

# Annual Report 2023

The Together Initiative (A company limited by guarantee)  
Unaudited Report and Financial Statements for the Year Ended 30 June 2023

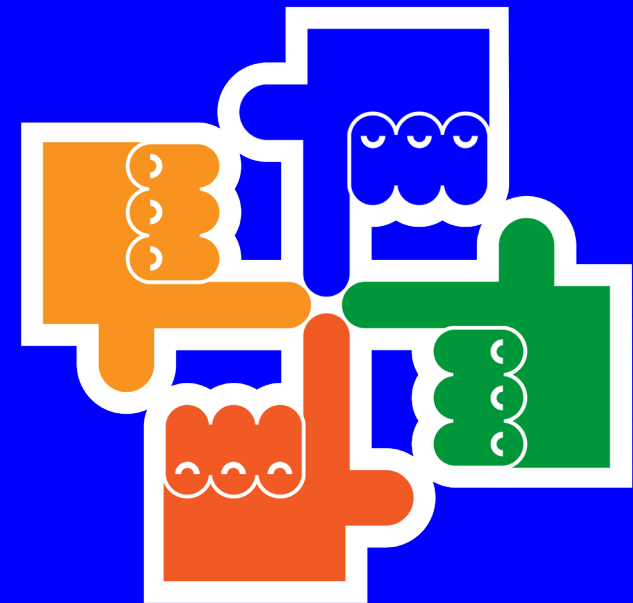
Charity Number : 1193060 | Company Number : 12707290



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# Report of the Board of Trustees for the year ended 30th June 2023

## The Together Initiative

### Reference and Administrative Information

#### Charity Name:

The Together Initiative

**Charity Registration Number:** 1193060

**Company Registration Number:** 12707290

#### Registered Office and Operational Address:

Lambeth Palace, London SE1 7JU

## Chair, Board of Trustees

Professor Mike Clarke

Mr Tendai Bwanya

Ms Emma Crookes

The Right Revd Dr Toby Howarth

Ms Frances Hawkins

Mr Sam Jacobs

Mr Marcus Peffers

## Chief Executive

Mr Jonathan Knight

## Independent Examiner

Nicola Anderson FCA FCIE

## Bankers

CAF Bank

## Solicitors

Morrison and Foerster LLP



# Who are /together?

The /together Coalition is made up of some of the most influential organisations and communities both large and small all across the UK. The /together Initiative is the charity facilitating this coalition, all of us focus on creating kinder, more connected communities. More information can be found at [together.org.uk](https://together.org.uk)

## Why does social connection matter?

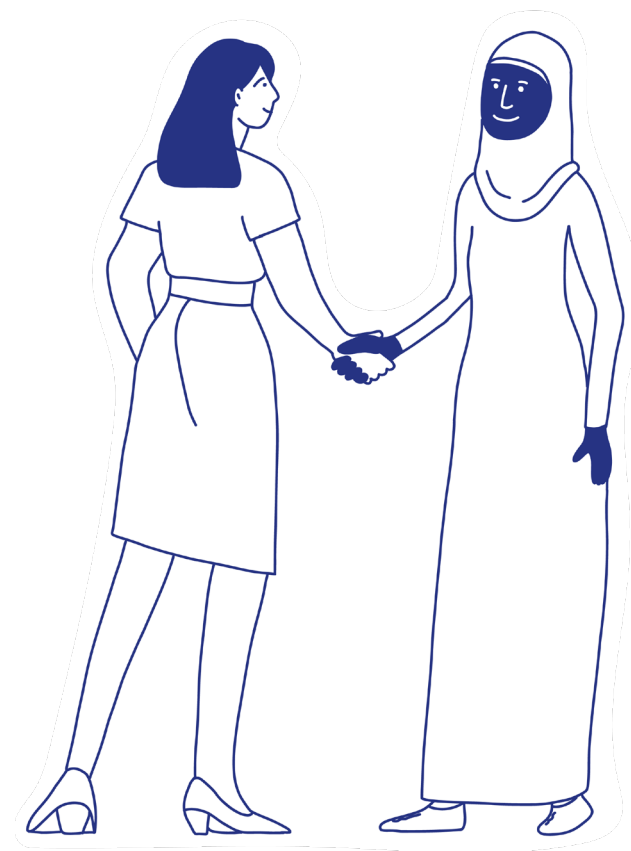
We have come /together because we share the conviction that one of the most important challenges facing the UK today is how to build closer and more connected communities.

The evidence is clear; community connectedness is one of the things that makes the biggest difference to our well-being and health as individuals. By fostering connection in our society, we can tackle some of the most pressing challenges facing us. Our level of connectedness impacts on everything from confidence in democracy and support to our local and national institutions, to our willingness to work together as a community.

It can even determine how quickly we get better from illnesses, face economic constraints, and whether we feel like we belong and have pride in the places we live.

This report covers the 2022/23 Campaigning activity completed by the /together Initiative, 'The Big Help Out' and 'Thank You Day'. We are the Charity that runs these campaigns on behalf of the coalition.

The Initiative has been generously supported by the National Lottery Community Fund, the UK's biggest provider of community funding. We received £1million over 3 years, thanks to the players of the National Lottery. While the campaigns themselves are also generously supported by DCMS, Music for Dementia, British Airways and British Telecom.



# Purpose & Aims of The Together Initiative

Our charity's purposes as set out in the objects contained in the company's memorandum of association are:

- to advance the education of the public including without limitation in the subjects of citizenship, racial and cultural harmony, national identity, and social inclusion, including by carrying out or commissioning research on such topics provided the useful results are published;
- to promote good citizenship including without limitation by encouraging and facilitating participation by the public in democratic and civic processes with a view to enabling people to develop their capacities, help meet their needs and participate more fully in society, especially across social, racial, cultural and other divides and differences; and
- to advance such other complementary and exclusively charitable purposes as the trustees in their absolute discretion may from time to time determine.

**We have singular vision, and four key pillars to our mission to make a change**

## Vision:

Every community is kinder, closer and more connected

## Mission:

Support a diverse and powerful coalition to deliver 4 key activities...

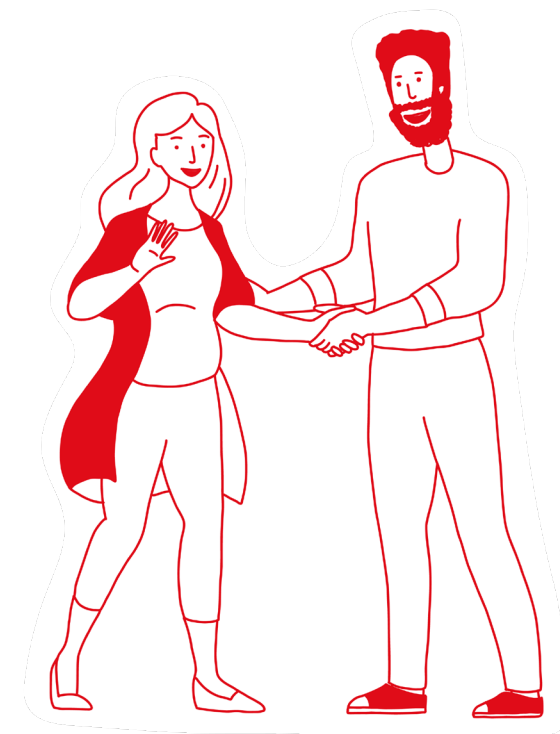
Build opportunities for participation and connection

Create and popularise a narrative of togetherness

Advocate for changes in policy and practice

Grow and maintain our movement

**...for kinder, closer and more connected communities**

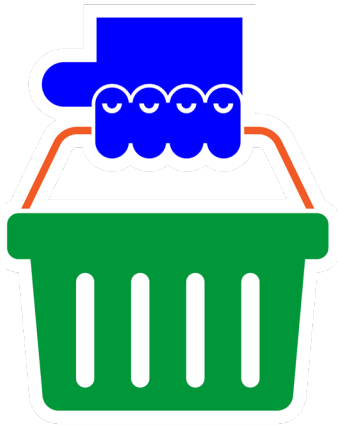


We measure our impact at the national level, understanding the public awareness of Social Connection, targeting shifts in their attitudes to connecting with others and lastly in changing their behaviour to drive regular connections across lines of difference.

