teachers who taught subjects well and talked about issues, but there were others that just had the most tone deaf, white washing colonialist approach. The education system isn't designed for people to question why, which is ridiculous because being inquisitive should be one of the most important things it teaches people to be.

“THE FIRST RESIDENTIAL WAS AMAZING, IT WAS SOME OF THE BEST DAYS OF MY LIFE. I FELT LIKE I FINALLY GOT TO LIVE MY OWN LIFE...”

The first residential was amazing, it was some of the best days of my life. I felt like I finally got to live my own life really; there was no worrying about how this would impact my mum and dad, or worrying about would this make my family look bad. I just did what I wanted really. And learning about things outside of my own bubble, my own life experiences, was just as important to me as building on what I already knew.

Everyone on the Fellowship just got how the world works. It was refreshing, having spent so many years arguing with my friends at school because they think the world is fine as it is. They don't know what the problems are and they expect the world to fix itself. But everyone at Advocacy knows that's just not right.

Our campaign was called No Papers, Please and was a response to the hostile environment. A lot of migrants live and work in London so we used every tool we had to try and pressure the Mayor's Office into making life better for them. We had three demands: use all the powers available to the Mayor of London to enable young Lon-

doners to become British citizens and scrap the payments system; work with us to make an ESOL strategy for London that is accessible to all; and reduce hate crime in London through public campaigns, safer reporting and bystander training.

The third issue is the one I have most experience of. At school, people used to mock the way others spoke, the country you came from, the accent you had - it's kind of horrifying that it's instilled in kids from a small age. And growing up around Brexit, and before that in 2008/9, when anti-Muslim rhetoric was at its peak, that all affected me.

We partnered with Citizens UK, using their platform to raise our requests to the Mayor of London's office. And to really get our message across, we decided to hold a protest outside City Hall which 150 people turned out to. Seeing so many people speak about their lived experience and how they want to fix this was inspiring to me. It was empowering. I felt like for the first time in my life I wasn't just screaming into a void but people were listening and something was happening.

“ADVOCACY HAS MADE ME A BETTER CAMPAIGNER. NOW I KNOW NOT JUST WHAT TO SAY, BUT HOW TO SAY IT.”

Advocacy has made me a better campaigner. Now I know not just what to say, but how to say it. I feel like I've transformed as a person because of the programme. I know who I am now and through the training I've learned to express myself in a better way. I've learned that you have to convince people, you can't just say this is how the world works and this is how I want it to work. Advocacy don't teach you how to be an activist, they give you the tools and put you in a situation where you become one.

I don't have the luxury of accepting the world the way it is because it isn't built for people like me. I'm comfortable with people disagreeing with me and I'm comfortable with being wrong, because I know that I know what I'm talking about. I've seen what the problems are first hand and I have the confidence to state the facts.

I am a big believer in education. I know there are more people with similar experiences to mine and I want to give them the same tools that were given to me. People gaining access to information is a way of rebelling against the current system. I'm planning to study History and Politics at university this year. To me, that is continuing my activism.

- Jino, London



ESTHER

"It is a place where you can be the best version of yourself, a place to call home. It allows you to turn your anger in to advocating. It's the way you live. It's everyone that told you you can't do anything and shutting them up."



GABS

"Advocacy is one of the only places I've felt comfortable enough to be myself. It's a tough experience but it's more than worth it! I have grown braver. I speak because I now know that it is my right to be heard."



NIMROD

"There is a line which makes me think of Advocacy. 'The tree refuses to dance but the wind forces it to'. I have had the opportunity to become a part of that wind to change things I would never have thought of changing."



KIMRAN

"I have gotten growth, growth in my confidence, my ability and my character overall, and the ability to be in a room filled with people who are like minded, who want to win and see you win."

SPARK PROGRAMMES

PART TWO: WHAT WE ACHIEVED IN 2019-2020

Launched this year, our new Spark programmes are designed to reach more young people at an earlier stage in their social justice journeys. Each short residential delivery focusses on a specific issue with a group of young people who are directly affected by it. Participants who are inspired to explore further can then apply to the Fellowship.

Our first Spark was **The Sisterhood Academy** in November. Over a weekend at the Chillington Centre, we deep-dived into intersectional feminism with a group of six young women of colour.



MATILDA



"I've seen everyone change around me, not just in the essential knowledge they've taken on, but in their openness with the type of person who hasn't always been on their side, or even understood what "their side" meant"



ORLA

"It's a haven and a home for many who have never felt at home. It's a part of the world that truly cares for people in the way we all wish to be cared for. It teaches you the untaught lessons of life, and gives back a thousand times."

*the Class
of 2020*

SIMA

"Advocacy is about building yourself, being open, unlearning but most of all... it's about standing strong when fighting for what you believe because it gets hard but that doesn't mean it's not achievable."

THE CHANGEMAKER APPRENTICESHIP PROGRAMME



PART TWO: WHAT WE ACHIEVED IN 2019-2020

An important element of our work in developing the next generation of change leaders is training them to come into and lead our movement. Each year, many of our Alumni return to deliver future Fellowships as Young Changemakers. Supported by experienced Changemakers and our staff team, they lead sessions and build trusting relationships with the new Advocates.

Being a Young Changemaker is a big step up from being an Advocate. Young Changemakers take on important responsibilities in the Fellowship delivery, from leading sessions to safeguarding and ensuring that the residentials run smoothly. They are supported through regular debriefs, meetings and mentoring, learning to lead as they pass on their campaigning knowledge to the next cohort.

We had initially planned to send our Young Changemakers on external trainings, but struggled to find the right training for our needs. Youth work training can often educate marginalised young people to become part of an oppressive system - but we want our young people to change the system.

So this year, we added a new Changemaker Apprenticeship that focusses on our young people's leadership development in depth and prepares them to lead the Fellowship. Delivered by our Leadership Director Darcey Williamson, the Apprenticeship centres on a highly practical week-long delivery that explores the history of changemaking, its principles, methodologies and purpose. Recognising that there is no one style of leadership, our young people are supported to find theirs, based on what drives them and how they want to develop their practice. And of course, the leadership skills they gain also have a wide range of applications beyond the Fellowship delivery, including in the Campaign Collectives.

CASE STUDY

CHANGEMAKER - ZHANÉ

It's the meetings after the sessions that are really what make a Changemaker a Changemaker. On residentials, after the Advocates have gone to bed the Changemakers organise the next day, check in with each other, discuss where we felt the Advocates were at and if anything needs to be flagged. As an Advocate you don't realise how much more the Changemakers are awake than you are!

What does it mean to be a Changemaker? To me, there's two parts. It's being able to facilitate someone else's understanding of their intersections and awareness of where they stand in the world, and helping to take that to a place of activism, where they transition that energy into change instead of just the frustrated conversations online, or with friends or family members or so forth, which is where a lot of us started off at. Having personally found the Fellowship programme life-changing, I wanted to give that back.

The first session I led was an activity that was oriented around teamwork, where the Advocates had to make a triangle using a rope while wearing blindfolds. Even though it sounds simple, I'd seen other Changemakers at my level have small hiccups that had affected the overall takeaway from the session. So I was like, I need to not fuck this up! I was very serious about preparing, and though I did actually slightly mess it up towards the end I was really holding the room. I was really in charge of the session. It may sound small but it's actually really big, because you're potentially affecting how people see and interact and choose to build teams with each other.

