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AWA DANCE REPORT

2021-2022



Awa
DANCE

ADVANCING
WOMEN'S
ASPIRATIONS
WITH
DANCE

12 The Limes, 25-27 St Botolphs Road,
Worthing, West Sussex, BN11 4HY

Registered Charity Number 1188235

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Letter from our Director

As the Founder and Director of AWA DANCE, it is a pleasure to write a welcome message for our second charity report. Last year we had four goals: impacting more women and girls, organisational development, digital transformation and to increase our research and impact measurement for our programmes. I'm pleased to say that we have now established the foundations for this to grow in the years ahead. We have established strong policies, strengthened our brand, held our first in-person Women In Dance Leadership Award at Sadler's Wells (London) and developed partnerships that will support increasing the reach of our programmes, especially with young girls.



I'm especially proud of *Let Them Eat Cake!*, a dance film on girls' empowerment based on research, lead by our Junior Ambassadors, where we asked girls across the country what their relationship was with their body in the dance classroom. By now the film has been viewed by thousands of people and has already received several dance film awards at international festivals. It is our aim to share it across schools in the UK to empower girls and young women by reinforcing the importance of positive body image.

As you read this annual report, you will see how much we have grown in just one year. We hope that by reading this you will feel part of our journey and will feel closer to our AWA DANCE community.

AWA DANCE is the place where women and girls thrive as creative leaders, and we can't wait to keep building on what we do best: empowering ALL women and girls to be the leaders they want to be.

Warmest wishes,

A handwritten signature in black ink that reads "Avatara".

Avatara Ayuso
Founder and Director

Letter from our Chair

The second year of AWA DANCE's journey has been full of significant milestones as we built on the learnings of our first year during the height of the Covid-19 pandemic. It has been a privilege to witness the charity's growth, reaching more girls and women, leading vital research on body image and enhancing our operational infrastructure.

Let Them Eat Cake! has been a personal highlight, with our Junior Ambassadors taking the lead in telling the story of our research into body image. This work is by no means complete, as body image remains a serious issue that needs urgent attention nationally and internationally. Rather, Let Them Eat Cake! serves as a beacon for leading research and sharing findings in a way that's accessible and creative. I'm especially grateful to all our supporters who made this work possible, demonstrating the power of a small charity in bringing a big vision to life.

As we look to the years ahead, continued support from our partners, donors, funders and volunteers remains crucial to building on the significant gains we have made this year. We're excited to be on this journey with you and will proudly continue building a world in which ALL women and girls can flourish as leaders.



Asma Hussain
Chair person

Our Vision

is a world where every woman and girl
is an *empowered* and brave leader.

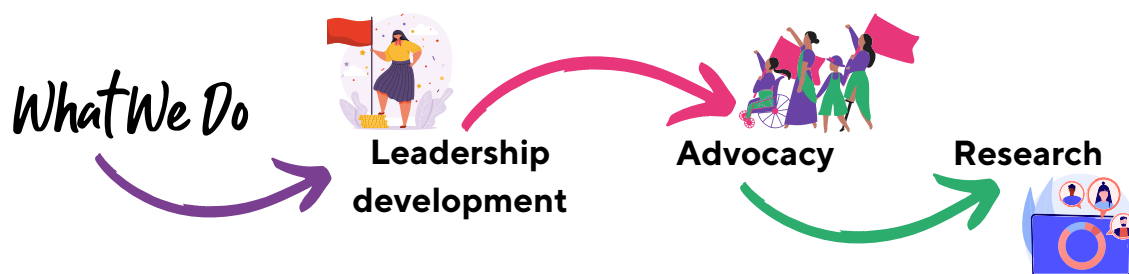


Our Mission

is to advance the leadership of women
and girls through the transformative
power of dance, to ignite the change
they want to see in the world.

Overview

AWA DANCE (Advancing Women's Aspirations with Dance) is a CIO (Charitable Incorporated Organisation) based in the UK, founded by the choreographer, Avatâra Ayuso. AWA DANCE is dedicated to the leadership development of all women and girls, using the transformative power of dance as the tool to empower their voices. We are also a network of creative, confident and inspirational leaders that contribute to the progress of the dance sector and 21st century society, by sharing and embodying our five core DANCE values: Dream big, take Action, Navigate the world, Create an artistic and leadership voice and Empower others.