Predominantly through our public participation and partner driven

campaigns, we set ourselves bold targets this year to achieve difference across these 3 strands both in the leading indicators that measure the success of our public facing work, and the lagging indicators that demonstrate our impact at a National Level.

The following pages describe the activities we undertook this year.



## Awareness

### “I know about Social Connection”

#### Leading indicators

Awareness - Nearly 40% of people have heard about of ‘Big Help Out’ and Thank You Day’ Campaigns

#### Lagging indicators

57% see Social Connection as an issue that affects them, we want to see that above 70%  
92% feel they have Support Networks around them we want that to be 95%.

## Attitudes

### “I care about Social Connection”

#### Leading indicators

13% are indifferent to connecting with others, but those who participate in our campaigns are 5 times more likely to connect with people they don’t know.

#### Lagging – UK

7% feel regularly Lonely, we want to reduce Loneliness to less than 6%  
41% feel they can Trust in their neighbours, we want to that increase to 50%

## Behaviour

### “I will get involved”

#### Leading indicators

1 in 10 people has participated in a Together campaign over the ast 3 years.

#### Lagging – UK

Nearly 30% feel they can meet new people, we want to see that at 75%  
Around 30% regularly participate in Volunteering, Civic participation & Social actions, we want 35

**Our high level measures reflect the framework we use to measure our impact, across the UK population’s Awareness of Social Connection as an issue, their Attitudes towards it and their sustained behaviour.**

# Our Campaign Measures

Our campaigns aim to achieve 5 things which we measure using various key metrics:

<b>01.</b> To create an opportunity to connect both within communities and across lines of difference (bridging & bonding)	<ul style="list-style-type: none"><li>A. Increased participation in social connection activities</li><li>B. 'Creators' are inspired to build opportunities for bridging as well as bonding.</li><li>C. 'Spectators' are more aware of our Campaigns</li><li>D. Participants meet those who are different from themselves</li></ul>
<b>02.</b> Fostering opportunities for sustainable meaningful connection	<ul style="list-style-type: none"><li>A. Opportunities available to build sustained connection</li><li>B. Participants take part in a form of meaningful connection</li><li>C. Participants are given opportunity to sustain new connections after the campaign/event</li></ul>
<b>03.</b> To reach and engage people and communities who are less likely to engage in social connection	<ul style="list-style-type: none"><li>A. Reach and diversity of positive media and social media coverage</li><li>B. Increased awareness of community connection activities in under-represented groups</li><li>C. Increased participation in community connection activities from under-represented groups</li></ul>
<b>04.</b> To tell the stories of the things that unite us and bring us together	<ul style="list-style-type: none"><li>A. Increased media coverage of 'Togetherness' through our campaigns</li><li>B. Increased media coverage of Together Coalition 'grassroots' social connection activity</li><li>C. Narratives of division replaced with those of connection</li></ul>
<b>05.</b> To catalyse on the sense of momentum and build a movement around the importance of social connection.	<ul style="list-style-type: none"><li>A. Increase in organisations and individuals engaging with social connection</li><li>B. Active changes in participants views on and engagement in social connection</li><li>C. More individuals/organisations actively prioritising social connection within their own work</li></ul>



# The Big Help Out

## What is the Big Help Out?

May 8th 2023 saw the biggest mobilisation of volunteers since the London 2012 Olympic games for 'The Big Help Out' – a large-scale campaign that brought together the UK's most influential volunteering organisations to encourage people to try something new.

During the pandemic, we saw millions of people step forward to volunteer in support of the crisis we faced in every street. This cemented volunteering as a core driver of connection. /together partners saw the opportunity to create this same moment to invite people to step forward in their communities to give their time, not money, to important causes.

Led by the 'Shaping the Future with Volunteering' Coalition – and their chairs, Matt Hyde & Catherine Johnstone – hundreds of organisations of every size and purpose came together to provide 'taster' sessions for new volunteers across the country to try their hand at volunteering, and, in the process, help their community. With the support of the NCVO, we were able to target those less identified as less likely to volunteer, and at those communities most in need of support.





'The Big Help Out' was supported by the Royal Households as part of the Coronation of King Charles III. They endorsed the campaign as the official theme of the Bank Holiday Monday. The campaign was an ideal fit with the legacy of service of the King in his time as Prince of Wales, but also the modern vision the Royals had and the sense of community service they wanted the Coronation to embody.

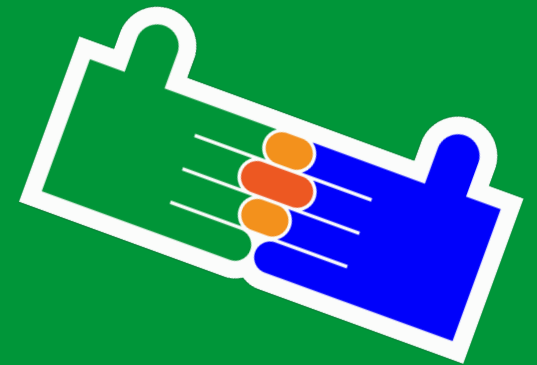
The result was the UK's biggest ever 'Festival of Volunteering'....

- **6.5 million people stepped forward to volunteer across the Bank Holiday weekend, rising to 7.2 million over the coronation period.**
- **Scouts welcomed HRH Prince of Wales & Family for Prince Louis' first ever royal visit, helping out aboard a digger in Windsor.**
- **Some 35,000 organisations used the companion app, supported by 'Do-It' to provide nearly 700,000 individual opportunities to volunteer.**



**The Big Help Out was something very new, quite bold, daring and innovative.**

Gethyn Williams,  
Shaping the Future with Volunteering



# Big Help Out Coverage & Statistics

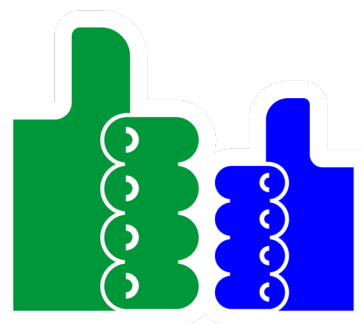
## The Big Help Out 2023 became one of the biggest community participation events ever in the UK

Over the Coronation Bank Holiday and the following days, Volunteering activities were held across regions, faiths and age groups, all across the country. **11%** of the British population took part, approximately **7.2 M** people.<sup>1</sup>

Participants either signed up to volunteer (1.8 million people, approximately 3% of Britain's population), helped out informally (2.7 million people, around 4%), or attending an event (2.6 million people, 4% of the population).

Young people between 18-34 were most likely to participate with an average of 22%.<sup>1</sup> Men were more likely to participate than women (14% and 9% respectively)<sup>1</sup>, and people with children were more likely to participate (28%) than those without children.