“WHEN YOU’VE HAD A REALLY BEAUTIFUL SESSION WITH SOMEONE IT’S GREAT TO FEEL A PART OF THE PROGRESS THEY’VE MADE.”

When you've had a really beautiful session with someone it's great to feel a part of the progress they've made. You don't feel like you need to fall into the performance of how a 'professional' should behave. As a younger Changemaker you are learning from the older Changemakers but you're also there to create that bridge. You need to maintain a level of responsibility and maturity, but there's a fine balance where I can create a dynamic where people don't need to speak to me by putting on 'the voice'. I know how they speak naturally because I speak like that too. You want to create a space where people can speak freely as their day to day self because in doing that I think you enable more genuine conversations and feedback.

“BEING A CHANGEMAKER HAS BEEN REALLY EFFECTIVE FOR LEARNING ABOUT WHAT WORKS IN LEADERSHIP AND WHAT DOESN'T.”

Being a Changemaker has been really effective for learning about what works in leadership and what doesn't. I'm head of the Intersectional Feminism campaign collective at The Advocacy Academy, and I also recently started a campaign against the sales of riot gear to the USA. We're focussing on how we can harness a lot of the online activism that's happening to effect real change. A lot of people - more than you'd expect - don't actually know how to go about emailing their MP or that it's so easy, or what they can get them to do even if their MP isn't part of the current government!

Before I joined The Advocacy Academy, I distinctly remember advocating for humanism where everyone should just be equal. If I hadn't done Advocacy I would probably still be saying really nice things that sounded really smart and held absolutely no ground! Sometimes I think, oh my god can I just go back to that safe bubble where everything felt comfortable - but I also know that's not what I want my actions or my life to boil down to.

- Zhané, London



3. ORGANISING THE COMMUNITY

In February 2019, we proudly flung open the doors to our new HQ, and the first dedicated space for youth organising in the UK. The Campus for Young Activists is a physical home for our movement, located in the heart of our community in Brixton.

Our Campus is a place where our Advocates and Campaign Collectives can come together to learn, share, organise and work on their campaigns. We deliver our programmes here, provide support, facilitate connection-building, and deliver therapeutic services to our young people.

At the same time, we've been developing our Campus as the hub for social justice in South London. Against a consistently under-provisioned funding landscape that has made it difficult for churches, schools, and community centres to share their spaces as they were previously able to, we aim to provide a place of welcome, celebration and sanctuary as a permanent home to a number of growing Lambeth-based activist and grassroots movements.

These groups run events at our Campus that support, sustain, and fight for their communities - from an abolitionist book group, to Afrofeminist storytelling supper clubs, to healing practices such as massage sessions. In the past year, we've hosted more than 60 events by groups including the UK Student Climate Network; The Rainbow Brixton Friendship Group, run by and for LGBTQ+ young people with learning difficulties; The Living Wage Foundation, which is part of Citizens UK; and Our Second Home, a youth movement that empowers migrants and refugees to flourish.

Previously, these groups were struggling for footing in temporary settings, or meeting at



each other's homes (just as we were). With a proper foothold, they can develop their growth and sustainability in the centre of their communities, while increasing their connections with other members of our community and the chances of sparking new serendipitous conversations.

We give every group a set of keys and encourage them to make the space their own. Our sliding scale payment policy ensures that we're affordable, and we require only that resident organisations share our values and open their events to our young people.

Having overcome some initial hurdles, from the surprisingly near-impossible task of installing internet to painting and decorating, we're now fully up and running as a vital centre for organising our community in South London.



FEEDBACK FROM THE ORGANISATIONS WHO SHARE OUR CAMPUS

"It took us a while to find a space that is comfortable and not like an institution, in the middle of Brixton, that is easy to find and get to. We feel very welcome here and pleased that such a wonderful place is available for us to use. Having access to the space allows us to meet together and there is no other group locally like ours where people with learning difficulties who are LGBTQ+ can meet and talk about issues that are important to us and give each other support. Being in such a nice space helps us to feel valued and part of the community."

- Mathew and Vic, Rainbow Brixton Friendship Group

"The Campus is multi-use, purposeful, and fun, and provides us with a creative and comfortable space to learn and plan together... I would describe the Campus as a dynamic and exciting space which has the capacity to create different work settings based on what people using it need. It is an important space – for what it offers partners like us, for the local community, but especially for the young people it works with as it provides a space to dream, strategise, and act together."

- Martha, Living Wage Foundation

"I have absolutely loved working with The Advocacy Academy this year. I first went to the Campus for an event: the place was just so welcoming and so interesting: there was so much to read and look at and discover and it made me feel excited about the future generation of activists. It's a nice reminder of what we're doing the work for - it's for this new generation of young people to make change happen. It's very homely and comforting, you can dress it up as you like it. It's been perfect for my needs.... I think the environment you're in is really important. It's sets the conditions for the type of conversations we can have, the change we can make"

- Safiya, Sisterwoman Vegan



WE THE PEOPLE

In 2019, The Advocacy Academy co-produced a short documentary about the past, present and future of activism in Brixton. WE THE PEOPLE reflects on previous and ongoing actions through discussions between our Advocates and older activists in the community, sharing experiences, looking ahead and demonstrating the continuity of justice organising in South London.

We presented a screening of the film at our Campus in November, hosted by Jemmar (Class of 2016) and Davida (Class of 2018). The event brought younger and older together in an event co-hosted by us and the film's producers, for an evening of learning and connecting across generations of activists.

BUILDING NEW *relationships*

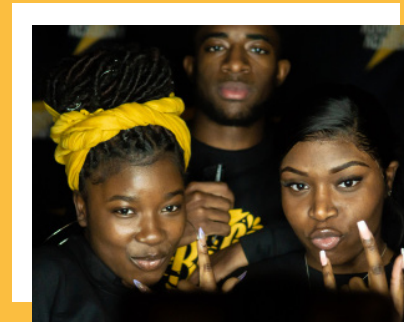
With the appointment of full-time Community Director Anneka Deva, we've made huge advances in organising our movement. In the short time Anneka has been with us, she has massively grown our social media presence and our mailing list, and through these an ever-widening pool of volunteers. Building on our aim for young people to lead the movement, our Alums are also producing videos and staging takeovers of other Twitter accounts to raise the profiles of their campaigns and our movement.

One of the challenges we've faced in organising our community has been marshalling our many connections. Since the beginning, we have been developing relationships and partnerships across communities, activists and local businesses. We also receive daily volunteering offers from our rapidly growing mailing list, but at the moment we don't have a system for harnessing this resource of skills and interests.

Our vision is that when our young people run campaigns, they can make requests of our wider community who will turn out to support their actions, share their campaigns across their networks and amplify them in places of power.

But while our Campus enables us to gather our community, we need to start by understanding it. So this year, we've been working on a CRM database to join the dots and begin using our connections to drive action. We're also investigating different types of membership model to enable more people to actively participate in our movement.

We've also moved away from using volunteers to support our work and are providing honorariums to all supporters to recognise their contributions.



4. ACTIVATING NEW ALLIES

We are committed to creating the next generation of social change leaders, and we therefore continue to support our Advocates far beyond the Fellowship. However, our young people have described to us the challenge of returning to their schools and realising that those spaces are not designed to support them. They can see the racism, homophobia, and patriarchal values playing out - and yet there's no space for anger at school, let alone scope to transform that anger into positive action. Creating lasting change in the world is exhausting when young people are dealing with the realities of oppressive systems as they are.