Our Commitments

Intersectional Feminism



Our Values

Dream big,
Act now
Navigate the world
Create your artistic and leadership voice
Empower yourself and others



Gender equality



Sustainable Goal 5
United Nations



Our Team

Core Team

- Avatâra Ayuso, Founder and Director
- Anna Quiney, Programme Coordinator and PA to Director
- Ana Neve, Digital and Communications Officer

Associates

- Sherisse Bisram, Dance and Leadership Facilitator
- Sam LeBihan, Safeguarding and Dance Curriculum Associate
- Amelia Bickley, Partnership and Advocacy Associate
- Alice Vahanian, Research and Impact Associate
- Rebecca David, Digital Content and Projects Associate
- Constance Hautier, Communications Officer
- May Alhares, Projects Assistant Associate

Placement

- Georgia Shire, London Studio Centre

Board of Trustees

- Chair: Asma Hussain
- Andrew Hurst
- Monique Springer
- Tracy Rose Kpemou
- Rosa Maria Cisneros

30.77% part of the team are of global majority



Leadership Development



Leadership Breakfasts

A five-week Continuing Professional Development programme delivering weekly online two hour sessions focused on leadership development for all women in the dance sector.

Junior Ambassador Programme



The Junior Ambassador programme is a 12-month opportunity for young artists aged 14 – 18 years old to represent the charity as ambassadors and work with us to develop and deliver our work. Throughout the year they receive mentoring from Director Avatâra Ayuso as well as support to deliver projects they want to see within the charity or projects of their own.

Mentoring Programme

The 7-month mentorship programme gives participants access to some of the most successful women in the UK dance sector. Participants receive one-to-one sessions with one of four matched mentors (based on their goals), group sessions and the opportunity to have individual time and feedback from our Director, Avatâra Ayuso. AWA DANCE provided participants with tailored information and resources including a private Facebook group to network with other participants.

Advocacy

Women in Dance Leadership Award

On 21st March AWA DANCE held the second iteration of the Women in Dance Leadership Award to celebrate women and their outstanding leadership in the UK dance sector in 2021. This year's award recipient was Kate Marsh. Kate is an impactful dance researcher and powerful dance artist. Her recently completed PhD focusses on leadership in the context of dance and disability.

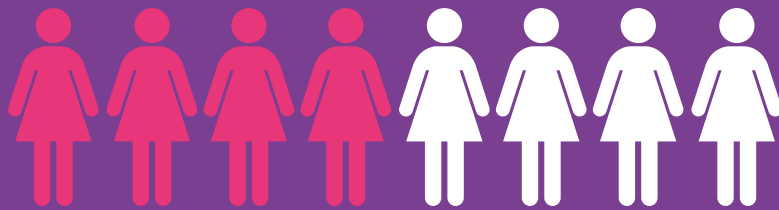
This year's event took place in a hybrid format at Sadler's Wells' Rosebery Room and virtually via the platform Remo. The evening was hosted by Avatâra and the award presented by charity ambassador, Dr Kathryn Stamp. The ceremony also featured the premiere of dance film *Let Them Eat Cake!* as well as a live Tango performance by Avatâra Ayuso and Martin Espindola. The award itself was specially designed by the visual artist Silvia Lerin, creating a work of art inspired by the charity's leadership values.

"Quite simply the Awards and Ceremony ... were everything and more that one would hope for ... dream of"
2022 Attendee



Research

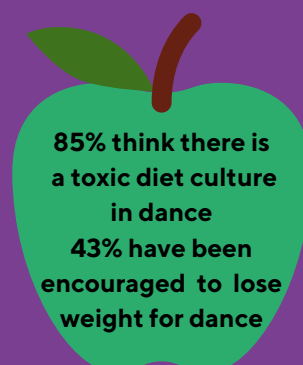
AWA DANCE is passionate about bringing to light problems all women and girls face within and outside of the dance sector. With this in mind, alongside our Junior Ambassadors, we decided to research the prevalent issue of how young women feel about their bodies, especially within dance training. This took shape in the form of a survey titled, "Body Image in Dance Training" 2021. The survey was aimed at all women and girls aged 11 to 18 and over 2 months we received 178 responses.