One of the key strengths of the Big Help Out was the media coverage and ability to mobilise media, with thousands of voices sharing and contributing to one of the biggest volunteering and community events across the UK.



1. Source: Walnut Omnibus, a nationally representative omnibus survey of 4,021 adults across GB between 10th -15th May 2023.

The fact that this was generated by and delivered by the sector is its greatest success.

– Georgia Hutchinson, DCMS

There's these little stories that really made me think, Gosh, we've built something which is so real impact is real impacts real people's lives.

– Matt Hyde, Scouts

(It's) totally changed my thinking on how we recruit volunteers... over the course of a few months.

– Sarah Vibert, NCVO

It was a privilege to be at the forefront of the co creation and delivery of The Big Help Out. Inspiring 7.4m people to step forward in their community to have a go and find something that ignites their passion is part of the current volunteering revolution that is truly seeking to enable volunteering for all.

– Catherine Johnstone, RVS

From January 1st to May 10th of 2023, **more than 37,388 separate articles referring to the Big Help Out were published.**

On Twitter, the hashtag #TheBigHelpOut was a trending topic in the UK, as well as on Instagram. The shared tweets achieved a maximum Twitter Reach over 103M, which means that the event reached not only for those who attended an activity but potentially further millions of people.

There was a wide range of community engagement and interaction on social media, with an array of celebrities lending their support to the initiative, as seen below. From Brian Blessed, to Jamie Oliver, to the Royal Family and beyond.

The day after the Big Help Out, editorials across newspapers from the Sun to the Mirror called for the Big Help Out to become an annual event. The public also support the idea of an annual event with almost 30% of the public saying they would take part in future. We are now working to secure the support necessary to make the Big Help Out 2024 a success.



**We had to effectively make sense of a community program for the coronation that resonated now.**

**– Georgia Hutchinson, DCMS**

**The motivation was being inspired by what happened in the pandemic.**

**– Matt Hyde, Scouts**

**(It was about) seeping volunteering into the public consciousness in a way that the Olympics did**

**– Sarah Vibert, NCVO**





# Thank You Day 2023

Thank You Day is the /together coalition's flagship campaign, focussed on the power of gratitude as a driving force in social connection. Now in it's third year, Thank You Day is a chance to use the universal and powerful act of 'saying thank you' to help bring people closer together.

Last year, we held Thank You Day as part of the late Queen's Platinum Jubilee Celebrations, but this year we wanted to hold a stand alone day that would allow for greater participation from communities across the UK, and one that focussed on bringing communities together by saying thank you to our 'unsung heroes'. In particular those that have got us through the challenging past 12 months.





## Thank You Day Coverage & Statistics

Thank You Day 2023 was a community-centred event, that joined charities, and communities from different regions, faiths and age groups, all across the UK. As a result of the campaign, **at least 1 in 3 had heard of the TYD**, which suggests that annual versions of TYD are becoming more established and are gaining public resonance.

Participation was strong, around **10% of the British population took part in Thank You Day 2023**. Over half of them were thanking those around them, and the other half were attending or organising an event, which means approximately 6.5 M people.



As with The Big Help Out, Young people between 25-34 were most likely to participate with an average of 17%<sup>2</sup>, as people get older, they tended to participate less, with an average participation rate of only 2%. Again similarly to BHO, men were more likely to participate than women (8% and 4% respectively), and people with children were more likely to participate (14%) than those without children.

Participation was particularly high in London at 16%, followed by the North East region at 9%. In the case of Wales, participation was 7%, in Scotland it was 3%, and Northern Ireland had the lowest participation at 2%.

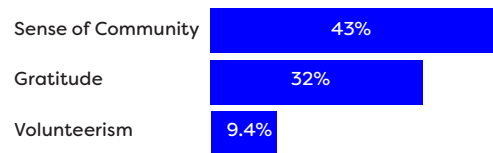


2. Source: Walnut Omnibus, a nationally representative omnibus survey of 2,078 adults across UK between 6th-10th of July 2023.

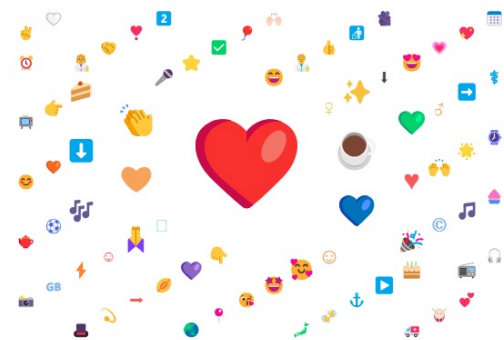


Thank You Day achieved organic and diverse media coverage throughout the months of the campaign. From January to the 3rd of July **more than 26,840 separate articles referring to Thank You Day were published** with a positive sentiment above 94,8%, and an estimated potential reach of 2,4 B.

### Key Topics



In addition to the number of articles, the key topics covered by the press contribute to the campaign's objective.



Emoji Analytics – Emotional context of discussion throughout the campaign.

Most of the articles communicated the key message “Thank You for being a friend” with Tony Christie as the key spokesperson, with more than 5,829 mentions and quotes, highlighting the power of music and song to create clear messaging.

In addition, Thank You Day was mentioned in more than 6,200 press headlines in national and regional newspapers and radio streaming stations. Some of the top sources were Daily Mail, The Sun, The Guardian, BBC News, BBC 1, Channel 4 and Midlands 103.

In social media and other non-social media publicly available web sources, such as review sites, news sites, blogs, newsletters and podcasts, more than 4,680 mentions were reached, including more than 222 video mentions in Tik Tok, but without considering Meta metrics. The total of mentions has an estimated reach of 26.2 M. This substantive campaign would have cost over £2.2 M, based on the estimated Advertising Value Equivalency (AVE).

Without a doubt, Tony Christie and Sting’s collaboration for the single Thank You for Being a Friend substantially contributed to the sharp rise in reach and the 95.3% of positive sentiment mentions in social media, indicating the resounding appreciation for the events and activations ahead of Thank You Day.



The most popular and active accounts show a balance between partner accounts' active participation and media coverage. High-profile figures, celebrities, and organisations such as Ross Kemp (1.5%) and Anneka Rice (1.3%), all featured in Thank You Day, leading to a significant spike in mentions and reach on the day, as well as adding credibility and reinforcing TYD's presence in the public sphere.

During the period from June 5th to July 4th, our Instagram accounts experienced a significant increase in reach, with 2,803% more accounts being reached compared to the previous month. This resulted in 30,656 impressions, 383% more profile visits, and 233% more link clicks.

Top performing content was mostly reels using the audio of 'Thank You For Being A Friend', which ties in with the video-focussed algorithm of the platform.