Schools are where we socialise young people and tell them how the world should look. But, like all our institutions, schools also reflect the deep injustices in our society. With the most recent government data for England showing that the children most likely to face exclusion from school are black and brown, those living in the most deprived areas, and those eligible for free school meals - It's clear that the education system is letting down the most disadvantaged young people.

We believe that those with lived experience of injustice are the best placed to fight for changes in their communities, so we created a new programme to train their educators. JustEducation provides the tools for teachers and youth workers to engage directly in the work of justice themselves and effect significant policy change to create safe, just, and equal learning spaces. Working with councils and with leadership in schools, we want to support educators in organising to create environments that champion young people in their campaigns for justice.

We launched JustEducation in 2018, partnering with M&C Saatchi under the 'Building a Stronger Britain Together' initiative. Having explored different types

of project, we decided to take forward a tiered programme. In the first stage, teachers and youth workers are introduced to social justice organising through a one-day course based on our pre-existing Power & Privilege training. They gain tools to recognise and respond to interpersonal oppression in the classroom, and explore ways to create learning environments that enable students to show up as their whole selves

Having completed this training, educators are then eligible to apply for more in-depth 'Collectives' programmes about building socially just learning environments at policy level. We ran a pilot Collective in Luton, with two residential deliveries in April and July 2019. Our facilitation team included Young Changemakers who discussed their experiences of the education system, as well as strategy and tactics experts who led sessions on how to campaign for and win change. As in the Fellowship, where our young people make a rite of passage into activism by launching their campaigns in Parliament, the Collective culminated in participants meeting their councillors in Luton to begin their actions.

We're delighted that our first cohort of Collective graduates are continuing their activism in Luton. Two of our graduates have been working with Luton Council to launch a youth council. Others have been leading conversations about making community spaces available for young people; safety in local parks; and developing collaborations between creative arts, education and civic participation projects within Luton's bid to become City of Culture in 2025. We have also partnered with two schools in Luton to continue iterating on and delivering the programme.



Previously, these groups were struggling for footing in temporary settings, or meeting at each other's homes (just as we were). With a proper foothold, they can develop their growth and sustainability in the centre of their communities, while increasing their connections with other members of our community and the chances of sparking new serendipitous conversations.

We give every group a set of keys and encourage them to make the space their own. Our sliding scale payment policy ensures that we're affordable, and we require only that resident organisations share our values and open their events to our young people.

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FEEDBACK FROM TRAINING PARTICIPANTS

'Best training in 30 years, inclusive and very up to date for today's issues.'

'A fantastic experience that is a million miles away from the corporate training'

'Activities were highly engaging and impactful and the trainers were so welcoming which created a supportive learning environment.'

'Challenging, stimulating and deep. The programme made you think personally about your actions and gave professional context.'

PART 2.1: COVID-19

Young people with lived experience of injustice too often find themselves at the blunt end of political decision making. Covid-19 has been no exception. Facts and figures have emerged throughout the crisis (and some have been suppressed) that have brought the injustices that our young people and their families face into the public spotlight.

We have heard numerous accounts from our Alumni that describe the disproportionate impact of the pandemic. Many are struggling to manage their schoolwork, with limited privacy in small council flats, and using their spare time to help family businesses. Others have lost important support networks, including our LGBTQ+ Alumni facing lockdown in unsafe home environments.

Responding to the urgent needs of our young people, we rapidly transitioned to a work from home culture and started developing new online programmes for the first time in our movement.

Calm IN THE CHAOS

We established regular 'Zoom-ins' for our Alumni community to support their wellbeing through Covid-19. We encouraged our young people to hold these meetings themselves, with support from our staff. On Tuesdays they ran a book group, Thursdays were an opportunity to check in with each other, and Sundays were open mic sessions where our young people presented poetry, music and more.



PART TWO.ONE: COVID-19

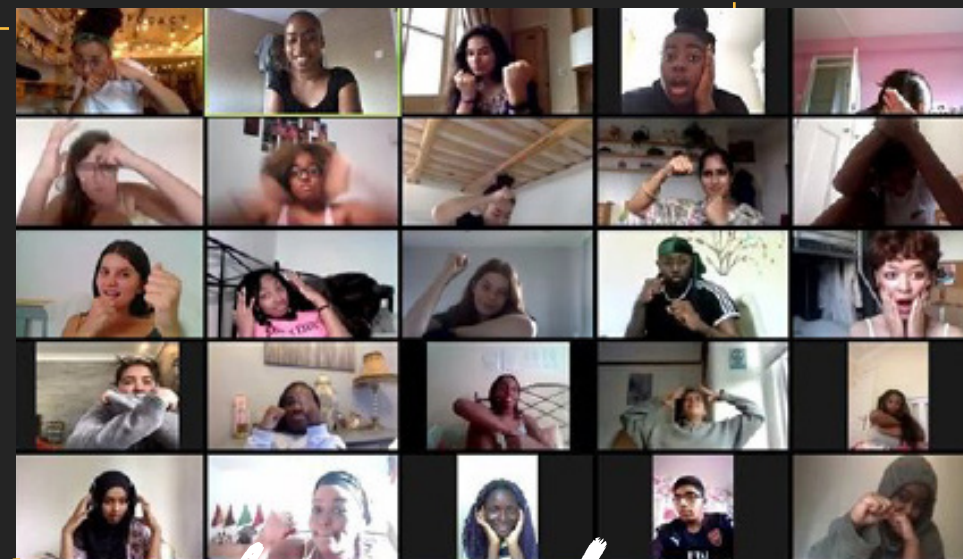
While we developed Calm in the Chaos with our Liberation Psychology Director Laurence Palfreyman, we also recognised that we needed to provide more focused support during the crisis. We moved the one-to-one therapy sessions for our young people onto Zoom to continue reaching them throughout the lockdown.

Our Creative Director Tom Ross-Williams ran a series of Zoom events for our Alumni, introducing external partners to lead sessions including a liberation singing workshop, creativity in campaigning and a community Iftar during Ramadan.

Additionally, run by a group of our young people, The Social Justice Mix-tape used social media to share inspirational and educational materials with the wider community during lockdown.

As a community organisation that places a strong emphasis on experience-based learning, in-person interactions and connection building, we faced a particular challenge in keeping our community feeling connected and strong throughout a period when normal activities were interrupted. We invested in our on-line presence, including developing a new website, promoting our work on social media and finding new ways to connect virtually with our young people.

At the beginning of the crisis we cancelled or postponed some of our programmes, but we were able to redesign the Fellowship and the Younger Changemaker Apprenticeship to deliver partially or entirely online. While we remain uncertain of what the near future holds, we are still looking at how we can recommence our full range of programmes



...as the **people** stayed apart

OUR IMPACT

We take impact evaluation extremely seriously and have developed a detailed impact-measurement process with the Dartington Social Research Unit. Using the New Philanthropy Capital Impact Cycle - Plan, Do, Assess, Review - to draw on what we learn, compare against our KPIs, and improve our services for the next cohort of young people.

1. The impact of our pedagogy

We want each Advocate to graduate with the skills and networks to become passionate and effective leaders. Each of our activities work together to bring about our 65 learning outcomes which sit across five categories: knowledge and insight, skills, character, networks and access, and active citizenship. We use pre- and post- programme impact surveys, alongside one-to-one feedback sessions to monitor individual progress and allow for self-evaluation.