Negative comments on body image come from:

66%
Have experienced
unwanted body image
comments in the dance
classroom

| | |
|-------------|-----|
| "Myself" | 59% |
| Teachers | 53% |
| Class Peers | 29% |
| Friends | 18% |
| Parents | 14% |
| Strangers | 9% |



Our Participants

20% part of global majority
21% part of LGBTQ+ community
7% have a disclosed disability

This program has taught me how to speak out and stand up for myself and I am glad of those differences it has brought to my work space
- Mentee 2021

311,718 online viewers for the project Let Them Eat Cake!

You have encouraged me to follow my path and to make more space for other things to happen, opening eyes to other possibilities. Thank you again for seeing the potential in what I do.
- Mentee 2021

I loved that it was a non judgmental environment and that everyone was so kind and inspiring.
- Powergirl Bootcamp Participant 2021

It has been so empowering and uplifting to be apart of the charity!
- Junior Ambassador 2021

Thank you for creating a brave space for women to share their thoughts, challenges and hopes.
- Leadership Breakfast Participant 2021

" Incredibly powerful, witty, evocative and poignant" - Audience member of film premiere

It's given me the confidence to take on leadership skills into the dance world.
- Junior Ambassador 2021

Awesome experience! Honest space to listen and express; difficult topics dealt in a humble and courageous manner: nurturing environment for personal and collective reflection, thank you!
- Bootcamp Participant 2021

FEATURED PROGRAMME

Let Them Eat Cake!

Let Them Eat Cake! is a dance film on girl empowerment, where three teenagers rebel against how society dictates how they see themselves. In Let Them Eat Cake! the three characters transform from being "perfect girls" to agents of change, by embracing who they really are. The film is AWA DANCE's first artistic creation and will be used as a workshop tool in educational settings to discuss body image amongst 12 - 18 year olds.



[Find out more here](#)



59,698

Total views



311,718

Total impressions

This project was Commissioned by The Space via Arts Council England and Co-commissioned by Swindon Dance as part of its Digital 4 commission programme with funding from The Foyle Foundation. The project also received funding from private donors and Crowdfunder supporters.



"The Performers: Alma, Sky & Tara were exquisite and wonderfully beginning their journeys as Leaders." - Audience Member

Key Highlights

338 total participants
spread over 5 programmes



Featured in
Dancing Times
Magazine

APRIL

MAY

Director presented an
award at The National
Dance Awards in the UK



JUNE



Body Image in
Dance Training
research launched
and received 178
responses

JULY

AUGUST

Partnerships created
with Mermaids UK,
Dance Data Project,
Equity Women's
Toolkit and Festival of
the Girl



SEPTEMBER

Participation in
Festival of the
Girl virtual 2021



OCTOBER

NOVEMBER



Received funding for
Organisational
Development from
Arts Council England

Became a
member of
One Dance UK

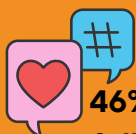


DECEMBER

49 women nominated
across 120 nominations for
WIDLA



JANUARY



46% increase of social media
followers across all channels

FEBRUARY

engaged a total of 20 freelancers

delivered 28
workshops/events

MARCH



Let Them Eat Cake!
over 50.5k views

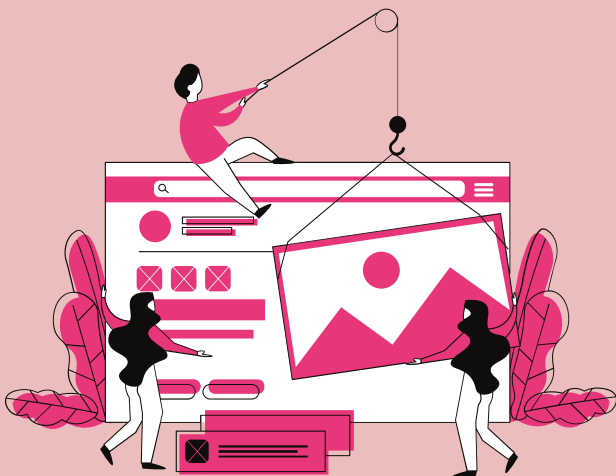
Our Goals for 2022–2023



**Increase girl
engagement**



**Increase educational
activities in schools**



**Digital
Transformation**



**Research and impact
measurement**

Governance and Legal

AWA DANCE ('the charity') is constituted as a Charitable Incorporated Organisation. We registered as a charity on 28 February 2020. Our charity registration number is 1188235. Our registered address is Flat 12, The Limes, 25-27 St. Botolphs Road, Worthing, BN11 4HY.