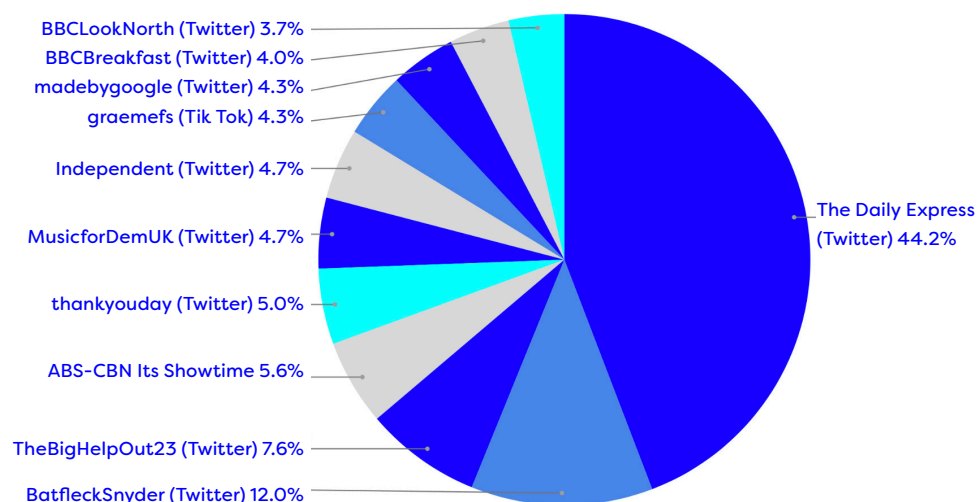
While we reverted TYD to the anniversary of its original 2021 date, June 5th 2023 proved to be an unexpectedly busy day for Thank You Day content. Dozens of organisations from every sector took part in spontaneous activity on or around the anniversary of 2022's Jubilee Thank You Day. Examples include over one hundred people attending a volunteer thank you festival organised by a local Scout troop; a regional network of a major charity shop chain giving certificates of recognition to volunteers; and several care home providers giving gifts to staff and volunteers in honour of Thank You Day. Dozens of organisations – mostly local bodies or groups – posted social media content on June 5th.

Though there is a learning for us in how we ensure we try to align all activity on the right date next year, this represents an exciting and important development in the history of Thank You Day. It shows that there is an authentic and growing demand from local communities for an annual day of coming together in celebration of each other. The concept of Thank You Day is beginning to take on a life of its own beyond the campaign and is in the early stages of authentically embedding itself into our national life.

Thank You Day continues to grow, reaching communities across the UK. The increasing traction of the campaign and its organic growth suggests that communities are beginning to build the day into their yearly routines. This is our ambition, where our initiatives inspire people in the power of social connection, and gradually become an embedded part of their lives. The flexibility of Thank You Day means communities can adapt the day according to their needs and preferences, allowing participation that is not always possible in more targeted campaigns such as the Big Help Out.

The growth of Thank You Day and the broad engagement we witnessed in 2023 aligns closely with our strategic objective – to embed a permanent day of social connection into the UK calendar. The campaign's escalating influence gives us confidence in its potential to be a catalyst for lasting positive social change.

### The most popular accounts





Our public facing campaigns remain our most impactful means on raising awareness of Social Connection, however we undertook several other activities in 2022/23:

- **Remember /together**

- Our campaign focussed on bringing together people in moments of grief was brought back in response to the death of Queen Elizabeth II with an open letter from faith leaders encouraging people not to grieve alone, which came with Broadcast coverage on the funeral weekend.

- **Warm Welcome**

- We partnered with the Good Faith Partnership on the Warm Welcome campaign, driving messages around how the cost of living crisis fell hardest on the most isolated. Raising awareness and generating publicity for warm spaces around the country as places for people to come together when times are hard.

- **Place based Initiatives**

- We recognised the need to gain insight from a local level, and embarked upon building local coalitions in key areas such as Bradford, England and in Northern Ireland. This work will expand into next year as we look to gain insight on what local initiatives work best for maintaining social cohesion in a location.

- **Political Advocacy**

- Ahead of a likely General Election in the next year, we have worked to develop our engagement in public policy debate. Working with a sub-group of coalition partners and experts, and ably chaired by Sunder Katwala of British Future, we have established a Policy & Practice Advisory Group and begun work researching and recommending key policy points to major political parties.

- **Fundraising** - All of this work was made possible thanks to the generosity of the National Lottery Community Fund, and the players of the National Lottery. They have given /together £1million over 3 years, their biggest ever grant. This was further supported by a generous donation from the Department of Culture, Media & Sport to support the Big Help Out campaign, as well as further funding from British Telecom (BT) and British Airways. Our Thank You Day Music work was generously supported by the Utle Foundation and their Music for Dementia Campaign. Our work would not be possible without these partners generous support. Thank you all.

- **Public Benefit**

- All our charitable activities have been undertaken to further our charitable purposes for the public benefit. Whilst this is a UK-wide and inclusive initiative, The Together Initiative has sought to make sure that some of its activities are targeted at areas and communities experiencing particular stresses and tensions. These are often economically deprived areas that also have low levels of civil society activity, lower rates of civic participation and lack the community assets that bring people together. We do note that our work needs further targeting in these areas in future years, and potentially the support of local, place-based partners to properly serve these communities.

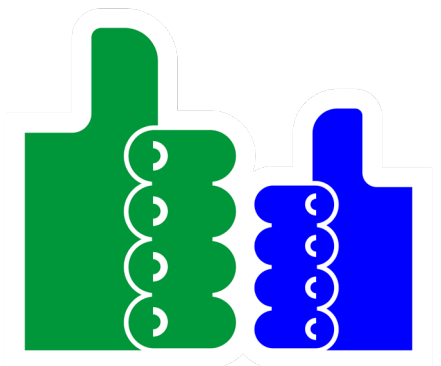
- **Income & Reserves**

- The charity's income was £795,407 for Year Ending 30th June 2023, an increase of 63% year on year. We are hugely grateful for the support of the National Lottery Community Fund, who granted us their largest ever grant of £1million over 3 years. This was made possible by Lottery Players. Furthermore, a DCMS Grant to help deliver the King's Coronation, with our Big Help Out Campaign and corporate support from British Airways, British Telecom (BT) and others helped expand our delivery. Also, the Utle Foundation's generous support of our Thank You Day campaign via their Music4Dementia partnership made up the majority of our income.

Within the year a loan function was used to support cashflow, and returned entirely from unrestricted funds. The trustees established an initial policy on foundation to hold a small operational reserve equal to at least 3 months unrestricted spending to cover any unforeseen gaps in fundraising and enable the charity to continue its operations.

This policy has been kept under review and our unrestricted funds in reserve have remained below this level.

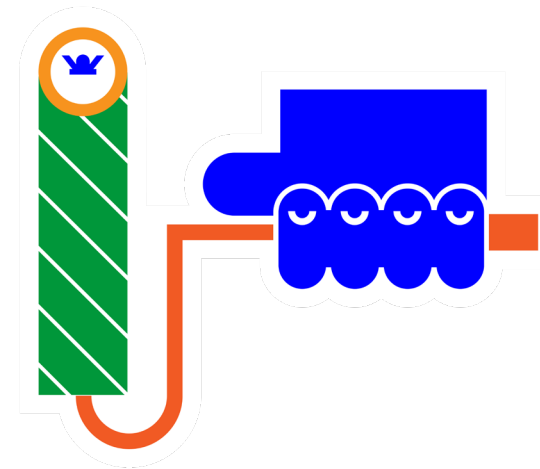
Trustees have acted accordingly to ensure that the charity's liabilities are also maintained at a suitably low level. Following the strategic review underway, the trustees will develop a longer-term policy for free financial reserves that meets the needs of the charity's future strategy and operational plans, based on a reserve equivalent to an appropriate number of weeks of unrestricted spend.



## Mid-term Impact Evaluation:

The impact we wish to see on Social connection unfolds as both mid and long-term outcomes, necessitating persistent and ingrained efforts within diverse communities to really see benefits. As we embark upon our evaluation approach, our first mid-term evaluation involves a comparative analysis between participants and the general population, focusing on variables classified according to the three pillars: awareness, attitudes, and behaviour.