2. The strength of our community

Fostering community and building networks is critical to achieving change. The more Alumni, the bigger and stronger our movement. Each cohort learns and grows together, and is encouraged to guide and inspire future generations. We track data on the number of participants at our alumni events, and those who re-join the programme to become Changemakers.

3. Lasting change in the world

We track the real world impact our Advocates deliver during and after their time with us. We are beginning to see the ripples of change our Advocates are creating.

IMPACT OF OUR PEDAGOGY

For the Class of 2020, our aim was for 75% of participants to improve across the following metrics. We exceeded our KPIs. Specifically, our pre-and post- questionnaires showed that:

- 100% were committed to voting in the next Parliamentary election
- 100% felt more able to talk confidently about a variety of social and political issues
- 100% felt more driven to achieve the change they wanted to see
- 100% feel more able to be actively involved in their community
- 100% felt confident in creating a strategic campaign to address problems in their community.

'This experience has been one of the most life changing things I've ever done'

STRENGTH OF OUR COMMUNITY

During FY20 our records and participation numbers showed that:

- 12 Alumni were trained through the Younger Changemaker Apprenticeship, allowing us to meet our target of bringing the total number of young people trained to 20.
- 7 Alumni joined the Fellowship programme as Activists-in-Residence to share their expertise with the new Class of Advocates, slightly less than our target of 10.
- 63% of Alumni participated in at least one Alumni event during the year, exceeding our target of 60%

LASTING CHANGE IN THE WORLD

We currently don't hold KPIs for this area. More info on our campaigns is found earlier.

PART THREE: WHAT'S NEXT?

HIRING A CAMPAIGNS TEAM

We have developed our organisation as an incubator for the change leaders of tomorrow, but we are a political movement first. In 2020, we are ready to hire our first dedicated Campaigns Team to take ownership of our strategic campaigns and help to shape our young people's organising.

As our Advocates and Alumni continue building on their wins to fight for long term structural change, we have begun paying honorariums for Campaign Coaches. Our staff team has also needed to dedicate more time and energy to support them in their campaigning. The Campaigns Team will enable our other staff to step back from the campaigning front lines and focus on achieving our strategic vision.

GROWING OUR ALUMNI PATHWAYS

In the past year we have invested in our Changemaking programme and recently brought on two Alumni as young Trustees. Over the next few years we will be investing in our Alumni programmes, building out a speakers' bureau, supporting our Younger Changemakers as they lead our adult programmes, launching new Alumni Convenings and education opportunities, and partnering with organisations across the country to build internship opportunities within leading advocacy groups.



DEVELOPING OUR CAMPUS

We have been busy putting our Campus at the heart of our wider justice organising community in South London. While Covid-19 continues to create uncertainty around our ability to open our space, we are keen to complete the work needed to realise its full potential:

- We're working closely with esteemed disability justice activist Esther Leighton to ensure that our space is fully accessible to everyone
- We are building a community kitchen that we can share with our partners and local businesses
- We're developing a publicity strategy to develop our Campus as the hub for justice in South London. Having relied on word of mouth until now, we're gearing up to start reaching further and welcoming more grassroots movements in South London to share our space.

TESTING NEW MODELS FOR OUR COMMUNITY

We know there are many people that share our passion and believe in our movement. As we've grown it's become harder to deeply engage them and leverage their skills, networks and commitment to support our young people's campaigns.

We're testing new ways for engaging our community so that we can call on them to help us win. This year, we are focussing our efforts on building a CRM to learn more about our supporters and how best to reach them. We're also investigating a membership model so bring more people into our community.

We envision:

- Hundreds of people attending our Advocates' actions
- Our community collectively crowdfunding significant amounts to power a campaign
- Building connections that put us on the radar of people and movements with power

ACTIVATING NEW ALLIES IN SOUTH LONDON AND BEYOND

We are bringing JustEducation to South London! Academic schedules are exhausting for teachers, which has made it harder for organisations such as ours to reach them. An important success for us has been in building relationships with schools in our area through our Fellowship recruitment, and we are delighted that we'll be starting to deliver to teachers at our young people's schools in March 2021.

This will also be an opportunity for us to continue testing our Collectives programme. We did not have strong enough connections with schools in Luton to reach teachers for our pilot Collective delivery. Instead, we ran the pilot with local youth workers, and adapted the curriculum to match their specific knowledge level in the subject matter. This meant that we were able to test the format of the Collective but were limited in our ability to test the curriculum.

Having since partnered with two Luton schools, we will now be able to test and strengthen our Collectives curriculum while delivering training where it is most needed. Our next courses in Luton are due to begin later this year.

Alongside JustEducation, we are also investigating ways to organise networks of teachers who already identify as radical and equip them to create change in the education system. We've met so many teachers who are hungry to organise but don't know how to win, that we feel confident there is potential to turn this into a new programme as well.

FINANCE REVIEW

The Advocacy Academy has once again more than doubled its income this financial year, growing from £308k to £823k. This is predominantly due to an increase in the funding received from new partnerships with foundations and trusts including Lankelly Chase and Stewart Investors.

Thanks to the support of our funders, we were able to fully finance our core costs, delivery of the Fellowship, and focus our time on exploring new strategic areas, including a new training programme - JustEducation - and our new Campus for Young Activists.

The management team and trustees worked together to place an emphasis on restricting outgoings and in particular the indirect costs of charitable work, including governance and administration costs, which represented less than 10% of total expenditure during the year.

A surplus of £359,900 was generated for the year (2019: £65,225) and at 31 March 2020, the total reserves of the charity were £464,465 (2019: £104,565), of which £72,838 were general unrestricted and £300,000 were designated unrestricted.

In line with targets set by the management team of The Advocacy Academy and the Board of Trustees, The Advocacy Academy has been working towards building reserves equivalent to three months of basic operating costs.

FUNDRAISING OVERVIEW

This year we secured £823,431 in income, of which £596,150 (72%) came from trusts and foundations, £147,148 (17%) from individual donations, and £80,133 (10%) from charitable activities.

Our target income for this year was £500,000. We exceeded this target largely due to a one-off grant from Stewart Investors of £300,000. In discussion with the foundation we elected to place the £300,000 into reserves and designate the funds for non-core activities over the next five years, starting FY21.

We have begun to diversify our income, with an increase in income from individual donations from £55,762 to £147,148.

This year also saw us explore a number of paid services through the JustEducation programme and delivery of power & privilege workshops

RESERVES OVERVIEW

Our total reserves position ending FY19 was £104,565 of which £20,346 was restricted, and £84,219 was unrestricted.

Our reserves position ending FY20 is £464,465 of which £91,627 is restricted and £72,838 is unrestricted, and £300,000 is designated unrestricted reserves.

The designated unrestricted reserves reflects the grant from Stewart Investors (detailed under Fundraising Overview). These funds are designated for non-core activities over the next five years, starting FY21.

The organisation is exploring investment options for a portion of these reserves.

For FY20, the reserves policy of The Advocacy Academy was to hold sufficient reserves to run the Fellowship programme (£70K) which we met. However, this has subsequently been revised to meet approximately three months running costs (approx. £150K) which The Advocacy Academy is in the process of building up.