The organisation is run and managed by a Board of Trustees who meet five times a year to review activities, the financial management of the charity and undertake all governance responsibilities for the charity. All Trustees give their time voluntarily and receive no benefit from the charity.

The Board of Trustees are responsible for the strategic direction and policy of the charity. The Board is made up of five Trustees with a variety of professional backgrounds relevant to the charity's work. The Trustees have assessed the major risks to which the charity is exposed and are satisfied that systems are in place to mitigate exposure to the major risks.

Trustees

- Andrew Hurst Appointed on 28 February 2020
- Asma Hussain (Chair) Appointed on 28 February 2020
- Tracy Kpemou Appointed on 19 November 2020
- Monique Springer Appointed on 19 November 2020
- Rosa Maria Cisneros Appointed on 8 March 2022

Trustee recruitment

Trustees are recruited based on skills and experience required for the running of the charity. Apart from the first charity Trustees appointed on 28 February 2020, every Trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity Trustees. In selecting individuals for appointment as charity Trustees, the charity Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the charity.

Objectives & Activities

The object of AWA DANCE, as stated in its constitution, is, for the benefit of the general public, to promote and advance the education of the arts through the provision of dance and other training to women, including young women between 12 and 18 years of age ('the Beneficiaries') in such ways as the charity trustees think fit.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake. The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives. The charity is fulfilling its role by providing dance and leadership training through dance to beneficiaries identifying as women and girls over 12 years of age.

Accounts

| | | | | |
|--------------------------------|-------------------|------------|---------|----------------------------|
| AWA DANCE | | Charity No | 1188235 | |
| | | Company No | | |
| Annual accounts for the period | | | | |
| 0 | Period start date | 01/04/2021 | To | Period end date 31/03/2022 |

Section A Statement of financial activities (including summary income and expenditure account)

Recommended categories by activity

Income (Note 3)

Income and endowments from:

Donations and legacies

Grants (ACE, Trust, Foundations, etc)

Other trading activities

Investments

Separate material item of income

Other

Total

Expenditure (Notes 6)

Expenditure on:

Platform transaction fees

Charitable activities

Separate material expense item

Other

Total

Net income/(expenditure) before tax for the reporting period

Tax payable

Net income/(expenditure) after tax before investment gains/(losses)

Net gains/(losses) on investments

Net income/(expenditure)

Extraordinary items

Transfers between funds

Other recognised gains/(losses):

Gains and losses on revaluation of fixed assets for the charity's own use

Other gains/(losses)

Net movement in funds

Reconciliation of

Total funds brought forward

Total funds carried forward

| | Unrestricted £ F01 | Restricted £ F02 | Endowment £ F03 | Total funds £ F04 | Prior year £ F05 |
|-----|--------------------------|------------------------|-----------------------|-------------------------|------------------------|
| S01 | 4,301 | - | - | 4,301 | 220 |
| S02 | - | 33,250 | - | 33,250 | 16,400 |
| S03 | 3,210 | - | - | 3,210 | 1,788 |
| S04 | - | - | - | - | - |
| S05 | - | - | - | - | - |
| S06 | - | - | - | - | - |
| S07 | 7,511 | 33,250 | - | 40,761 | 18,408 |
| S08 | - | - | - | - | 148 |
| S09 | 3,324 | 32,610 | - | 35,934 | 12,891 |
| S10 | - | - | - | - | 367 |
| S11 | - | - | - | - | - |
| S12 | 3,324 | 32,610 | - | 35,934 | 13,406 |
| S13 | 4,187 | 640 | - | 4,827 | 5,002 |
| S14 | - | - | - | - | - |
| S15 | 4,187 | 640 | - | 4,827 | 5,002 |
| S16 | - | - | - | - | - |
| S17 | 4,187 | 640 | - | 4,827 | 5,002 |
| S18 | - | - | - | - | - |
| S19 | - | - | - | - | - |
| S20 | - | - | - | - | - |
| S21 | - | - | - | - | - |
| S22 | 4,187 | 640 | - | 4,827 | 5,002 |
| S23 | 123 | 3,001 | - | 3,124 | - |
| S24 | 4,310 | 3,641 | - | 7,951 | 3,124 |

Funders and Supporters

**WE ARE INCREDIBLY GRATEFUL TO
OUR FUNDERS, SUPPORTERS &
DONORS. OUR WORK WOULDN'T BE
POSSIBLE WITHOUT YOU**



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



**SWINDON
DANCE**