We are already learning a lot from this process, with a clear emphasis on fostering inclusion and active participation from younger generations emerging as a necessary next step. The cultivation of these deeper connections demands a sustained commitment that integrates seamlessly into the daily lives of the communities involved, for that we will need to further explore place-based approaches in communities.



### Awareness

“I know about Social Connection”

### Attitudes

“I care about Social Connection”

### Behaviour

“I will get involved”

**Our high level measures reflect the framework we use to measure our impact, across the UK population’s Awareness of Social Connection as an issue, their Attitudes towards it and their sustained behaviour.**

**Campaigns' Impact Evaluation:**

As our most mature strand of work, campaigning's leading impact is measured across 5 main aims:

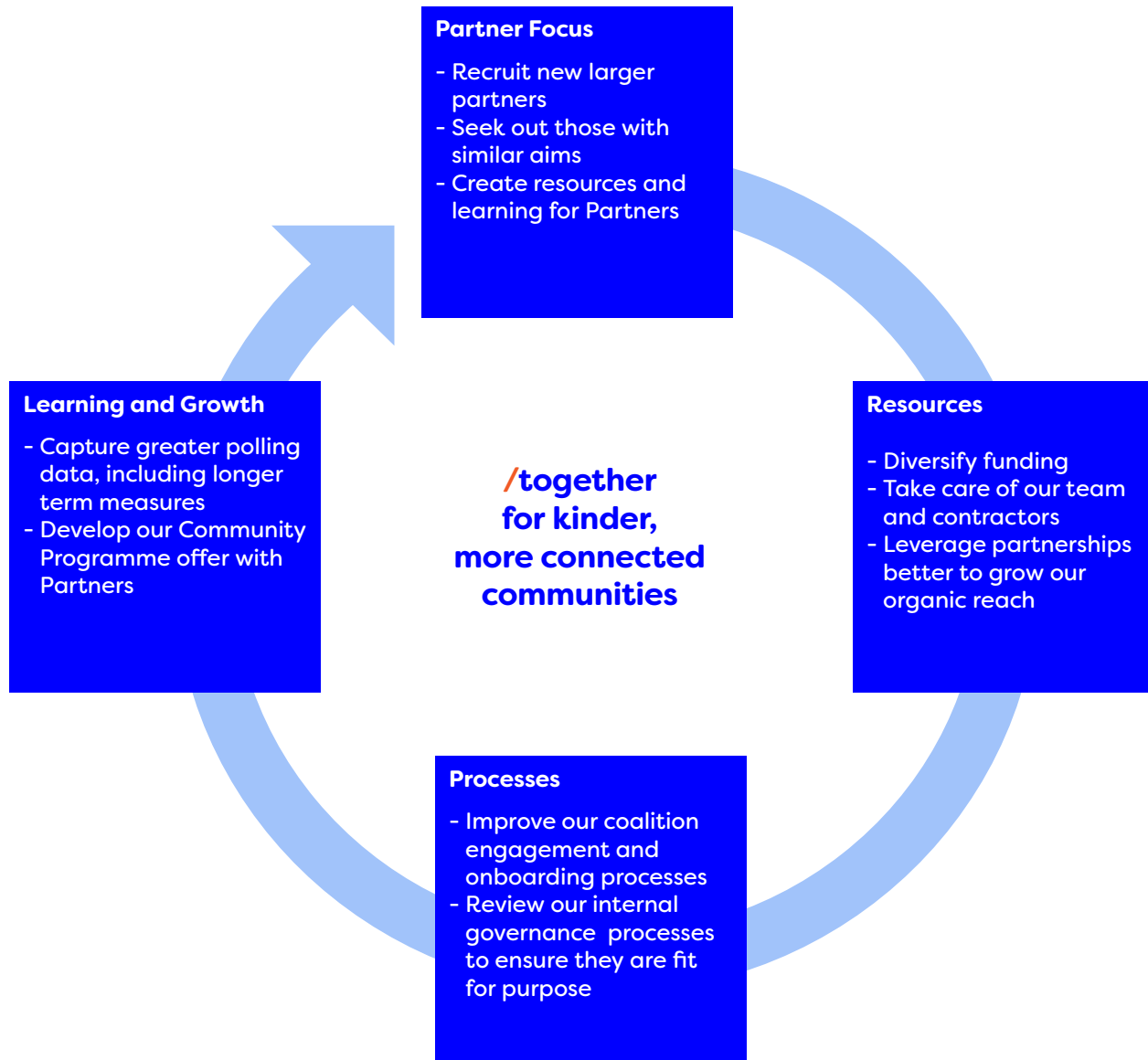
- To create an opportunity to connect both within communities and across lines of difference.
- To foster opportunities for sustainable meaningful connection
- To reach and engage people and communities who are less likely to engage in social connection
- To tell the stories of the things that unite us and bring us together
- To catalyse on the sense of momentum and build a movement around the importance of social connection

In 2023, /together's objectives extended beyond mere bridging and bonding, encompassing a comprehensive approach to enhance social connection. This involved actively encouraging socialising and fostering support opportunities, all while cultivating a sense of social belonging across diverse communities within the UK.

The following table summarises our performance:

Campaign Aims	Targets Awareness/Attitudes/Behaviour	TYD 2023		BHO 2023	
<b>1. Create opportunities to connect</b>	<b>Participation</b> 15% of the total population - or 10 million people - to have participated in Together activities by the end of 2023 (Combined results)	6.3 M	Successful	7.2 M	Successful
<b>2. Foster opportunities for sustainable meaningful connection</b>	<b>Awareness</b> 30-40% of creators and spectators are more aware of the campaigns	28%	Satisfactory	34%	Successful
<b>3. Reach and engage those less likely to engage in social connection</b>	2x Proportion of Global Majority Groups	3	Successful	2.5	Successful
<b>4. To tell the stories of the things that unite us</b>	500 M opportunities to see all campaigns (Maximum potential Reach)	2.4 B	Successful	3 B	Successful
<b>5. To build a movement around the importance of social connection</b>	<b>Impact</b>				
	• 60% of participants made it easier to meet new people in their local area	58%	Satisfactory	67%	Successful
	• 60% of participants made their local area feel more united	61%	Satisfactory	70%	Successful
	• 60% of participants made them feel more optimistic about their local future	58%	Satisfactory	58%	Satisfactory
	• 60% of participants feel less lonely	72%	Successful	73%	Successful
	• 50% of participants are more likely to host their own community events	57%	Satisfactory	50%	Satisfactory
	• 50% of participants more likely to take part in community activities	71%	Successful	58%	Satisfactory
	• 50% of participants more likely to volunteer	64%	Successful	68%	Successful
	• 50% of participants more likely to speak to their neighbours	71%	Successful	71%	Successful

Building on this success in future years, as well as expanding our mid and long term evidence base, will be key.



## Opportunities for Participation

- Big Help Out Y2
- Thank You Day Y4 (Organic focus)
- Partner Campaigns (Warm Welcome, Mitzvah Day, Good Relations Week etc)

## Narrative of Togetherness

- Measure & Track public recognition
- Use of Narrative Messaging in Campaign & Activations

## Advocacy in Policy & Practice

- Policy Framework & Advisory Group
- Key Political moments

## Grow our Movement

- Bring in new partners
- Grow our work in communities

The Together Initiative is a charity registered in England and Wales by the Charity Commission (1196030) and registered at Companies House as Company Limited by Guarantee (12707290).