KEY RISKS & UNCERTAINTIES

The Advocacy Academy has been growing at pace for a number of years. Like many charities that are scaling TAA must take care to:

1. Diversify income

Diversification of income has begun with an increased focus on individual donation, exploration of rental income from the Campus and the piloting of paid services

2. Focus on a growing Alumni community

As discussed in Part Three a focus on campaigns and Alumni pathways is necessary not just to meet organisation goals but also to build programmes for our growing Alumni community

3. Build infrastructure to support growth

As staff numbers increase and the size of our movement also grows, critical functions such as finance, HR, IT, Office management etc are needed to ensure growth is sustainable.

STRUCTURE & GOVERNANCE

STATUS

Charity registration number 1161785. The Charitable Incorporated Organisation is governed by a Constitution, which was passed, and last amended, on 1 January 2015.

CHARITABLE OBJECTS

Advance the education of the public, particularly but not exclusively people under the age of 25, in such ways as the charity trustees think fit, including but not limited to in the subject of politics.

To develop the skills, capacities and capabilities of young people in such a way that they are better able to identify and help meet their needs and enable them to participate in society as mature and responsible adults.

The Trustees have had regard to guidance issued by the charity commission on public benefit.

KEY ACTIVITIES

We train young people to engage in collective action to improve their communities and tackle social issues which directly affect them.

PUBLIC BENEFITS DISCLOSURE

The Trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit Requirement under the Charities Act 2011.

FOUNDED

20 February 2014: The United Nations World Day of Social Justice

REGISTERED

21 May 2015

TRUSTEES

Sam Grant, INTERIM CHAIR (Jun 2019 to present), TRUSTEE (May 2015 - Jul 2021)

Loyal Marten (Apr 2018 to present)

Shivani Smith, CO-CHAIR (Feb 2021 to present), INTERIM CHAIR (Oct 2020 to Jan 2021), TRUSTEE (Apr 2018 to present)

Dominique Airey (Sep 2016 to May 2020)

Zoe Tyndall (Jan 2017 to present)

Samir Manek (Oct 2018 to July 2020)

Thish Nadesan (Dec 2018 to present)

Michelle King (May 2020 to present)

Natalie Armitage (May 2020 to present)

Rachel Diamond Hunter (May 2020 to present)

Ruth Pryce, CO-CHAIR (Feb 2021 to present)

Thalia Papanicolaou (May 2020 to present)

Constantinos Christou (May 2020 to present)

The Trustees have ultimate responsibility for The Advocacy Academy, work to ensure good governance, sign off on the overall strategic direction and is the highest decision making body. The Board works with the executive team which is responsible for the day-to-day running of the charity. Trustees maintain a good working knowledge of charity law and best practice.

The Board has the power to appoint Trustees as it considers appropriate, with particular reference to enriching skills and increasing representation from communities reflected in our Alumni community. There are informal procedures in place for their induction. New Trustees are provided with one year's worth of Board minutes, financial reports, and the Memorandum and articles of Association.

PAY & REMUNERATION

All pay and remuneration is made in line with a pay table which details by level the range of salary an individual can earn, as part of a broader pay and performance policy.

Salaries of the CEO are agreed by the Trustees. Staff salaries are agreed by line managers in partnership with the Commercial Director and the CEO to meet pay and performance policy and budget needs

CEO

Amelia Viney (Feb 2014 - Jun 2021)

Saba Shafi (Jul 2021 - present)

PATRON

Helen Hayes, MP Dulwich and West Norwood

REGISTERED OFFICE

7 Vining Street, London, SW9 8QA

INDEPENDENT EXAMINER

David Renton CA, 16 Sheridan Walk, London NW11 7UF

PRO BONO SOLICITORS

Allen & Overy, One Bishops Square, London E1 6AD

SOCIALS

Website www.TheAdvocacyAcademy.com

Email hello@TheAdvocacyAcademy.com

Twitter: @AdvocacyAcademy

Instagram: @AdvocacyAcademy

YouTube: [yt.vu/+advocacyacademy](https://www.youtube.com/channel/yt.vu/+advocacyacademy)

OUR TRUSTEES



PATRON HELEN HAYES MP

Helen has been Patron of The Advocacy Academy since before she was elected as Labour MP for Dulwich and West Norwood! She is a staunch affordable housing advocate in Parliament, where she sits on the Communities and Local Government Select Committee.



CHAIR SAM GRANT

Policy and Campaigns Manager | Liberty
Sam was a founding trustee of The Advocacy Academy. At Liberty, he works on ending immigration detention, protecting the Human Rights Act, mental health and military justice issues. He blogs for the website Rights Info and volunteers for the Refugee Cricket Project.



TREASURER THISHANI NADESAN

COO | Cleo AI
Thish's Cleo AI works to radically improve our relationship with money. She is a passionate believer that business and tech can be a force for positive social and economic change, and brings the board experience in business strategy and scaling companies.



MICHELLE KING

Co-founder and Partner | Silent Way Partners
Having spent over 20 years in Finance, Michelle set up Silent Way to promote economic opportunity based on merit, not on race, gender or class. She is currently establishing the Silent Way Foundation to promote equality of opportunity for marginalised communities and invest in minority women founders.



NATALIE ARMITAGE

Activist, Multiple Roles
A seasoned professional in the world of advocacy, Natalie is currently mobilising to get the true history of the British Empire on the national curriculum. During the Covid-19 pandemic, she has also held daily free breathing classes as a trained Yoga teacher, to support people's mental health.



RACHEL DIAMOND HUNTER

Head of Campaigns | 38 Degrees
Rachel has worked for over a decade in campaigning and politics including at 38 Degrees, at Nelson Mandela's organisation The Elders and working for an MP. She's the co-founder of Jewish movement, Na'amod and is currently the Executive Director: Organisational Development at NEON.



DOMINIQUE AIREY

CEO | Khulisa
Dominique is committed to deepening and expanding Khulisa's work rehabilitating offenders and supporting those at risk of crime, violence and victimisation. She believes strongly in collaboration between sectors to drive meaningful and sustainable social impact.



ZOE TYNDALL

CEO | OxFizz

Zoe leads a change and innovation team at Hackney Council. Previously she led OxFizz, an educational social enterprise which helped more than 1000 students from all backgrounds to reach their academic potential. Her background is in social investment and communications.



SHIVANI SMITH

Principal Consultant | NFP Consulting

Shivani brings over 18 years of strategy, marketing, operational, sales, fundraising and management experience gained in SMEs and charities. She is Deputy Chair of the board of trustees for Khulisa, and helped set up not-for-profit organisation The Twist Partnership.



RUTH PRYCE

Head of Programme – Young People | Paul Hamlyn Foundation

Ruth has spent most of her working life in the not-for-profit sector, starting out volunteering with and then leading a small charity, STAR (Student Action for Refugees), and moving to grant making, initially at BBC Children in Need and then London Councils, the R.E. Ross Trust and the State



CONSTANTINOS CHRISTOU

Class of 2016

Costa co-leads Advocacy's housing work as the organiser for the Housing Collective, which recently secured a £5.1m piece of land from TfL to build affordable housing. He has facilitated a number of sessions on the Fellowship programme. Costa is currently on a research technology graduate scheme at Kantar.



LAYAL MARTEN

Director of Individual Philanthropy | Girl Effect

Loyal Marten has a commercial background in sponsorship and large events in Australia, where she worked before moving into the not-for-profit sector in the U.K. as a professional fundraiser in 2013. She is currently the Director of Individual Philanthropy at Girl Effect.



SAMIR MANEK

Solicitor | Financial Conduct Authority

Samir trained as a solicitor at a magic circle law firm and now prosecutes white collar crime. He has worked with charities and social enterprises in the UK and abroad, with a focus on developing marginalised and under-represented individuals' human and social capital.