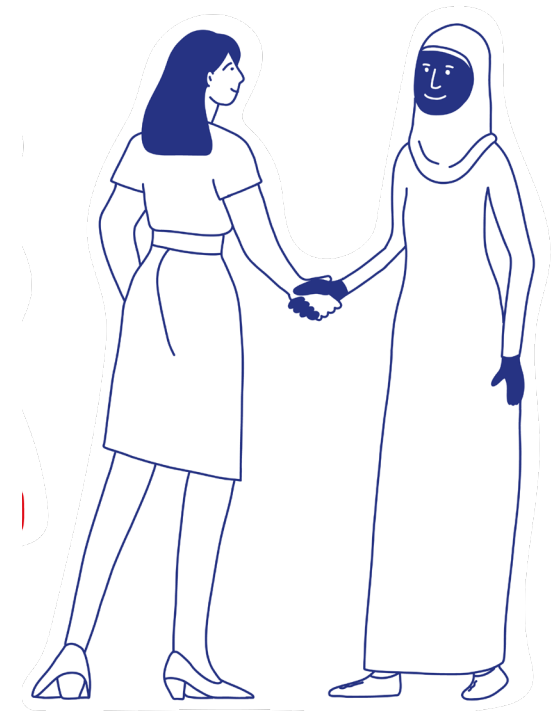
As such we have both a board of directors elected by the company members, and a board of Trustees accountable for the management of the organisation. Both individuals are one and the same.

Our company members are made up of founding and invited members of the /together coalition, who are represented by a Steering Group that meets quarterly, chaired by the Archbishop of Canterbury, The Most Reverend Rt. Hon. Justin Welby. While not a decision making forum, this group is consulted and communicated on organisational progress against its objectives.

The Board of Trustees/Directors is accountable for the compliant and effective management of The Together Initiative. They meet at least quarterly to discuss progress against plans and budgets. They also have two devolved sub-committees with distinct responsibilities delegated to them, a Finance & Risk Committee and a People Committee. Each of these subcommittees contains members of the Board.

In accordance with the Together Initiative's Memorandum and Articles of Association (s. 59) the Directors reviewed whether, after its first three years' of operation, the charity ought to continue or whether it has served its purpose and reached the natural end of its life. The Board had regard to current effectiveness and impact, and the intention not duplicate or displace the work of existing organisations and stakeholders. The Board concluded that the Together Initiative still met a need and should continue to operate over the medium term. This conclusion was supported by the charity's ability to secure multi-year funding, and independent assessment of our mission and impact in making such an award. The Board also recognised that a review of strategy can be a valuable process for engaging stakeholders and building alignment for future organisational success. The trustees and management team, working closely with the Steering Group, have initiated a wider review during 2023 to consider how Together can best add best value and how most effectively deliver over the next three years.

During the year, a number of steps were taken to ensure governance effectiveness. This has included establishing two Board sub-committees, dealing with People and Finance & Risk. Trustees also commissioned a review and redrafting of the suite of governance tools and documents that underpin the charity's operation. The purpose is to promote clarity and simplicity to the organisation's governance structure, and provide a useful basis for what we anticipate will be continued growth in future years.



### Company Members / Steering Group

The Members attend the Annual General Meeting and vote on the adoption of the annual report and accounts. They are invited to attend regular meetings of the Steering Group throughout.

In so far as it is complementary to the charity's objects, the charity is guided by the advice and recommendations of the Steering Group. The Steering Group provides a quarterly forum within which strategy and ideas can be shaped and tested, and strategic plans can be driven. Steering Group members will be consulted on substantial strategic proposals or changes, with final approval residing with the Board of Trustees. To draw on the full strength of the coalition in the most effective way possible, organisations from different sectors and nations are also being drawn into informal activation groups to share expertise, relationships, wisdom, and ideas, alongside pursuing cross-sector or national collaboration on projects and activities. Each activation group is convened by a member of the /together coalition and supported by the central team.

### EDI Statement

Equality, Diversity and Inclusion is of vital importance to the work of the /together Initiative. The intersection of EDI issues, in particular those of prejudice and denial of opportunity, and the issues of connection across lines of difference are well documented. For our public facing work, EDI means ensuring that our campaign materials

are representative of the communities we wish to serve, including ensuring that we use terminology, phrasing and messaging that is co-created with the groups we are seeking to connect with, or to represent. This can be as simple as proofing, or translation, or in the case of dedicated campaigns, require engagement with partners to build activities and messages together. We are committed to working in partnership to achieve these aims.

Internally, for the /together teams we are proud to have a rich and diverse network of partners and a representation of all major faiths, ethnicities and backgrounds in our 40 person Steering Group. The Trustees are also a diverse group of individuals with a variety of professional backgrounds designed to ensure we have a small, but well resourced governing body.

The staff team fluctuates depending on the nature of the work but we are proud to feature, at time of writing, staff and contractors from all parts of the United Kingdom and immigrant and diaspora backgrounds, as well as a cross section of faith and ethnicities. It is the belief of the board that all hiring is done on merit, and that we use up-to-date recruitment methods to ensure equality of opportunity, however we also believe that a diversity of views and lived experiences in our team allows us to better serve the many different communities in the United Kingdom in our mission to build kinder, more closely connected communities.

### Related Parties

We were in receipt of in kind support from MC Saatchi Merlin Ltd valued at £25,000, as well as paying an invoiced cost of £3,600. One of our Trustees is an employee of this organisation.

### Responsibilities of the Management Committee

Company law requires the Management Committee to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing those financial statements, the management committee should follow best practice and:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is not appropriate to assume that the company will continue on that basis

The Management Committee is responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 1985. The Management Committee is also responsible for safeguarding the assets of the charitable company and hence

for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### Members of the Management Committee

Members of the Management Committee, who are directors for the purpose of company law and trustees for the purpose of charity law, who served during the year and up to the date of this report are set out on page 2.

### Independent Examiners

Nicola Anderson FCA FCIE was appointed as the charitable company's independent examiner for the year ended 30th June 2023.

This report has been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019) and in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small entities.

Approved by the Management Committee on 7th March 2024 and signed on its behalf by:

Professor Mike Clarke  
Chair, Board of Trustees





# Independent Examiner's Report to the Trustees of The Together Initiative

I report to the charity trustees on my examination of the accounts of The Together Initiative (company no: 12707290 and charity no: 1193060) for the year ended 30 June 2023 set out on pages 23 to 33.

**Responsibilities and basis of report**  
As the charity's trustees (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act'). Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act').

In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**  
Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act.

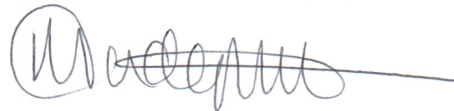
I confirm that I am qualified to undertake the examination because I am member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination and confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.