THALIA PAPANICOLAOU

Class of 2017

Thalia is currently studying International Studies at Leiden University. She co-organises the Climate Justice Collective of the Advocacy Academy's Alumni network, working on the issue of intersectional youth representation. She is also involved in 'Influenzers', the alumni response to the COVID-19 crisis, creating content related to the pandemic.



OUR TEAM



AMELIA VINEY
Founder & Chief Advocate

Amelia has a background in Youth Movement leadership, and cut her teeth in politics as a Parliamentary Researcher in Westminster and a civil rights lobbyist in Washington, DC. She is hugely passionate about bringing these two worlds together to empower young leaders to improve their own



SABA SHAFI
Commercial Director, reporting to CEO
Saba has an MBA from Wharton and eight years of management consultancy experience. She kicked off her career leading healthcare initiatives in refugee camps and diversity and inclusion programmes in graduate schools in the US. Saba is passionate about growing The Advocacy Academy.



LIZ WARD
Programmes Director, reporting to CEO
Liz is an educator, collaborator and activist, who first found her feet in Climate Justice after graduating in Zoology. She spent the start of her career travelling the length and breadth of the country delivering workshops and speeches in schools, followed by managing a youth project in London that works with survivors of exploitation.



ANNEKA DEVA
Community Director, reporting to Commercial Director
Aneka has 10 years' experience in strategic marketing and community development. She has honed her storytelling and marketing skills at an award-winning brand agency, a tech startup accelerator, and the University of Birmingham. As a born and bred Brummie, Aneka founded and led TEDxBrum and also hosted the first Enrol Yourself 'learning marathon'. She has also run an actual half-marathon (but won't be doing that again anytime soon).



ALEX JOHNSTON
JustEducation Director, reporting to Commercial Director
Alex coordinates the delivery of our social justice education training arm, managing our multiple stakeholders and facilitators in Luton. She has an MA in Social Justice and Education, and is also a student, facilitator, consultant, and researcher of Transformative Justice in schools.





DARCEY WILLIAMSON

Leadership Director, reporting to Programmes Director

Darcey trains and supports our Alumni community to develop the leadership practice and social justice education methods to become Changemakers. She has over 10 years' experience of youth work and social justice education, tackling the many different forms of violence young people endure and co-running anti-gentrification projects.



TOM ROSS WILLIAMS

Creative Director, reporting to Community Director

Tom is an actor, theatre-maker and activist. Their passion is bringing together the arts with social justice. In their role as Creative Director they develop partnerships with arts organisations and find innovative ways to integrate arts into the Fellowship, as both a tool for pedagogy and for change.



LAURENCE PALFREYMAN

Liberation Psychology Director, reporting to Programmes Director

Laurence is a psychologist primarily based in the NHS. He is passionate about radical liberation psychology practices that position mental health problems as human responses to oppression and abuses of power. Laurence supports The Advocacy Academy through training, consultancy and developing the in-house psychotherapy service.



INDEPENDENT EXAMINER STATEMENT

Report to the trustees of The Advocacy Academy (Charity No. 1161785), on accounts for the year ended 31 March 2020 (set out on pages 81-94)

Responsibilities and basis of report

I report to the Trustees on my examination of the accounts of the above charity for the year ended 31 March 2020.

As the charity's trustees, 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 Trust'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

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants of Scotland.

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

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or

- the accounts did 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 accounts to be reached.

30th September 2021
David Renton CA
16 Sheridan Walk, London NW11 7UF

PART SIX: ACCOUNTS

STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2020

		Unrestricted funds - General £	Unrestricted funds - Desig- nated £	Restricted funds £	Total 2020 £	Total 2019 £
Income from:						
Voluntary income	3A	104,648	300,000	338,650	743,298	249,483
Charitable activities	3B	8,603	-	71,530	80,133	58,034
Total Income		113,251	300,000	410,180	823,431	307,517
Expenditure on:						
Raising funds	4A	46,975	-	-	46,975	31,736
Charitable activities	4B	77,657	-	338,899	416,556	210,556
Total Expenditure		124,632	-	338,899	463,531	242,292
Net incoming/(outgoing) resources before transfers		(11,381)	300,000	71,281	359,900	65,225
Transfers between funds		-	-	-	-	-
Net movement in funds in years		(11,381)	300,000	71,281	359,900	65,225
Reconciliation of funds:						
Total funds brought forward at 1 April 2019		84,219	-	20,346	104,565	39,340
Total funds carried forward at 31 March 2020		72,838	300,000	91,627	464,465	104,565

None of the Charity’s activities were acquired or discontinued during the above two financial years.

BALANCE SHEET
FOR THE YEAR ENDED 31 MARCH 2020

		2020 £	2019 £
FIXED ASSETS	8	44,412	50,225
CURRENT ASSETS			
Debtors	9	40,582	104,179
Cash at bank and in hand	10	400,674	36,320
		441,256	140,499
Creditors: Amounts falling due within one year	11	(21,203)	(86,159)
NET CURRENT ASSETS		420,053	54,341
NET ASSETS		464,465	104,565
FUNDS			
Restricted funds	13	91,627	20,346
Unrestricted funds - General	13	72,838	84,219
Unrestricted funds - Designated	13	300,000	-
TOTAL FUNDS		464,465	104,565

The financial statements were approved by the Trustees on 30th September 2021. and signed on its behalf by

NAME

SIGNATURE

The notes on p 84-94 form part of these financial statements

PART SIX: ACCOUNTS

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2020

OPERATING ACTIVITIES	2020	2019
Net movement in funds for the reporting period	359,900	65,225
Depreciation	11,368	1,060
Bank interest	-	-
(Increase)/decrease in debtors	63,597	(84,927)
Increase/(decrease in creditors)	(64,956)	69,492
Net cash provided by operating activities	369,909	50,850
INVESTING ACTIVITIES		
Fixed asset additions	(5,555)	(51,285)
Disposal proceeds	-	-
Bank interest	-	-
Net cash used in investing activities	(5,555)	(51,285)
Change in cash in the reporting period	364,354	(435)
Cash at the beginning of the reporting period	36,320	36,755
Cash at the end of the reporting period	400,674	36,320

NOTES TO THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 31 MARCH 2020

1. BASIS OF PREPARATION

(a) Basis of accounting
These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts. The accounts have been prepared in accordance with:

- The Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014;
- The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102); and
- The Charities Act 2011.

The charity constitutes a public benefit entity as defined by FRS 102.

(b) Going concern
Having assessed the charity’s financial position and plans for the foreseeable future, the trustees are satisfied that it remains appropriate to prepare the financial statements on a going concern basis.

(c) Changes in accounting policy
No changes in accounting policies have occurred in the reporting period.

(d) Changes in accounting estimates
No changes to accounting estimates have occurred in the reporting period.

(e) Material prior year errors
No material prior year errors have been identified in the reporting period.

2. ACCOUNTING POLICIES

(a) Recognition of income
These are included in the Statement of Financial Activities (SoFA) when:

- The charity becomes entitled to the resources;
- It is more likely than not that the trustees will receive the resources; and
- The monetary value can be measured with sufficient reliability.

(b) Offsetting
There has been no offsetting of assets and liabilities, or income and expenses.

(c) Grants and donations
Grants and donations are only included in the SoFA when the general income recognition criteria are met. In the case of performance related grants, income is only recognised to the extent that the charity has provided the specified services as entitlement to the grant only occurs when the performance related conditions are met.

(d) Government grants
The charity has received no government grants in the reporting period

PART SIX: ACCOUNTS

NOTES TO THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 31 MARCH 2020

2. ACCOUNTING POLICIES (CONT)

(e) Tax reclaims on donations and gifts

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is allocated to a separate fund unless the donor or terms of the appeal has specified otherwise and instead is treated as an addition to the same fund as the initial donation.

(f) Volunteer help

The value of any volunteer help received is not included in the accounts but is described in the trustees’ annual report.

(g) Liability recognition

Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

(h) Redundancy cost

The charity made no redundancy payments during the reporting period.

(i) Deferred income

Grants subject to performance-related conditions received in advance of delivering the goods and services required by that condition, or subject to unmet conditions wholly outside the control of the charity, are accounted for as a liability and shown on the balance sheet as deferred income. Deferred income is released to income in the reporting period in which the performance-related or other conditions that limit recognition are met.

(j) Creditors

The charity has creditors which are measured at settlement amounts less any trade discounts

(k) Basic financial instruments

The charity accounts for basic financial instruments on initial recognition as per the Charities SORP for FRS 102.

(l) Debtors

Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

(m) Holiday pay accruals

The charity makes a provision for annual leave accrued by employees as a result of services rendered in the current period and which employees are entitled to carry forward and use.

(n) Fixed Assets

Individual fixed assets are capitalised at cost and depreciated on a straight line basis over their useful economic lives. Fixed assets include buildings, fixture and fittings and office equipment. All assets are depreciated over five years.

(o) Donated Services and Facilities

Donated services and facilities are included in the SOFA when received at the value of the gift to the charity provided the value of the gift can be measured reliably. Donated services and facilities that are consumed immediately are recognised as income with an equivalent amount recognised as an expense under the appropriate heading in the SOFA.

NOTES TO THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 31 MARCH 2020

3A VOLUNTARY INCOME

	Unrestricted - General	Unrestricted - Des- ignated	Restricted	Total 2020	Total 2019
	£	£	£	£	£
Grant funding	62,500	300,000	233,650	596,150	193,721
Donated facilities (Note 16)	-	-	95,000	95,000	19,300
Donations	33,990	-	10,000	43,990	36,220
Gift Aid	1,879	-	-	1,879	242
Other income	6,279	-	-	6,279	-
Total Voluntary Income	104,648	300,000	338,650	743,298	249,483

3B INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted - General	Unrestricted - Des- ignated	Restricted	Total 2020	Total 2019
	£		£	£	£
Social Justice Leadership Fellowship	-	-	-	-	-
Alumni Programmes	3,223	-	-	3,223	-
Commissioning (Spark Programme)	-		16,500	16,500	10,496
JustEducation	-	-	55,030	55,030	47,538
Power + Privilege Workshops	5,380	-	-	5,380	-
Total Income from Charitable Activi- ties	8,603	-	71,530	80,133	58,034
Total income	113,251	300,000	410,180	823,431	307,517

PART SIX: ACCOUNTS

NOTES TO THE FINANCIAL STATEMENT FOR THE YEAR ENDED 31 MARCH 2020

4. RESOURCES EXPENDED

4A Expenditure on raising funds:				Total 2020	Total 2019
				£	£
Marketing expenses				696	1,314
Salaries				46,279	30,422
Total expenditure on raising funds				46,975	31,736
4B Expenditure on charitable activities:	Direct costs	Direct salaries	Support costs	Total 2020	Total 2019
	£	£	£	£	£
Social Justice Leadership Fellowship	109,622	47,000	35,431	192,053	105,766
Alumni Programmes	76,258	35,000	14,599	125,857	63,617
Commissioning (Spark Programme)	7,850	4,250	5,089	17,189	-
JustEducation	38,373	10,250	5,591	54,214	27,404
Power + Privilege Workshops	11,607	250	15,386	27,243	13,770
Total expenditure on charitable activities	243,710	96,750	76,096	416,556	210,556

Support costs are shown in detail in note 4C of these financial statements

TOTAL EXPENDITURE	463,531	242,292
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NOTES TO THE FINANCIAL STATEMENT FOR THE YEAR ENDED 31 MARCH 2020

4C Allocation of support costs

	Commissioning (Spark Pro- gramme)	JustEducation	Power + Privilege Workshops	Social Justice Leadership Fellowship	Alumni Pro- grammes	Total 2020	Total 2019
	£	£	£	£	£	£	£
Salaries	-	2,772	7,500	2,228	981	13,480	7,841
Office and administra- tion costs	3,914	678	1,820	18,987	5,571	30,970	21,808
Resources and Supplies	492	-	5,016	6,698	3,195	15,401	11,098
Governance costs	20	51	-	150	-	221	-
Bank charges	193	607	305	2,141	1,410	4,655	2,708
Depreciation (Note 8)	470	1,483	745	5,228	3,442	11,368	1,060
	5,089	5,591	15,386	35,431	14,599	76,096	44,261

Allocation was based on breakdown of expenditure by programmes in our financing system. Where information was not available, estimates were made based on proportional expenditure.

Estimates for 2019 were based on proportions used for 2020 costs where specific information was not available

5 FEES FOR EXAMINATION OF THE ACCOUNTS

	Total 2020	Total 2019
	£	£
Independent examiner's fees	-	-

PART SIX: ACCOUNTS

NOTES TO THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 31 MARCH 2020

6 STAFF COSTS AND KEY MANAGEMENT PERSONNEL

	Total 2020	Total 2019
	£	£
Salaries and wages	142,299	70,928
Social security costs	11,062	4,565
Pension costs	3,148	1,165
Total payroll costs	156,509	76,658

The average number of staff employed by the charity was 4 (2019: 2)

No employees received employee benefits (excluding employer pension costs) for the reporting period of more than £60,000

In addition to the trustees, the charity considers its key management personnel to be the CEO and Commercial Director. Aggregate compensation to the CEO and Commercial Director including employer pension contributions amounted to £84,517 (2019: £72,093)

7 PENSION COMMITTMENTS

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately in an independently administered multi-employer fund. During the year, £3,148 was charged to SOFA (2019: £1,165) and at the balance sheet date £Nil was outstanding (2019: £Nil). All contributions were charged to restricted funds in line with conditions of grants.

NOTES TO THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 31 MARCH 2020

8 FIXED ASSETS

	Buildings £	Fixtures and fittings £	Office equipment £	2020 £
Cost				
Cost at 31 March 2019	49,147	889	1,249	51,285
Additions	-	2,095	3,460	5,555
Disposals	-	-	-	-
Cost at 31 March 2020	49,147	2,984	4,709	56,840
Depreciation				
Brought forward depreciation at 1 April 2019	(879)	(14)	(167)	(1,060)
Charge for the year	(9,829)	(597)	(942)	(11,368)
On disposals	-	-	-	-
Carried forward depreciation at 31 March 2020	(10,708)	(611)	(1,109)	(12,428)
Net Book Value at 31 March 2020	38,439	2,373	3,600	44,412
Net book value at 31 March 2019	48,268	875	1,082	50,225

9 DEBTORS

	Total 2020 £	Total 2019 £
Trade debtors	39,575	102,463
Prepaid Expenses	1,007	1,716
	40,582	104,179

PART SIX: ACCOUNTS

NOTES TO THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 31 MARCH 2020

10 CASH AT BANK AND IN HAND

	2020	2019
	£	£
Cash at bank and on hand	400,674	36,320
	<u>400,674</u>	<u>36,320</u>

11 CREDITORS

	2020	2019
	£	£
Trade creditors	5,686	19,431
Accruals and deferred income	11,150	64,543
Taxation and social security	4,367	2,185
	<u>21,203</u>	<u>86,159</u>

Deferred income comprises grants receivable in advance of entitlement

	£
Balance at 1 April 2019	53,223
Amount released to incoming resources	(53,223)
Amount deferred in year	-
Balance at 31 March 2020	<u>-</u>

12 FAIR VALUE OF ASSETS AND LIABILITIES

Financial assets measured at fair value through profit and loss are limited to cash balances. Other financial assets are measured on an amortised cost basis. All financial losses are measured on an amortised cost basis.