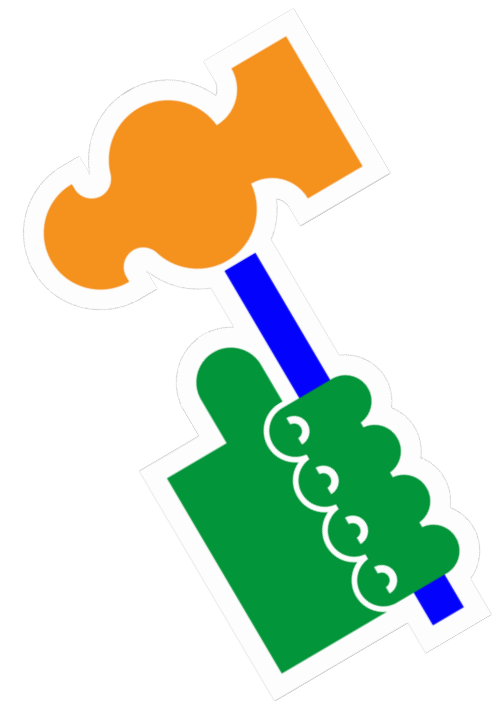
**Nicola Anderson FCA FCIE**



7th March 2024

Chartered Accountant and Independent Examiner

189 Baldwins Lane Croxley Green  
Rickmansworth Hertfordshire WD3 3LL





## Statement of Financial Activity

(including Income and Expenditure Account) Year to 30th June 2023

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	Notes	Unrestricted Funds	Restricted Funds	Total 2023	Unrestricted Funds	Restricted Funds	Total 2022
		(£)	(£)	(£)	(£)	(£)	(£)
<b>Statement of Financial Activities</b>							
<b>Income and endowments from:</b>							
Donations and Legacies	2	66,470	801,158	867,628	500	300,000	300,500
Investments		176	-	176	9	-	9
<b>Total</b>		<b>66,646</b>	<b>801,158</b>	<b>867,804</b>	<b>509</b>	<b>300,000</b>	<b>300,509</b>
<b>Expenditure on:</b>							
Raising Funds	3	-	(13,641)	(13,641)	-	-	-
Charitable Activities	5	(35,788)	(745,978)	(781,766)	(143,064)	(302,104)	(445,168)
<b>Total</b>		<b>(35,788)</b>	<b>(759,619)</b>	<b>(795,407)</b>	<b>(143,064)</b>	<b>(302,104)</b>	<b>(445,168)</b>
<b>Net (Expenditure)/Income</b>		<b>30,858</b>	<b>41,539</b>	<b>72,397</b>	<b>(142,555)</b>	<b>(2,104)</b>	<b>(144,659)</b>

All activities relate to continuing operations.

The Statement of Financial Activities includes all gains and losses recognised during the year.

The notes on pages 26 to 33 form part of these financial statements.

<b>Net movement in funds</b>		<b>30,858</b>	<b>41,539</b>	<b>72,397</b>	<b>(142,555)</b>	<b>(2,104)</b>	<b>(144,659)</b>
<b>Reconciliation of Funds</b>							
Total Funds at 1 July		2,502	76,534	79,036	145,057	78,638	223,695
Current year earnings		30,858	41,539	72,397	(142,555)	(2,104)	(144,659)
<b>Total Funds at 30 June</b>		<b>33,360</b>	<b>118,073</b>	<b>151,433</b>	<b>2,502</b>	<b>76,534</b>	<b>79,036</b>

Company number : 12707290	Notes	2023	2022
		(£)	(£)
<b>Balance Sheet</b>			
<b>Fixed Assets:</b>			
Tangible assets	10	1,735	3,337
<b>Total Fixed Assets:</b>		1,735	3,337
<b>Current assets:</b>			
Debtors	11	148,400	727
Cash at bank and in hand		104,938	121,325
<b>Total Current assets:</b>		253,338	122,052
Creditors: Amounts falling due within one year	12	(103,640)	(46,353)
<b>Net Current Assets</b>		149,698	75,699
<b>Total Assets less Current Liabilities</b>		151,433	79,036
Creditors: Amounts falling due after more than one year		-	-
<b>Total Net Assets</b>		151,433	79,036
<b>The funds of the charity:</b>			
Restricted Funds	16	118,073	76,534
Unrestricted funds	16	33,360	2,502
<b>Total funds of the charity:</b>		151,433	79,036

For the year ended 30 June 2023 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the period in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime. These financial statements were approved by the board of trustees and authorised for issue on 7th March 2024 and are signed on behalf of the board

by:



Professor Mike Clarke  
Chair, Board of Trustees

	Total 2023 (£)	Total 2022 (£)
<b>Cash flows from operating activities:</b>		
<b>Net cash provided by (used in) operating activities</b>	(16,387)	(42,124)
<b>Cash flows from investing activities:</b>		
Purchase of property, plant and equipment	-	(4,806)
<b>Net cash provided by (used in ) investing activities</b>	-	<b>(4,806)</b>
<b>Cash flows from financing activities:</b>		
Repayments of borrowing	(35,000)	-
Cash inflows from new borrowing	35,000	-
<b>Net cash provided by (used in) financing activities</b>		
<b>Change in cash and cash equivalents in the reporting period</b>	<b>(16,387)</b>	<b>(46,930)</b>
Cash and cash equivalents at the beginning of the period	121,325	168,255
<b>Cash and cash equivalents at the end of the period</b>	<b>104,938</b>	<b>121,325</b>
	<b>Total 2023 £</b>	<b>Total 2022 £</b>
<b>Net income/(expenditure) for the reporting period (as per the statement of financial activities)</b>	72,397	(144,659)
<b>Adjustments for:</b>		
Depreciation charges	1,602	1,469
(Increase)/decrease in debtors	(147,673)	134,273
Increase/(decrease) in creditors	57,287	(33,207)
<b>Net cash provided by (used in) operating activities</b>	<b>(16,387)</b>	<b>(42,124)</b>

### Basis of Preparation and assessment of going concern

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2nd Edition effective January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Financial Statements have been prepared under the historical cost convention.

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

The financial statements have been prepared on the going concern basis as, the trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

### Income

All incoming resources are included in the Statement of Financial Activities when the Trust is legally entitled to the income, it is probable that the income will be received, and the amount can be quantified with reasonable accuracy.

### Grants Received

Income from grants and donations is recognised where the charity is entitled to the income, it is probable that the income will be received, and the amount

receivable can be quantified. Where there are specific terms or conditions attached to grants and donations, these must be met before the income is recognised.

### Donated Services

Donated services are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.

### Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required, and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis.

### Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

### Fund structure

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use for specific purposes,

the use of which is restricted to that purpose.

### Irrecoverable VAT

Irrecoverable VAT is charged against the expenditure heading for which it was incurred.

### Fixed Assets

All assets costing more than £750 are capitalised. Tangible fixed assets are stated at cost less accumulated depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less their estimated residual value, of each asset on a systematic basis over its useful life as follows.

Computer Equipment – 3 years

### Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

### Debtors

Short term debtors are measured at transaction price, less any impairment losses.

### Creditors

Short term creditors are measured at the transaction price.

### Judgements in applying accounting policies and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the balance sheet date and the amounts reported for revenues and expenses during the period. The nature of estimation means the actual outcomes could differ from those estimates. There are no judgments made that have a significant effect on the amounts recognised in the financial statements.

### Realised gains and losses

All gains and losses are taken to the Statement of Financial Activities as they arise. Unrealised gains and losses are calculated as the difference between the fair value at the year end and their carrying value.

### Legal status of the Charity

The Charity is a company limited by guarantee and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member.

Trustee expenses and remuneration  
The trustees all give freely their time and expertise without any form of remuneration or other benefit in cash or kind.