NOTES TO THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 31 MARCH 2020

13 CHARITY FUNDS –CURRENT YEAR

Fund names	Type	Purpose and Restrictions	Fund balances brought forward	Income	Expenditure	Transfers be- tween funds	Fund balanc- es carried
			£	£	£	£	£
Stewart Investors	Unrestricted - Designated	Expansion of The Advocacy Acade- my in line with the strategic plan*	-	300,000	-	-	300,000
Lankellychase Foundation	Restricted	Core costs to deliver Campaigns and work with the Alumni	-	95,000	(36,000)	-	59,000
Major Donors	Unrestricted - General	Unrestricted funds	23,121	19,183	(8,216)	-	34,087
Paul Hamlyn Foundation	Restricted	Salaries and recruitment costs, new office cost	-	95,000	(70,000)	-	25,000
The Blagrave Trust	Unrestricted - General	Core Costs	20,000	20,000	(20,000)	-	20,000
Small Donors (inc gift aid)	Unrestricted - General	Unrestricted funds	23,432	16,686	(21,368)	-	18,750
Earned income (Just Educa- tion)	Restricted	JustEducation	(9,030)	55,030	(38,373)	-	7,627
Earned income	Unrestricted - General	Unrestricted funds	12,360	5,380	(17,740)	-	-
The London Community Foundation	Restricted	Social Justice Leadership Fellowship	11,150	-	(11,150)	-	-
Major Donors	Restricted	New office cost	10,000	10,000	(20,000)	-	-
Tudor Trust	Restricted	Salaries and recruitment costs	6,588	-	(6,588)	-	-
The Rank Foundation	Restricted	New Office	1,638	-	(1,638)	-	-
Commissioning	Restricted	Spark Programmes	-	16,500	(16,500)	-	-
Donated facilities	Restricted	Donated lease on new office	-	95,000	(95,000)	-	-
HOUSING FOR WOMEN							
Thrale	Unrestricted - General	Unrestricted funds	-	2,500	(2,500)	-	-
WF Southall Trust	Restricted	Social Justice Leadership Fellowship	-	3,000	(3,000)	-	-
BBC Children in Need	Restricted	Social Justice Leadership Fellowship	-	10,000	(10,000)	-	-
Smart Pension	Restricted	Spark Programme	-	1,850	(1,850)	-	-
GLA	Restricted	Social Justice Leadership Fellowship	-	28,800	(28,800)	-	-
Other Income	Unrestricted - General	Unrestricted funds	-	9,502	(9,502)	-	-
Esmee Fairbairn	Unrestricted - General	Unrestricted funds	5,306	40,000	(45,306)	-	-
Total Funds			104,565	823,431	(463,531)	-	464,465

*The designated reserves will be used to build out new programme areas including but not exclusive to our Alumni programmes (expanding programmes and training to our Alumni), and Spark programmes (short programmes to introduce key concepts to more young people)

PART SIX: ACCOUNTS

NOTES TO THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 31 MARCH 2020

14 CHARITY FUNDS – PRIOR YEAR

Fund names	Type	Purpose and Restrictions	Fund balances £	Income £	Expenditure £	Fund balances £
Small donors	Unrestricted	Undesignated funds	4,385	19,047	-	23,432
Major Donors	Unrestricted	Undesignated funds	15,706	7,415	-	23,121
Blagrave Trust	Unrestricted	Core Costs	-	20,000	-	20,000
The London Community Foun- dation	Restricted	Social Justice Leadership Fellowship	1,764	30,000	(20,614)	11,150
Earned income	Unrestricted	Undesignated funds	-	12,360	-	12,360
Major Donors	Restricted	New office cost	-	10,000	-	10,000
Paul Hamlyn Foundation	Restricted	Salaries and recruitment costs, new	-	37,000	(37,000)	-
Tudor Trust	Restricted	Salaries and recruitment costs	1,588	30,000	(25,000)	6,588
iWill Social Fund	Restricted	Social Justice Leadership Fellowship	-	10,000	(10,000)	-
Esmee Fairbairn	Unrestricted	Undesignated funds	8,397	30,000	(33,091)	5,306
The Rank Foundation	Restricted	New Office	-	1,800	(162)	1,638
Aziz Foundation	Restricted	Social Justice Leadership Fellowship	7,500	-	(7,500)	-
Commissioning	Restricted	Social Justice Leadership Fellowship	-	10,496	(10,496)	-
Donated facilities	Restricted	Donated lease on new office	-	19,000	(19,000)	-
Unbound Philanthropy	Restricted	Social Justice Leadership Fellowship - Migration Residential	-	10,530	(10,530)	-
Battersea Power Station Founda- tion	Restricted	Core costs to deliver the Social Justice Leadership Fellowship	-	5,000	(5,000)	-
Open Society Foundations	Restricted	New Office	-	19,391	(19,391)	-
Earned income	Restricted	Just Education	-	35,478	(44,508)	(9,030)
Total Funds			39,340	307,517	(242,292)	104,565

NOTES TO THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 31 MARCH 2020

15 TRANSACTIONS WITH TRUSTEES AND RELATED PARTIES

None of the trustees have been paid any remuneration or received any other benefits from an employment with the charity or a related entity.

The charity has paid trustees expenses for fulfilling their duties as follow:

	Total 2020 £	Total 2019 £
Subsistence	221	388
	<u>221</u>	<u>388</u>

There have been no other related party transactions in the reporting period which require disclosure under FRS 102.

16 OPERATING LEASE COMMITMENTS

The charity signed a lease on premises in Brixton for a five-year period commencing 18 January 2019. The lease has been donated with the annual charge payable by the charity being a peppercorn amount only. The value of the donation in the current year, based on an open market rate payable on a comparable lease, has been included as income and an equivalent amount charged to expenditure in the SOFA. £95,000 has been recognised in income and expenditure for the year (2019: £19,000)

17 FUNDS RECEIVED AS AGENT

The charity has acted as an agent for a third-party (Unbound Philanthropy), whose aims and objectives are consistent with those of the charity. Funds are administered on the instruction of the principal. The movement in funds during the year was:

	£
Balance at 1 April 2019	-
Funds received	25,000
Funds paid out	(9,351)
Balance at 31 March 2020	<u>15,649</u>

18 EVENTS AFTER THE BALANCE SHEET DATE

Amelia Viney resigned as CEO of The Advocacy Academy on 16 July 2021, with the trustees of the charity agreeing that the contractual notice period would not need to be served. The Managing Director has been appointed as CEO



STATE OF THE MOVEMENT

2019-2020