2. Income from Donations and Legacies						
	Unrestricted (£)	Restricted (£)	Total 2023 (£)	Unrestricted (£)	Restricted (£)	Total 2022 (£)
Grants	34,719	801,158	835,877	500	300,000	300,500
Donations	6,751	-	6,751	-	-	-
Donated Services	25,000	-	25,000	-	-	-
	<b>66,470</b>	<b>801,158</b>	<b>867,628</b>	<b>500</b>	<b>300,000</b>	<b>300,500</b>

3. Expenditure on Raising Funds						
	Unrestricted (£)	Restricted (£)	Total 2023 (£)	Unrestricted (£)	Restricted (£)	Total 2022 (£)
Raising Funds	-	13,641	13,641	-	-	-
Staff Costs	-	-	-	-	-	-
<b>Total</b>	<b>-</b>	<b>13,641</b>	<b>13,641</b>	<b>-</b>	<b>-</b>	<b>-</b>

4. Support Costs						
	Unrestricted (£)	Restricted (£)	Total 2023 (£)	Unrestricted (£)	Restricted (£)	Total 2022 (£)
Office and administration	5,434	27,713	33,147	5,196	79,376	84,572
Support & Governance Staff Costs	-	39,255	39,255	20,854	32,340	53,194
Governance cost - Independent examination	1,100	-	1,100	350	1,000	1,350
Other Governance costs	1,994	12,417	14,411	3,733	3,329	7,062
<b>Total</b>	<b>8,528</b>	<b>79,385</b>	<b>87,913</b>	<b>30,133</b>	<b>116,045</b>	<b>146,178</b>

5. Expenditure on Charitable Activities						
	Unrestricted (£)	Restricted (£)	Total 2023 (£)	Unrestricted (£)	Restricted (£)	Total 2022 (£)
<b>Direct Costs</b>						
Direct Staff costs	-	162,363	162,363	60,066	93,150	153,216
Grants	-	325,000	325,000	-	-	-
Direct costs	27,260	179,230	206,490	52,865	92,909	145,774
Support costs	8,528	79,385	87,913	30,133	116,045	146,178
<b>Total</b>	<b>35,788</b>	<b>745,978</b>	<b>781,766</b>	<b>143,064</b>	<b>302,104</b>	<b>445,168</b>

In 2023 staff costs were allocated to raising funds, support and governance or direct charitable activities on the basis of estimated time spent as follows.

Staff Category		Activity Category		Total
	<b>Support &amp; Governance</b>	<b>Direct</b>	<b>Raising Funds</b>	
Support	100%	0%	0%	100%
Project Staff	0%	100%	0%	100%
CEO	40%	40%	20%	100%

In 2022 staff costs were allocated as follows.

Staff Category		Activity Category		Total
	<b>Support &amp; Governance</b>	<b>Direct</b>		
Support	100%	0%		100%
Project Staff	0%	100%		100%
CEO	20%	80%		100%



**6. Net (expenditure)/income for the year**

	<b>Total 2023 (£)</b>	<b>Total 2022 (£)</b>
This is stated after charging:		
Independent Examiner Fees	1,100	1,350
Depreciation	1,602	1,469

**7. Staff costs**

	<b>Total 2023 (£)</b>	<b>Total 2022 (£)</b>
Wages and salaries	199,795	179,909
Employers National Insurance	11,802	16,269
Pension costs	7,015	6,027
<b>Total</b>	<b>218,612</b>	<b>202,205</b>

There is one employee with emoluments of over £60,000 (2022 : none).

The average number of employees during the year was 5 (2022 : 4).

The trustees consider the CEO as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day to day basis.

Key management personnel compensation for the year to 30th June 2023 was £71,537 (2022 : £48,615)

**8. Trustees remuneration and expenses**

None of the Trustees, nor any persons connected with them, received any remuneration during the year (2022 : None). Two trustee were reimbursed for £581 travel expenses during the current year (2022 : £1,181).

**9. Taxation**

The charity is exempt from direct tax on its charitable activities.

**10. Fixed Assets**

	<b>Computer Equipment</b>	<b>Total</b>
<b>Cost</b>	<b>(£)</b>	<b>(£)</b>
At 1st July	4,806	4,806
Additions	-	-
At 30 June	4,806	4,806
<b>Depreciation</b>		
At 1st July	1,469	1,469
Charge for the year	1,602	1,602
At 30 June	3,071	3,071
<b>Net Book Value 30 June 2023</b>	<b>1,735</b>	<b>1,735</b>
<b>Net Book Value 30 June 2022</b>	<b>3,337</b>	<b>3,337</b>

**11. Debtors**

	<b>2023 (£)</b>	<b>2022 (£)</b>
Prepayments	13,945	727
Accrued Income	134,450	-
Other debtors	5	-
	<b>148,400</b>	<b>727</b>

**12. Creditors: amounts falling due within one year**

	<b>2023 (£)</b>	<b>2022 (£)</b>
Trade creditors	83,232	38,041
Pension payable	1,178	1,725
Accruals	19,230	6,587
	<b>103,640</b>	<b>46,353</b>

**13. Related party transactions**

During the year M&C Saatchi were paid £3,660 for support services provided to The Together Initiative (2022 : £10,000 was paid to M&C Saatchi for support services). Marcus Peffers is a Trustee of the Together Initiative and the CEO of M&C Saatchi. There is no outstanding balance payable to M&C Saatchi at the year end.

During the year the charity received £25,000 of donated services and an interest free loan of £35,000 from two related parties. The loan was repaid by the year end.

**14. Restricted Funds**

	Balance at 1/07/2022 (£)	Income (£)	Expenditure (£)	Balance at 30/06/2023 (£)
Bringing People Together 2022	76,534	-	(76,534)	-
National Lottery Community Fund - Bringing People Together	-	266,158	(153,589)	112,569
Big Help Out	-	475,000	(469,496)	5,504
Thank You Day	-	60,000	(60,000)	-
	<b>76,534</b>	<b>801,158</b>	<b>(759,619)</b>	<b>118,073</b>

**15. Restricted Funds (prior year)**

	Balance at 1/07/2021 (£)	Income (£)	Expenditure (£)	Balance at 30/06/2022 (£)
Community Connector Initiative	15,470	-	(15,470)	-
The National Day	34,382	-	(34,382)	-
Together Campaign	28,786	-	(28,786)	-
Bringing People Together	-	300,000	(223,466)	76,534
	<b>78,638</b>	<b>300,000</b>	<b>(302,104)</b>	<b>76,534</b>

16. Analysis of net assets between Funds					
	Unrestricted (£)	National Lottery Community Fund - Bringing People Together (£)	Big Help Out (£)	Restricted (£)	Total 2023 (£)
Fixed Assets	1,735	-	-	-	1,735
Cash at bank and in hand	22,869	116,535	(34,466)	82,069	104,938
Other current assets	11,408	(318)	137,310	136,992	148,400
Creditors falling due within one year	(2,652)	(3,648)	(97,340)	(100,988)	(103,640)
	<b>33,360</b>	<b>112,569</b>	<b>5,504</b>	<b>118,073</b>	<b>151,433</b>

17. Analysis of net assets between Funds (Prior Year)					
	Unrestricted (£)	Bringing People Together (£)	Restricted (£)		Total 2022 (£)
Fixed Assets	3,337	-	-		3,337
Cash at bank and in hand	2,879	118,446	118,446		121,325
Other current assets	458	269	269		727
Creditors falling due within one year	(4,172)	(42,181)	(42,181)		(46,353)
	<b>2,502</b>	<b>76,534</b>	<b>76,534</b>		<b>79,036</b>

The specific purposes for which the funds are to be applied are as follows:

**National Lottery Community Fund - Bringing People Together**

The grant supports the co-ordination of UK-wide, co-created community activity over a series of national community days during 2023-2025 as part of a growing movement of social unity.

**2023 Big Help Out**

Fund to support the delivery of the 2023 Big Help Out. Supported by grants from the DMCS.

**Thank You Day 2023**

Fund to support the delivery of the 2023 Thank You Day. Supported by the Utley Foundation.

**Unrestricted and Prior Year Funds**

Remaining funds have been spent on delivering other core activities or will be retained for delivering future plans.

